

# NATIONAL Spring 2014 FITNESS TRADE JOURNAL

The Industry Guide for Fitness Facility Management

## TreadClimber

by **STAR TRAC®**

### Walking Towards a Cardio Revolution

*see page 6*



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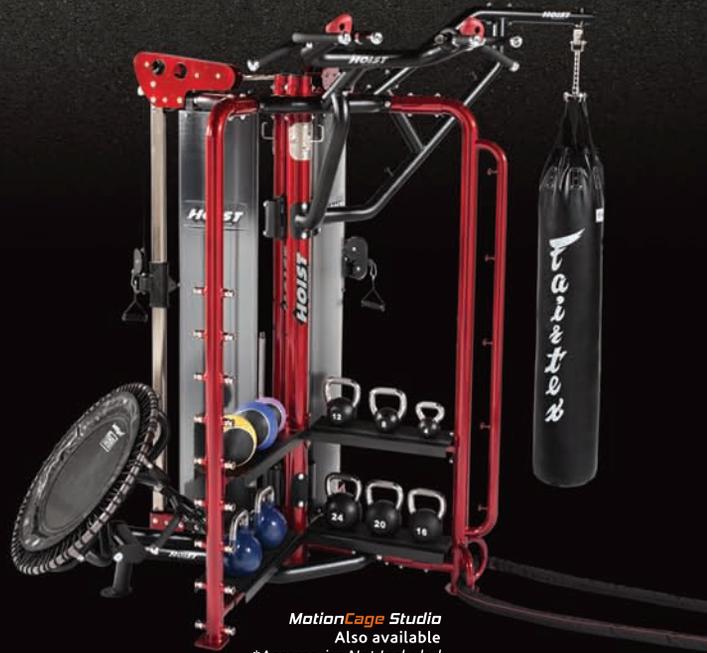


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**National Fitness Trade Journal**  
(541) 830-0400

**Publisher**

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Advent Media [adventmedia.us](http://adventmedia.us)

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The National Fitness Trade Journal is published quarterly (four times a year with an exclusive Trade Show Issue (July) for \$25 per year by Wally Boyko Productions, Inc. A California Corporation, P.O. Box 2490, White City, OR 97503. Editorial contributions must be accompanied by return postage and will be handled with reasonable care; however, the publisher is not responsible for unsolicited materials of any kind. Any material accepted is subject to such revision as is necessary to meet requirements of this publication. The act of mailing material shall constitute an express warranty by the contributor that the material is original and in no way an infringement upon the rights of others. Reproduction of this magazine in part or whole without consent, is prohibited. Send subscription inquiries and address changes to National Fitness Trade Journal, P.O. Box 2490, White City, OR 97503 Phone (541) 830-0400 Fax (541) 830-0410. Wally Boyko Productions, Inc., does not endorse advertised products or services represented in this magazine. Furthermore, WBP is not responsible for any warranties or manufacturer claims of product performance.

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# Walking Towards a Cardio Revolution

Ask any club operator and they will tell you that their highest demand cardio pieces are the treadmill and elliptical. During peak times, there are lines of people waiting to workout or time limits set to ensure that everyone can workout on the equipment they prefer. While various makes and models might get more use than others, there is no denying that these two products dominate cardio decks in clubs of every size.

It's not just anecdotal evidence either. The 2012 Fitness Industry Trends Report by FISA confirms that treadmills and ellipticals account for more than 70% of all cardio units sold between 2007-2011. That means all other cardio pieces including "must haves" like upright bikes, recumbent bikes, steppers, and group cycles, plus niche and specialty pieces make up less than 30% of all cardio equipment sold.

With treads and ellipticals dominating and all other pieces struggling to maintain, much less grow, it's time for something to take the cardio category by storm. So why not combine the best features of the most popular products into one new modality that can be to cardio what the functional training trend was to strength and group exercise?

Introducing the TreadClimber® by Star Trac, a low impact cardio workout that offers up to twice the calorie burn of a traditional cardio session in the same amount of time.



## BEGINNING OF A REVOLUTION

Before creating this game changing cardio product, we had to do our research. Hours of observation

and user feedback uncovered the benefits, features, and motion that users wanted. But more importantly, we learned that exercisers wanted a cardio option that was efficient and low impact.

While the strength and group exercise categories have embraced trends like functional training and efficient, cross-discipline workouts like high intensity interval training (HIIT) and CrossFit, cardio hasn't had a universally accepted and truly unique modality since the introduction of the elliptical. It's time for a true game changing cardio revolution!

## DEFINING THE MOTION

### Why do people like these pieces more than others?

Treadmills cater to a large segment of the population. Not only is walking the number one fitness activity worldwide, but it's also a great way for people to get started on a fitness routine. Walkers can build up to running for improved results and an added challenge.

Treadmills also offer a highly customizable workout experience where users set their own pace, stride length, and incline. But running is undeniably jarring on the body, leaving

some looking for a lower impact cardio option.

The elliptical offers an equally inviting, yet less customizable experience than the treadmill. With a fixed path and comfortable, oversized foot pads, ellipticals are a low-to-no impact workout that motivates many to workout longer or harder than they can on other cardio pieces.

By understanding the pros and cons of each unit, we found a simple solution. The TreadClimber® by Star Trac would feature dual, user-defined treadles (ramping decks) that provide a low impact, incline-to-flat step pattern. The new modality also targets the glutes and thighs like a stepper, making it a three-in-one solution.

## MAXIMIZING MOVEMENT

The patented design and movement pattern maximizes the exerciser's effort, burning up to two times more calories than a traditional cardio workout. But we needed to prove it, so we put it to the test.

Sponsored Research conducted at the University of Wisconsin – La Crosse Physical Therapy and Exercise and Sport Science departments confirmed that walking on the TreadClimber by Star Trac at the same speed as a flat treadmill produced almost twice the calorie burn in the same amount of time. And, walking on the TreadClimber by Star Trac at 3 MPH burns the same amount of calories as running on a flat treadmill at 6 MPH.

In short, the TreadClimber by Star Trac is a true calorie burner to burning up to twice the calories as a single traditional cardio workout with significantly less impact on the joints.

This is revolutionary for many exercisers – from the avid runner in peak form to the deconditioned or first time gym goer. The TreadClimber by Star Trac can open up greater avenues of health and wellness for

those rehabbing from an injury or illness by allowing them to burn calories and increase their heart rate without ever going faster than a walking pace. But it can still challenge the most physically fit marathoner without adding stress to their joints. It is a game changer!

## ADOPTING ALTERNATIVE CARDIO

We successfully developed a product that answers a need for exercisers, non-exercisers, and club owners alike. But having a new product that offers a unique modality and an overall rewarding workout experience means nothing if users don't embrace it. So we incorporated it into the Star Trac family of cardio products that offer high quality, user-focused features like an easily accessible HotBar® with one-finger speed and elevation controls; integrated personal viewing screens; integrated personal fans; and adjustable personal fans.

