

Elevate

YOUR LIFESTYLE...

JOIN THE STUDIOFLEX REFORMER REVOLUTION.

Welcome to the future of fitness... we are thrilled that you are ready to embark on your own StudioFlex 'Reformer' concession journey.

Your clients will benefit from our innovative concept that blends the time-tested principles of Pilates with cutting-edge reformer design. A concept originally developed by Joseph Pilates for rehabilitation purposes for injured soldiers, Reformer Pilates is now recognised as the leading form of exercise to achieve improved strength and flexibility whilst developing lean, toned muscles and strong core stability.

Rest assured, you will be providing a transformative fitness experience for all levels in the fastest-growing category of fitness on the planet right now.

WHY INVEST... LET'S TALK MONEY

Of course, this needs to work for you. Whether you are a fitness professional or someone that is looking for a career change and are ready to run your own business in the fast-growing global fitness industry, we know the figures need to stack up for you to make that change.

Following an initial five-year license fee of £15k you can expect to invest a further £89k on fitting out of your premises. This will include building of your reception area, Reformer Studio, changing rooms and showers, coffee, smoothie machines, etc. as well as 12 state of the art Pilates Reformers and all the accessories that go with them. As an owner-operator you can expect to be earning £100k pa moving forward from the start of year three and you can expect to achieve return on your £89k investment in year two.

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FITNESS FOR THE STARS

You will be involved in a fitness revolution that already appeals to the stars. J-Lo and Harry Styles are amongst famous endorsers of reformer... and the lists just continues to grow. Reformer has already led the fitness revolution in Sydney and New York and now it has hit London with clients queueing and clamoring to pay £50 per session. Other famous reformer enthusiasts include Lady Gaga, Miley Cyrus and even Sylvester Stallone... they can all be found posting reformer pictures online.

THE FITNESS JOURNEY

Reformer offers a journey towards strength, flexibility and mindfulness. Utilising state-of-the-art Pilates Reformers, participants engage in dynamic, full-body movements that target every muscle group whilst emphasising core stability and alignment.

Your certified instructors will bring years of experience and a passion for reformer to every session, ensuring participants receive personalised attention and guidance. We can help to source these instructors for you, should you require us to, through our database of fitness professionals.

From beginners to seasoned practitioners, your classes will cater for all levels with clients benefiting from building strength, improving flexibility and enhancing athletic performance.

TARGET AUDIENCE

Your StudioFlex 'Reformer' concession will appeal to a wide range of demographics, including fitness enthusiasts, athletes seeking cross-training, individuals recovering from injury, and anyone looking to enhance their overall well-being and physical health.

HOW IT WORKS

The Pilates Reformer offers unparalleled resistance and support, allowing for precise movement and optimal results. With adjustable springs and straps, every session can be tailored to an individual's needs. And beyond physical fitness, our class programme promotes holistic wellness by integrating elements of mindfulness and breath-work, helping participants to cultivate a deeper mind-body connection. We are sure that you will be proud to have an established club-style environment for a community of like-minded individuals in the post-code area that will be exclusive to you.

Our flagship
gym is ranked in the
TOP 15
Reformer Pilates
studios in the UK!
(Women's Health Magazine)

THE RESULTS

The benefits of reformer include:

- Improved core strength and stability
- Increased flexibility and range of motion
- Enhanced muscle tone and definition
- Reduced risk of injury through proper alignment and technique
- Stress relief and improved mental well-being

MARKETING STRATEGY

Your marketing strategy will be guided by our experienced team at StudioFlex HQ.

- **Social Media Campaigns:** We will show you how to engage your audience through targeted social media ads, showcasing the benefits of Reformer Pilates and highlighting success stories.
- **Partnership Opportunities:** We will show you how to collaborate with local businesses and influencers to expand our reach and attract new clients. Including our established 'Fit For Golf' offering that we are sure will prove popular with local golf clubs in your area.
- **Introductory Offers:** You will attract first-time participants with special promotions, such as discounted class packages or complimentary trial sessions.
- **Community Events:** You can host workshops, open houses, and charity events to foster connections within the community and showcase the benefits of Reformer Pilates.

THE PACKAGE

Along with advice from our experienced StudioFlex marketing team every step of the way, your £15k license fee will include.

- Access to an established and proven brand that will be instantly ready to launch in your area.
- You will not need to worry about your online brand or building a website, as you will become part of our online umbrella presence.
- When it comes to your booking and payment systems, StudioFlex concessions benefit from a ready-to-use booking and payment system, seamlessly integrated with the StudioFlex website app and ClassPass, with full training provided.
- You will secure your post-code area exclusively to yourself as future StudioFlex 'Reformer' destinations roll out across the UK.
- We will commission an agent to help find your premises.
- We will procure your state-of-the-art StudioFlex 'Reformer' equipment at better-than-market prices and deliver them to you.
- We will negotiate and consult on your behalf with top-quality, reliable builders to ensure a high-quality finish that has become associated with the StudioFlex brand at your premises. Our staff will be on site to ensure that you are not overcharged, you have our expertise on site, you will achieve a quality finish and you will be perfectly on brand.
- Lastly, our team has five years' experience in this fast-growing, niche area of the fitness industry and will be with you every step of the way.

CONCLUSION

In conclusion, with its unique blend of tradition and innovation, the StudioFlex 'Reformer' concession opportunity is poised to revolutionise the fitness industry. Join us on this journey as an owner-operator and expect to elevate your lifestyle to new heights whilst delivering the future of fitness to the community in your postcode area!

Our experienced staff will be there with you every step of the way to ensure you hit your targets, achieve ROI and achieve profitability as a matter of course.



STUDIO
FLEX[®]
Boutique Fitness Club