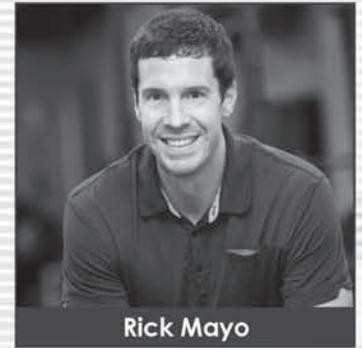
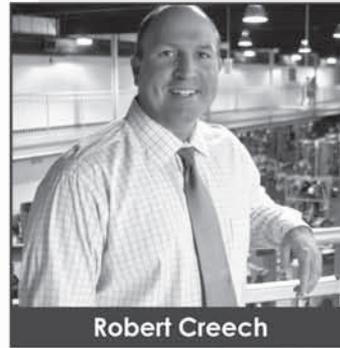
The TreadClimber by Star Trac has a familiar look and feel, so users can start working out quickly. Plus it looks just like the other Star Trac cardio pieces, fitting seamlessly onto any cardio deck in the same footprint as a treadmill. This is a new generation cardio experience where workouts are customizable, efficient, and best of all, fun!

For more information on the TreadClimber by Star Trac contact 800-228-3365, [sales@startrac.com](mailto:sales@startrac.com) or visit [www.startrac.com](http://www.startrac.com)



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Your fitness business represents your dream, your passion and your commitment to changing lives, but it takes more than a passion for fitness to run a financially successful business. The National Fitness Business Alliance has been the industry leader in practical business information for over 30 years. Our mission has been to help the thousands of fitness professionals who come to us for help living their dream through owning and operating successful businesses. Businesses that not only help clients reach their goals, but turn a profit, which allows you to live the successful life you dreamed.



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What you do matters! Running a successful business allows you to touch more lives. We know

what it takes to make money in this business. The NFBA understands it's a tough and competitive marketplace and we provide you all the tools, systems and support you need.

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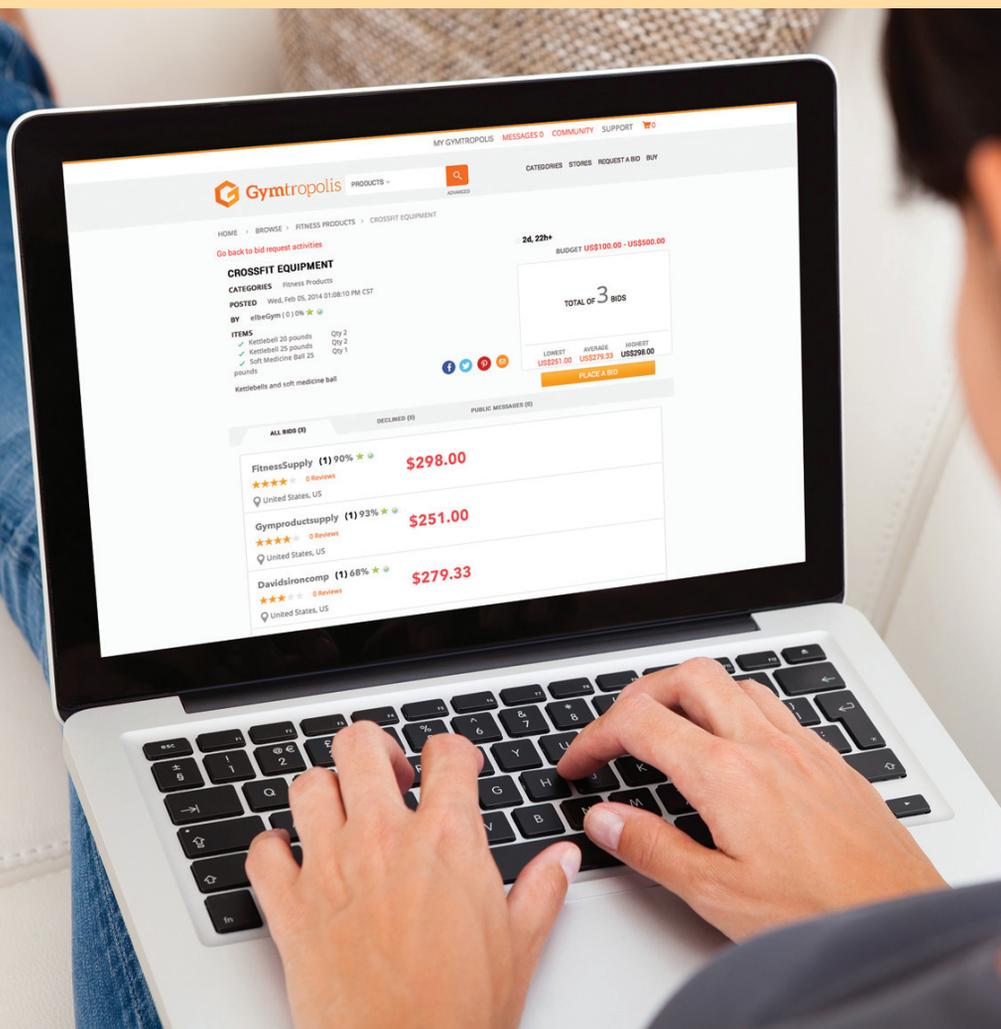
Brad Schupp knows a thing or two about the fitness industry. As a successful fitness professional for the last 30 years, his commitment to innovation and passion for problem-solving providing the stepping stones of his entrepreneurial journey. Building on Brad's experience working with StairMaster, gave him a solid foundation to build on as he launched the original parts and product support company out of his garage which has evolved over the years into Sportsmith. Schupp's decades of experience shed light on a new opportunity to add value and enhance the fitness industry. Together with his son Aaron, and his daughter Elise Hopper, Schupp launched out on his newest and perhaps boldest business venture to date: Gymtropolis.com.

"Our goal in creating Gymtropolis is to provide a marketplace and community that enhances the fitness industry by making fitness commerce faster, easier, and more efficient for fitness facilities and suppliers," Schupp explains.

We accomplish that goal with several key features, such as the reverse auction. Much like travel sites Expedia and Priceline revolutionized booking travel, the Gymtropolis free reverse auction accomplishes and revolutionizes purchasing exercise equipment, fitness products, supplies and services for fitness professionals. One post, multiple bids, one great offer. Everybody wins!

Schupp expects Gymtropolis to transform the way that health clubs, fitness facilities and trainers purchase their equipment, as well as the way that fitness service providers and suppliers sell their products and services. At the core of the Gymtropolis website is an innovative reverse-auction system (think EBAY, but reversed) which allows health clubs to enter a bid request for the products that they need. This request is then automatically pushed to relevant suppliers in the Gymtropolis network to allow them the opportunity to bid on the requested item(s). This allows health clubs to quickly and efficiently comparison shop without taking up too much time or effort. Gymtropolis will also provide fitness clubs owners with a traditional auction-style format, as well as individual store setups to allow health clubs to shop at their own convenience.

"We have crafted a better, faster and more efficient method to buy all of the best products, supplies, equipment and



services that any fitness facility will need to succeed. Utilizing Gymtropolis unlocks the door to high productivity for facility owners, managers, fitness directors, operations managers and personal trainers.”

“Our mission at Gymtropolis is to add value to fitness community. We’re committed to helping our fellow fitness professionals maintain their fitness facilities in the most efficient and cost-effective ways possible. Gymtropolis enables club owners to focus on the other aspects of developing better facilities and services for their community,” Schupp states.

Gymtropolis solves the problem club owners and operators face on an almost

daily basis – google search marathons to find exercise equipment, fitness products, supplies and service providers. This problem is resolved by consolidating the leading suppliers, brands and service providers in the fitness industry into the Gymtropolis Marketplace, a robust, one-stop resource.

Simply stated, Gymtropolis provides easy and efficient comparison shopping which enables fitness professionals to research and purchase similar fitness products from various suppliers, without having to navigate through an exhaustive list of websites. This method results in a purchasing process that’s faster, easier and more efficient than the antiquated

process of navigating multiple sites to find the best products.

“In addition to our Marketplace, we think the Gymtropolis social network may prove to be the greatest value to the fitness community. We’re currently developing a dynamic social community for fitness professionals to collaborate and exchange ideas and information...all geared towards the effort to build a better fitness industry,” exclaims Schupp.

“I really love the community aspect of the vision for Gymtropolis. It’s very appealing and makes you feel like you are not alone when it comes to the headaches of trying to find the right equipment at the right price. The site is easy to navigate and very self explanatory. I feel like the Gymtropolis team has a great feel on the pulse of the fitness industry.” Patrick, Hallock Owner, CrossFit Vital

Additional user-friendly features of Gymtropolis include product and vendor reviews by fitness facility colleagues and peers. Rewarding suppliers for a fair exchange in value on products based on quality, customer service, and not just the best price, is a winning combination for fitness facilities and suppliers alike.

Additionally, suppliers benefit from the Gymtropolis marketplace by receiving relevant product requests from highly qualified buyers.

*“Gymtropolis helped me find a cardio, strength, and free weight gym package to get my new fitness center completed. The website is easy to use and features multiple resources for gym owners. I recommend Gymtropolis to anyone looking for a one stop fitness shop.”*

- Steve Blackburn, Elite Fitness Training Studio



**Elise Hopper, Brad Schupp & Aaron Schupp**

For more information about Gymtropolis, please visit [gymtropolis.com](http://gymtropolis.com).  
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# Does Your Club Have a Special Area for Abs?



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Did you know that one of the **top fitness goals** every year is a **flatter, trimmer waistline**? In fact according to the American College of Sports Medicine, **Core Training** remains one of the **top trends** for 2014 (ACSM 2013).

When members and prospects are in your club it's important to give them **what THEY want**. That's why they join, that's why they stay. On a typical tour of the club you might say... “Over here is our **Cardio Area** for improving your heart... this is our **Strength Area** to strengthen and tone muscles. We also have rooms for different **fitness classes**”.

Now... what if the last part of your tour went like this... “Let me show you **THE CORE ZONE**, where we have equipment dedicated to training your core.” And then let your prospect try the **AbCoaster, Ab Solo, the Abs Bench** — all fun, easy, and very effective.

Your prospects and members get it... cardio means heart and calorie burn, strength means build and tone muscles, and **AB MACHINES mean a stronger core and trimmer waistline!**

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*“THE INCREDIBLE DEMAND FROM CLUBS WORLDWIDE FOR THE LATERALX INDICATES THAT MEMBERS ARE EAGER TO TRY SOMETHING DIFFERENT”*

## DIFFERENTIATE WITH DISTINCTIVE EQUIPMENT



Today's health club market is intensely competitive, with consumers able to choose among high-end clubs, 24/7 access franchises, specialized studio models (e.g., Orangetheory Fitness and Soul Cycle) and CrossFit boxes, among other options. With the increasing prevalence of low-cost models, successfully competing on price alone can be a daunting challenge. Any club owner can attest to being compelled to enhance his/her own service, programs and offerings in the face of new, nearby competition.

To thrive in a crowded market, each fitness facility must establish and embrace its own identity and niche. A 24/7 access center simply cannot match a luxury club in terms of amenities such as a steam room, towel service or a juice bar.

Clubs should promote their distinctive package and identify and reach out to their target market. While more players in the market can definitely impact the bottom line, the most successful clubs clearly differentiate themselves from the competition, and then strive to win and retain members by excelling in their particular niche.

An overlooked area of differentiation is fitness equipment. Exercisers generally crave new machines and know what they like and what feels good on their bodies. New and different exercise machines can create energy and excitement on the fitness floor. Clubs that offer progressive fitness equipment, such as the LateralX from Octane Fitness, find their members are motivated to use it, to return regularly and to tell others about their experience.

### A LEAGUE OF ITS OWN

Unlike any product at health clubs today, the LateralX uniquely combines a vertical elliptical stepping motion with an adjustable side-to-side movement for workouts that uses varying planes of motion in forward or reverse direction. Octane's signature MultiGrip and Converging Path handlebars engage the upper body for total-body workouts that exercisers describe as "exhilarating," "unique" and "effective."

By Julie King

"The incredible demand from clubs worldwide for the LateralX indicates that members are eager to try something different," said Tim Porth, executive vice president of product development and marketing at Octane Fitness.

But it's not enough for equipment just to be new. It must be user-friendly, feel good and help exercisers experience results. Because the LateralX resembles an elliptical, it's simple to get on and go, and exercisers intuitively learn how to use the machine and vary their motion. Its precise ergonomics and zero-impact, fluid motion enables exercisers to feel good both during and after workouts – which is an important distinction. Exercisers today want to work hard, but they don't want to routinely ache afterward.

And the LateralX works. University research shows that there is a 27% increase in caloric expenditure when LateralX users go from lateral width 1 to lateral width 10; and the LateralX uses the inner and outer thighs 30% more than traditional elliptical machines.

Virtually anyone can use this lateral trainer – whether they are coming back from an injury or just finished another triathlon. With 30 resistance levels, 10 lateral width adjustments and 13 workout programs, the LateralX creates muscle confusion through new challenges for a productive way to cross train and reap results.

"Snap is dedicated to providing our members with the best equipment to help them achieve results, and the LateralX is a perfect example of how we stay out front," said Peter Taunton, founder and CEO of Snap Fitness. "We were quick to adopt this unique machine, and the feedback has been outstanding from members who appreciate its valuable innovation and variety."

Octane-exclusive workouts like CROSS CiRCUIT, which combines cardio and strength intervals for an invigorating, all-out sweat session, motivate club members and maximize their exercise time. The LateralX with CROSS CiRCUIT uniquely complements increasingly popular functional and CrossFit intense workouts and adds a progressive element to health clubs.



*"THE LATERALX IS A PERFECT EXAMPLE OF HOW WE STAY OUT FRONT"*

**Peter Taunton**  
Founder/CEO, Snap Fitness



*"THE LATERALX HAS BEEN THE TALK THROUGHOUT RETRO FITNESS BY MEMBERS AND FRANCHISEES ALIKE"*

**Matt Schultz**  
Vice President of Operations, Retro Fitness

## LEADING THE NEW DIRECTION

New equipment like the LateralX can fuel a fitness floor and generate a buzz about the health club. Taking on a demo unit often proves the immediate popularity a product like the LateralX commands. It's that simple. Clubs repeatedly report that once an exerciser gets on the LateralX, it sells itself.

"As expected, the LateralX has been the talk throughout Retro Fitness by members and franchisees alike," said Matt Schultz, vice president of operations at Retro Fitness, LLC. "It facilitates a unique movement that is not currently found with typical elliptical, and with Octane's built-in workouts, technology and service, the LateralX is another top-performing machine by a tremendous company."

For more information, please visit Octane Fitness at [octanefitness.com](http://octanefitness.com). 888-OCTANE4.



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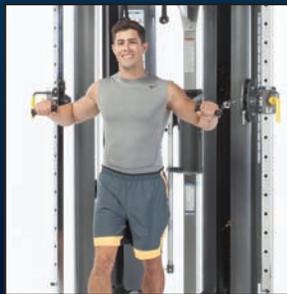
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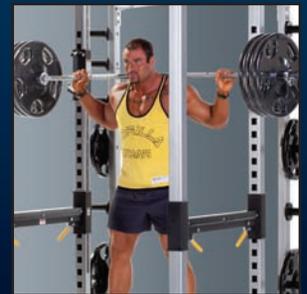
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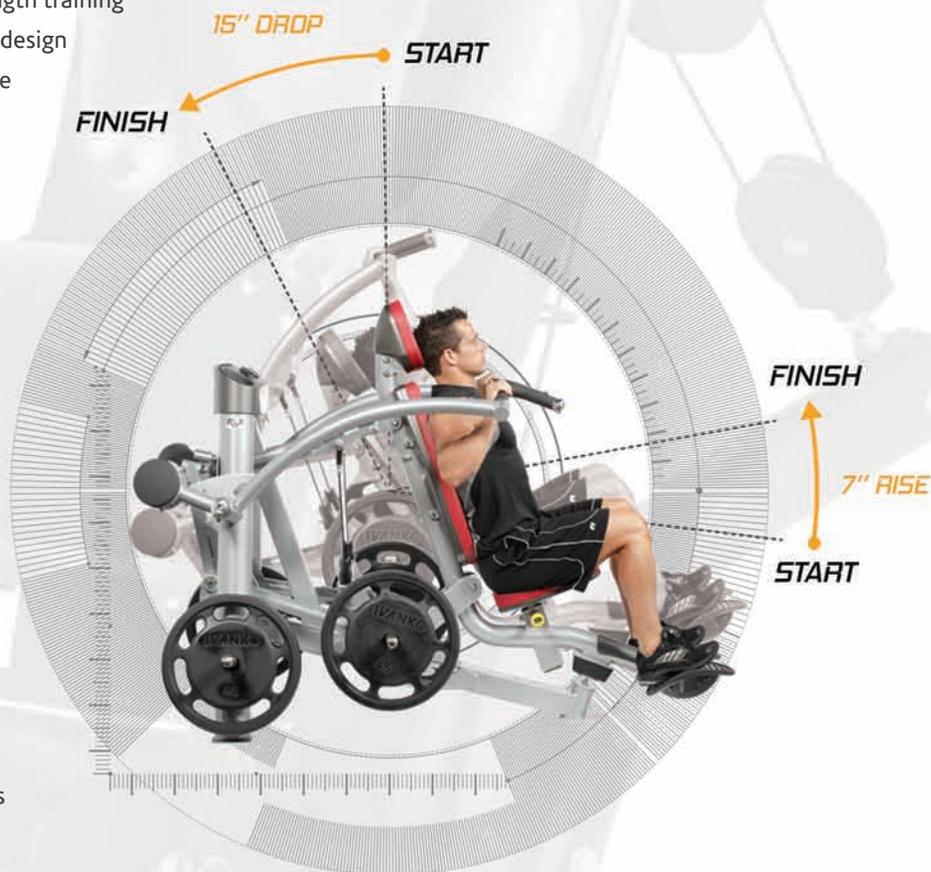
WHEN FITNESS FANS APPROACH A HOIST ROC-IT PRODUCT FOR THE FIRST TIME, THEY INSTINCTIVELY KNOW THEY'RE ABOUT TO HAVE A UNIQUE STRENGTH TRAINING EXPERIENCE. ONCE THEY BEGIN AN EXERCISE, THEIR INSTINCTS ARE CONFIRMED. HOIST INVITES USERS TO "JOIN THE MOVEMENT™" IN EXERCISE TECHNOLOGY BY INCORPORATING THE ADVANCED MOVEMENT OF THE ROC-IT PRODUCT LINEUP INTO THEIR REGIMEN.

*"WITH ITS DYNAMICALLY ROCKING TECHNOLOGY, THE HOIST ROC-IT LINE REVEALS NUMEROUS BIOMECHANICAL AND PHYSIOLOGICAL ADVANTAGES MISSING WITH TRADITIONAL EXERCISE MACHINES. THIS INCLUDES A DYNAMICALLY-ADJUSTED USER POSITION TO OPTIMALLY ALIGN AND MAINTAIN JOINT POSITION THROUGHOUT MOTION, REDUCING SHEAR-STRESS FORCES WITHIN JOINTS BY CREATING MULTIPLE SEGMENT MOVEMENT, PROVIDING SMALL, YET APPROPRIATE PROPRIOCEPTIVE CHALLENGES TO THE LUMBOPELVIC HIP COMPLEX (LPHC) TO IMPROVE STABILITY AND PROVIDING GREATER MUSCLE PRE-STRETCH OR LOADING TO OVERLOAD MUSCLES."* —**FABIO COMANA, MA., MS., NASM CPT, CES & PES; NSCA CSCS; ACSM HFS; ACE CPT & LWMC; CISSN, DIRECTOR, CONTINUING EDUCATION, NASM**

ROC-IT products capture attention and make strength training more enjoyable, but the foundation of the ROC-IT design isn't based on appearance—it's rooted in extensive biomechanical research.

ROC-IT technology addresses the human body as a complete system, not as isolated groups of muscles. The movement designed in each ROC-IT product more closely mimics the way a body operates in everyday life, enhancing results and reducing risk of injury.

Traditional machine-based exercise is muscle-centric and provides a stable platform, which helps beginners and casual users. But it comes at the cost of isolating individual muscles in a stable environment. Effective strength training challenges the entire Human Movement System, which has nervous, muscle and skeletal components working in harmony to achieve optimal results. This is where traditional machines fail.





Fixed machine design restricts natural movement, especially at the end of the range of motion. It forces unnatural positions that put unnecessary stress on the body, increasing the risk for injury.

It's not uncommon to see a user come out of the seat on a fixed machine at the end of the exercise motion. Why? Because the machine forces the user into an unnatural position—out of proper alignment. The machine is fixed, and because the user is not, he/she is required to adjust to the machine to complete the exercise. With the compromised biomechanical positioning in the end of the exercise motion in fixed machines, the body's ability to safely and effectively control movement is diminished.

ROC-IT products continuously adjust a user's position, maintaining optimal positioning throughout the entire exercise range of motion. Essentially, the machine transforms to accommodate the movement of the human body.

Effective strength training requires an efficient way to condition and challenge a body's functional capabilities. It utilizes systems that promote optimal biomechanics throughout the full range of motion. It trains the body in a way that challenges and incorporates the body's stability centers.

Each ROC-IT machine is designed to continuously shift the user's center of gravity to impose appropriate challenges to the Lumbo-Pelvic-Hip Complex (LPHC). This advanced exercise movement enhances core involvement and the number of LPHC muscles

needed to stabilize the hips and trunk. ROC-IT products yield more stability, more strength applied to the exercise path, and more calories burned—for a more complete exercise.

HOIST'S ROC-IT PRODUCTS ACHIEVE MANY OTHER SIGNIFICANT BIOMECHANICAL ADVANTAGES OVER FIXED MACHINES:

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- They provide stable exercise platforms that help users maintain a natural range of motion and correct form without overloading or stressing joints.
- They allow users to impose a "pre-stretch" that improves muscle activation and strength increases.
- They reduce recovery time by eliminating awkward positions that compromise the body's ability to rebuild.

Fitness facilities exist because of their members, and it's imperative that owners install the safest and most effective equipment available. HOIST's ROC-IT line is an industry leader when it comes to selecting equipment that minimizes risk during strength training exercise. When you add ROC-IT products to your facility, you're not just installing machines designed and engineered with unique patented ROC-IT technology, you're installing machines people can't wait to use!

FOR MORE INFORMATION ABOUT HOIST PRODUCTS, Contact HOIST Sales at 800.548.5438 or [sales@hoistfitness.com](mailto:sales@hoistfitness.com).



**"THE ROC-IT LINE IS A TRUE INNOVATION IN STRENGTH TRAINING THAT COMBINES SUPERIOR BIOMECHANICS WITH FUN TO CREATE AN UNFORGETTABLE EXPERIENCE. KUDOS TO HOIST FOR DEVELOPING EQUIPMENT THAT WILL HELP CLUB OPERATORS ATTRACT ALL TYPES OF INDIVIDUALS TO STRENGTH TRAINING."** —CEDRIC X. BRYANT, PH.D., FACSM, CHIEF SCIENCE OFFICER - ACE®

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## Building On 43 Years Of Success; TuffStuff Fitness International Redefines Itself For The Next 43 Years Of Success

Since their inception in 1971, TuffStuff Fitness Equipment, Inc. has been recognized as a worldwide leader in the manufacture of commercial strength, functional training and sports performance equipment. After 43 years of dedication to their craft, TuffStuff officially launched its new brand identity at the 2014 IHRSA Trade Show in San Diego, CA on March 13th and 14th. The new brand identity is inclusive of a refreshed name, dynamic new corporate logo and dedicated message to its global distribution partners. “Our new brand identity encompasses the values and commitments that reflect the heritage of TuffStuff Fitness, as well as, a forward-thinking mindset focusing on the design and manufacture of innovative USA made strength products that can drive our industry”, said National Sales & Marketing Manager, Mike Ryser. TuffStuff Fitness Equipment, Inc. is now TUFFSTUFF FITNESS INTERNATIONAL and will operate as TFI.



The new corporate name reflects the company's renewed commitment to its global distribution partners and their increased focus in the commercial strength market. The TFI

moniker will identify a family of strength products designed for both light and full commercial applications, while increasing the competitive advantage of TFI strength products in the home sector.

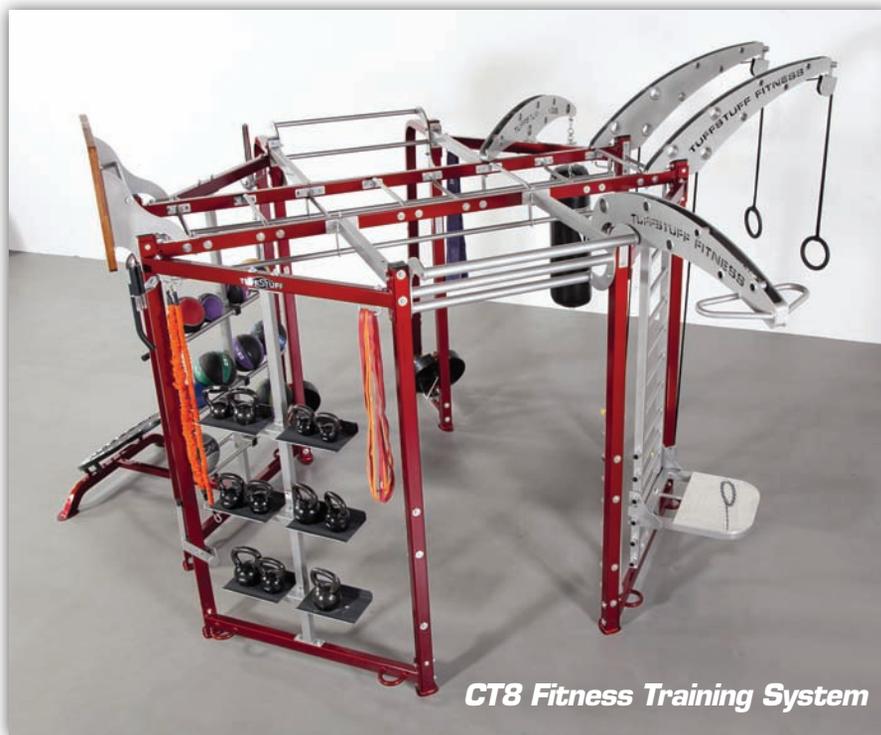
The dynamic new corporate logo, representative of a family crest featuring modern metallic letters on a shield of navy blue, reflects TFI's history, as well as, their increased

focus on the design and manufacture of the highest quality strength products for the global market.

This revitalized brand identity is a reflection of the vision and future direction of the company, which originated over 42 years ago, and continues to expand globally while maintaining the same core family values upon which it was founded.

The 2014 IHRSA Show shaped up to be very productive for TFI. In addition to launching their new brand identity, TFI also unveiled their new Evolution Strength Series, which incorporates a number of refinements to their previous line of home and light commercial products. These refinements include the addition of strategic product SKU's and an increase in structural integrity across the entire product line, to warrant use in all Light Commercial settings, while still maintaining the same price range as the previous Home Strength Line.

"We anticipate Evolution to be an immediate hit for both our Specialty Fitness Retail chains, as well as, our network of commercial distributors," adds Ryser. "A combination of the increased value incorporated into the product line and its capability of being partnered with our existing Cal Gym Series to complete any vertical market application needing free-weight, plate loaded or functional training equipment, should make the Evolution line very popular with our dealer network." The Evolution Strength Series also includes TFI's new CDP-300 Dual Adjustable Pulley machine, which offers a number of unique features not normally found on



**CT8 Fitness Training System**

traditional functional training systems. Look to see the new CDP-300 and the entire Evolution Strength Series on specialty fitness retail floors within the next couple of weeks.

As if all that wasn't enough, TFI also released phase two of its popular CT8 Fitness Training System, which should be available within the next couple of months. We got a "sneak peak" of what you can expect with the next generation of their modular oriented functional training system and we have to say, it is a must see for all. Not only will the new CT System create smaller, more budget conscious foot print options, it will also allow

larger "daisy-chain" configurations of the smaller pods to be incorporated into any facilities design. The new CT System displayed at IHRSA also incorporated an increased level of the quality customization they are known for. The eye catching CT Series prototype was finished in a brilliant, neon green powder coat with matte black accents that matched other select pieces from their Proformance Plus and Cal Gym Commercial Strength lines. The TFI booth was a definite point of interest for all attendees and solidifying their forward thinking process to continue their success for years to come.

For more information on TUFFSTUFF FITNESS INTERNATIONAL, its family of strength equipment or the quality service behind the success of the company; simply visit them at [www.tuffstufffitness.com](http://www.tuffstufffitness.com). To contact Mike Ryser directly at [mryser@tuffstuff.net](mailto:mryser@tuffstuff.net) or call 1.888.855.8274. You can also find TFI on Facebook, YouTube, Twitter and LinkedIn.

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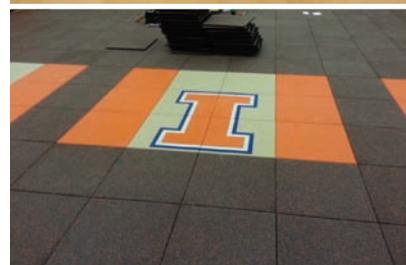
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# Precor Tech

## Turning Workouts into Personalized Experiences

Author: Doug Johns, Vice President, Global Marketing and Strategy, Precor

### Lean or muscular, tall or short, fit or “getting there”...

No two exercisers are exactly alike, so why should their workouts be? The fitness market realizes this, which is why they're always looking for innovative new ways to personalize the gym experience, catering to the specific needs of each individual, whether the goal is to get heart healthy, become toned or bulk up.

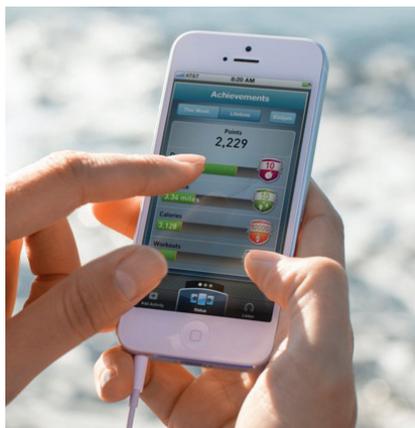
While this is not a novel concept, the sudden proliferation of fitness technology to achieve unprecedented levels of personalization is a new development, both in the home and the gym.

To that end, one of the hottest trends right now is portable fitness tracking software delivered via mobile applications or wearable technology such as bracelets and watches. By monitoring their workout stats and chasing their pre-set goals, users can custom-create regimens that effectively meet their personal health needs, while using their workout time more efficiently.

Meanwhile, fitness facilities are turning to networked fitness software to deliver similar benefits to their client

base. If the equipment is networked via the Internet, users can hop from machine to machine, or even across linked facilities and get a consistent experience with every workout.

By combining the two—networked and mobile fitness tracking—the fitness industry can truly maximize the potential of these applications to reach customers whenever and wherever they like. For instance, premium fitness equipment provider Precor offers its Preva® software on treadmills, ellipticals, bikes and AMTs, but also makes it available to gyms and directly to consumers via a mobile app. In this way, exercisers can set goals and record workouts on the equipment as well as factor in



out-of-gym activities such as biking in the same system.

Gym operators who have emerged as early adopters of this technology have been the first to reap the rewards of personalization, which include improved member loyalty and retention, membership renewals and upgrades, and increased sales on products and services.

### Best Practices for Fitness Apps

As a growing number of gyms experiment with customer personalization campaigns, the fitness industry is learning valuable lessons on what tactics and strategies work best when implementing such programs.

For starters, intuitive account management is a must for any fitness software solution, lest the user opt out due to intimidation, confusion or frustration. Workouts are hard enough, after all, without the exerciser struggling with the ins and outs of creating and modifying their fitness accounts.

Moreover, trainers at some gym facilities are incorporating applications such as Preva into their fitness programs in order to help customers create optimal cardio workout regimens and subsequently track their progress.

Though it may sound like a buzzword, gamification is another useful element when introducing tech-based personalization initiatives. Turning an intense workout into a form of entertainment can help distract users from their burning muscles by making the process more fun.

Over time, these applications have grown more scientific and effective—and so has the fun level. For instance, the aforementioned Preva turns workouts into a challenge, rewarding users with

motivational badges upon reaching certain key milestones (i.e. the Golden Gate badge, which is awarded when a user burns 232 calories, the average equivalent of walking the entire span of San Francisco's Golden Gate Bridge).

To make sure members don't lose interest, it's also beneficial to deliver automatic notifications via a mobile app, reminding them exactly how much more they need to work out in order to reach the weekly goals they set for themselves. And of course, the more return visits to the gym, the more opportunities to sell apparel, vitamins, smoothies, tanning bed services and other amenities.

A note of caution, however: It may seem like good customer service for gyms to offer their members a wide variety of personalized fitness applications from which to choose. But it's actually doing members a disservice, forcing them to select from an unwieldy collection of unknown, unproven programs, some of which may actually do more harm than good.

Ultimately, it should be up to the fitness facility to perform the diligent research required to select the right fitness app for its members—one that ideally has the versatility to serve a broad array of clients while still being able to address each individual's unique needs.

## Man and Machine, Moving In Sync

Personalization isn't just about helping exercisers reach their target fitness level;



it's also about meeting their personal comfort level.

With members that come in all shapes and sizes and builds, it is important for fitness centers to implement equipment that can adapt to each exerciser's physical capabilities and limitations.

Perhaps no equipment better embodies this ideal than the Adaptive Motion Trainer® (AMT®), a state-of-the-art, low-impact cardio machine from Precor that enables a vast range of motions, allowing users to change up their workouts in mid-session while maintaining their natural stride length. This results in a more comfortable workout that complements an exceptionally wide range of body types.

Even conventional cardio equipment can be upgraded to provide more a customized experience. For instance, many treadmills from Precor feature Integrated Footplant Technology™ that recognizes speed changes in users' strides and adjusts the belt's speed accordingly—thus mimicking their natural running motions.

Touchscreen consoles can add yet another layer of personalization. For instance, the Precor P80 consoles allow users to dynamically change what they

view on their displays throughout the workout session. They can visually monitor their workout progress, watch media, browse the Internet or select a hybrid of these options.

## Future Personalization Endeavors

As technology continues to advance, fitness companies of all kinds will look to capitalize on new and exciting personalization opportunities just over the horizon. In the gym, staff may gain the ability to send individualized messages and promotions to members' via the equipment console or mobile app, before, during or after workouts. What exactly is communicated in these tailored messages would likely depend on a member's workout history, fitness level, frequency of visits and even browsing habits.

In another foreseeable scenario, gyms may begin to access members' fitness records in order to dynamically adjust regimens based on their progress, or to check up on members who haven't been showing up lately.

When it comes down to it, people consider their health a very personal matter. It only makes sense that the facilities serving them will continue to find new ways to address their fitness needs in a manner that's equally personal.

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# Nautilus® Commercial New T10 LED Treadmill: “A Triple Win!”

**M**ed-Fit Systems, the company that manufactures Nautilus® Commercial fitness equipment, is listening to the needs of their customers.

Here's the challenge: customers want different things. Some want the latest and greatest in cardio technology, offering astounding entertainment and networking options for their users. Other customers want cardio equipment that they can buy today and be assured that the technology will serve reliably for the life of the equipment. These customers have expressed that they do not wish to fill their facilities with

the latest technology, which they feel may need upgrades as technology progresses or even become outdated in a relatively short time due to rapid advancement in technology, and may require more frequent (sometimes costly) maintenance. So what was Nautilus® Commercial to do? Satisfy them all, of course!

As an encore to the recent introduction of the high tech, touchscreen entertainment 10 Series commercial cardio line, Nautilus® Commercial now presents the T10 Treadmill with LED console. This treadmill is the same commercial grade, power-packed, sturdy, versatile body, but with a simplified console and optional entertainment features. The rollout of the T10 Treadmill with LED console is also due, in part, to the success of its predecessor, the T916, which also did not have an entertainment touchscreen. The T10 Treadmill combines all of the features and quality that Nautilus® Commercial customers are accustomed to, with some added innovations.

Executive Vice President of International Sales and Global Marketing, Juergen Kopf, explained, “The new technology of the T10

*Executive Vice President of International Sales and Global Marketing, Juergen Kopf, explained, “The new technology of the T10 Treadmill plus the simplified LED console plus the entertainment TV options equals a triple win!”*

Treadmill plus the simplified LED console plus the entertainment TV options equals a triple win!”

## T10 Treadmill LED - TECHNOLOGY

The amazing, new Nautilus® T10 Treadmill has been championed as “the best looking treadmill on the planet” and as incredibly powerful, with a user weight capacity of 600 pounds up to 4 MPH. Its speed can be set as slow as 0.1 MPH and as fast as 16 MPH! The T10 boasts Nautilus' no-maintenance, patented REACT® shock absorption control technology, which protects the user's ankles, knees, hips, and back by providing the most advanced and most dynamic cushioning system available. Whatever the user's pace, stride, or incline, the REACT® system will adjust automatically, so the surface will never be too hard, and never too soft.

This eagerly anticipated treadmill features a 33% increased, super-wide speed range over its impressive predecessor, the T916 Treadmill (T10: 0.1 - 16 MPH vs. T916: 0.1 - 12 MPH), a 20% increased incline range (T10: 0-18% vs. T916: 0-15%) and a smaller footprint over the T916, requiring reduced floor space. The treadmill's low step-up height of only 7.25 inches facilitates easier and safer mounting and dismounting.

The T10 LED has an energy saving automatic voltage regulation. This is a new advance that is hugely valued by Nautilus® Commercial's international customers who face voltage fluctuations. It benefits all customers by protecting the drive and display electronics against voltage spikes, thus extending the life of

those components. Additionally, the T10 Treadmill has a technologically advanced new electronic motor drive, showcasing a three-phase output with automatic torque boost and slip compensation. The newly designed controller replaces the previous



AC motor drive with an inventive and reliable digital motor control (and it also takes up less space).

Nautilus® Treadmill users will find convenient new easy-access speed and incline adjustment remote controls on right and left handrails. An optional medical handrail system is available for facilities desiring the feature.

There is another reason that Nautilus® Commercial's technology makes the brand a smart choice – they apply a long-lasting, permanently bonding antimicrobial treatment

to all strength and cardio. The antimicrobial treatment is EPA registered (completely environmentally friendly) long-lasting and permanently bonding. These antimicrobials are extremely effective against mold, fungi, algae and most harmful bacteria and viruses (including STAPH and MRSA.) This reduces cross contamination by multiple users. The treatment is not only highly effective, but MORE effective than alternate, dangerous methods that include poisons, gas and chemical leaching and that can bleed into the environment.

The new T10 Treadmill with LED console offers the same generous lifetime frame warranty (motor, 10 years, parts and electrical, 3 years; wear parts, 1 year) as its entertainment touchscreen cardio cousins and is also entirely made in America. Because Nautilus® Commercial fitness equipment is made in the U.S.A., virtually limitless color customization can be offered

with swift turnaround and only a modest upcharge.

### T10 Treadmill LED - CONSOLE

The T10 Treadmill's simple LED display improves reliability, durability and is also unsurpassed in accuracy.

Nautilus® Commercial cardio products with advanced LED displays utilize performance algorithms based upon scientific

*Nautilus® Commercial cardio products with advanced LED displays utilize performance algorithms based upon scientific analysis of energy expenditure. Competitors often embellish calorie burn. However, it often leads to exercisers eating a 700 calorie dessert, thinking they burned 700 calories on the treadmill, when they only actually burned 400!*

analysis of energy expenditure. Competitors often embellish calorie burn. However, it often leads to exercisers eating a 700 calorie dessert, thinking they burned 700 calories on the treadmill, when they only actually burned 400!

Nautilus® Commercial cardio's American College of Sports Medicine (ACSM) based exercise expenditure calculations are the perfect complement to Nautilus® strength products – where form follows function – ensuring that a facility's members (patient, client, etc...) will enjoy safe, effective and accurate exercise sessions.

The Nautilus® treadmill presents twenty-two workout programs, including a fitness test, in multiple languages. Nautilus® Commercial has also engineered a new dual fan design that is integrated into the console. The T10 LED console includes an iPod charging station with audio control buttons, an iPad/magazine shelf and C-safe power adaptor for additional theater receiver inputs.

### T10 Treadmill LED - ENTERTAINMENT

As Nautilus® Commercial listened to their customers, they found many of them saying that they wanted the reliability, accuracy and simplicity of the LED console, but that they still needed their entertainment. In other words, they want their cake and to eat it,

too. To that, Nautilus® Commercial responded, "Let them eat cake!"

They quickly made available two different TV entertainment monitor options. T10 LED Treadmill customers have a choice of 15.6" or 17" TV entertainment monitors with quick tilt

control for improved viewing angle for users of all sizes. Each of these entertainment options offers unique capabilities. The 15.6"

TV entertainment monitor offers an optional iPod/iPhone docking station for charging and provides access to brilliant

digital "On Demand" programs, movies and videos – all without needing internet wiring or an

additional service provider! The 17" TV entertainment monitor offers a larger format HD screen for digital, broadcast-ready diversion. This option



includes an integrated universal screen controller, enabling users to navigate through cable & satellite TV menus.

The American-made Nautilus® Commercial T10 Treadmill with LED console indeed appears to have scored that triple win for those facilities who want their cake and to eat it, too.

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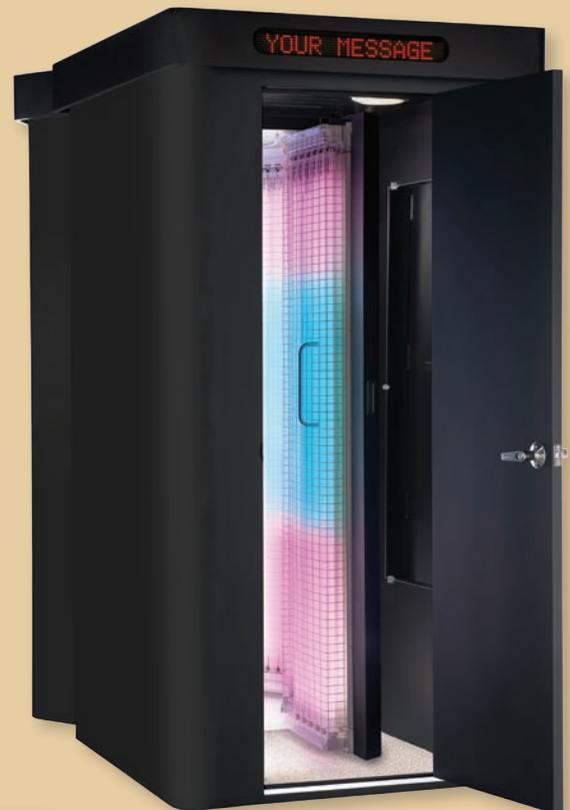
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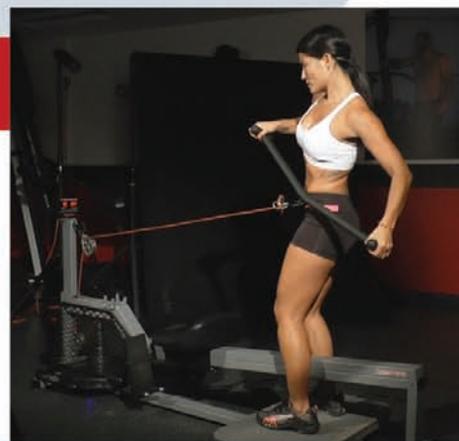
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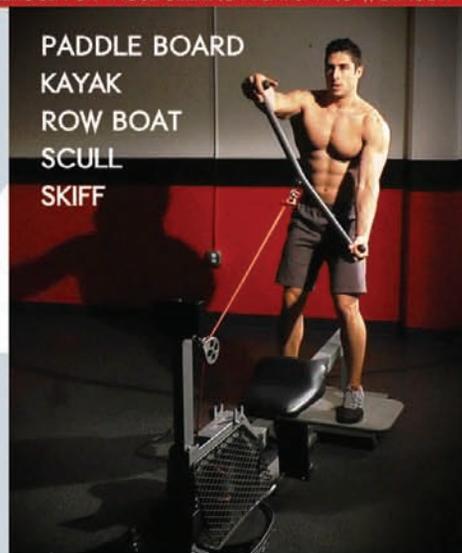


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# The Five BIGGEST MISTAKES

## You Made This Week in Your Business

By: Thomas Plummer

Business is a game of efficiency: it's not a game of perfect. Your goal each week is to do as many things as you can effectively and eliminate as much of the wasted, ineffective habits you become trapped in over time.

Perhaps the most important thing that we could ever teach fitness professionals is that almost every business-threatening mistake they make is due to the inability to change and their failure to move the business ahead rather than trying something new. In other words, most professionals fail by clinging to the past rather than trying to move the business forward through the introduction of new ideas and systems.

Here are five things that might have made the difference between a good week and great week. This list could be much bigger, but these are five problems we tried to correct this week during typical client calls:

**You still don't know your numbers:** The numbers in a business don't lie. If you can't tell me how many leads came through the door this month, how many conversions (closing percentage), what happened to the rest of those leads, the average EFT per new client, how many new clients are being upsold to training memberships, how much it will cost to run your business this month and your retention numbers, then you aren't in control of your business. And if you don't know your numbers, how do you make decisions? You have to make staffing, marketing and general business decisions everyday,



but if you don't know your numbers then how did you make the ones you did today?

**You are still being held hostage by your staff:** If you are afraid to change the business because you are afraid to piss off a few staff people, then you are being held hostage by staff without the benefit of a chance for ransom. Always do what is right for the business and never be afraid to grow. Everyone is replaceable and the business will move forward without those roadblocks. It's important to note that if you own a business and can't do the job currently by being held hostage by someone you perceive to have a skill you don't possess, you shouldn't be in this business. This is like owning a restaurant and not being able to cook if the chef walks tonight. You have to master every job in the gym and you should always train backups as a routine part of your business planning.

**What you're doing isn't working, but you are afraid to change:** Because what if you change and the new ideas don't work. Besides being a Chinese logic problem, this is a common trap for professionals who have business systems based upon the 1990s, yet want to move into a training-centric business model. This is like saying, "I don't want to send my staff to a workshop because what happens if I spend the money and they leave me?" What happens if you don't spend the money and they stay?

The key concept here is that anything that has been a trend for over three months is no longer a trend, it's the new reality. The belief is that if this professional waits long enough the tough times will be over and everything will go back to like it was back in the day when the business was hot.

**Believing Poor is Good:** One conversation this week was with an owner who was telling me that he was reluctant to change his system because he had three trainers who were generating \$13k a month in training...combined. Yes, that was the best he had ever done, but it is still horrible. We get trapped into believing that lousy is the new standard. This is like a woman who is married and her husband totally lets himself go. He was young, athletic and handsome and now he is 35 and wearing dad pants with an elastic waistband, big white tennis shoes and carries about 30 pounds over his married weight. She settles for this wreck until her personal trainer, after she lost weight and realized her inner babe, hits on her and she now realizes that she settled for lousy when she can really have a higher standard of hot.

“Don't ask me about how to sell training at point of sale, ask me how to build training into every membership in the gym.”

**Being Afraid to Ask for Help:** I call this the big chain syndrome. The chains struggle with an out-of-date business platform, heavy competition, erosion of their core revenue generators through the loss of training clients to the training gyms; yet most of the biggest club operators maintain that obstinate smugness that they are just too good to ask for help and nothing for them changes except the numbers get worse and the competition gets thicker.

This is common in the new training gyms where the first time owner is deathly loyal to a training concept and isn't smart enough to realize that a training methodology is not a business platform. A business platform is how we charge the clients, how we collect the money, how we price for the market and most importantly, the combination of the systems you use to run the business and train the staff. What does all of this mean: new ideas won't kill you and too much inbreeding, meaning every new idea you have comes from current staff or people who don't understand this industry, might just end your business.

**Trapped in 1995:** This is a conversation that, sadly, I have at least several times a week. This conversation usually progresses through anger, denial, a sense of entitlement, and finally the reality that what made you successful in 1995 is as relevant today as a phone with a cord, a baby blue leisure suit or a five-year-old cell phone.

It is seldom what you know today that will make money for you in the future. It's what you WILL know if you ask the right questions and continue to let yourself grow that will make you a rich person.

Remember that Jurassic Park wasn't just a movie; it is a representation of everything that is bad today in our industry. Don't ask me about how to sell training at point of sale, ask me how to build training into every membership in the gym. Don't ask me how to hire young, dumbass trainers and then wonder why they can't keep clients or can't sell even though you give them over half the money. They are trainers, and all they should do is train someone, under the supervision of a master trainer, because most trainers work with only one motivation and that motivation is helping people, not being part of your sales team. Change your old dinosaurs, or move on to Jurassic Park where all the old dinosaurs go to die.

Business is about growth and the future. Clinging to the past ended a lot of chains and individual efforts in this business, and clinging to the past might just end yours.

Ask yourself this, "Am I willing to let go and grow this business, or am I hanging on to my past glory days?" If you ever tell yourself, "I can't change, I will piss off too many people, but what I am doing isn't working," then you already know the answer.

Thomas Plummer is the key note speaker for the National Fitness Business Alliance. The NFBA educates fitness professionals, from independent club owners to non-profits, on how to make money in the fitness business. They're offering 12 educational workshops throughout the country in 2014. To find out more about the NFBA check our website [www.thenfba.com](http://www.thenfba.com) or call us at 800-726-3506



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Your club cannot exist without its members. Most gym owners acknowledge this fact but still spend a majority of their resources working to win new members instead of trying to keep their current ones. For many owners, member retention conjures up thoughts of cold calls, awkward conversations, and annoying follow-up e-mails. This does not have to be the case. With the right system in place, retention can become a comfortable part of your club's natural membership progression.

Retention starts the first day a client joins your gym — not the month a contract is about to expire. Using a club management software like EZFacility allows you to work on retaining your members the moment they sign their contracts and helps you keep them engaged and committed. Here's how:

## Client Profiles:

EZFacility offers users the option to create in-depth customer profiles and maintain an extensive database of information about club members. In addition to storing client contact information and photos, this feature captures all aspects of a client's class and training preferences, check-in and purchase history, health restrictions, payment status, waivers, and more. You can use the software to run a client retention report and see which members have not worked out in the last month; you can then have staff personally contact those members to provide some motivation. Ultimately, client profiles ensure that your staff knows every client on a personal basis — the key to creating the relationships that lead to member retention.

## Carefree Billing:

With EZFacility's EFT/Auto Pay feature, you can offer your clients a convenient, accurate payment experience. Your

members can enjoy the convenience of having their credit card information on file, allowing them to focus on their fitness goals instead of worrying about their wallets. Additionally, there will be no reason for staff to stop a client upon check-in for an overdue membership or an uncomfortable "resell" conversation.

## Client Assessments:

Why do your members come to the gym? To get fit! Putting a system in place to track their progress plays a vital role in retaining them as clients. With EZFacility's Fitness Tracking feature, trainers can record a client's progress on areas deemed important in the client's pursuit of their individual goals (body fat percentage, weight, blood pressure, and more). Use these reports to encourage your members, celebrate their successes, and help guide them if they fall off track. If they reach their goals, they'll keep coming back.

## Mobile Applications:

A mobile app provides a fast, convenient way for your members to access your club, whether they're at the club or not. Because customers expect you to be available when it is convenient for them, they should have 24/7 access to your facility information. EZFacility's MemberMe mobile app promotes communication and interaction between you and your members by providing

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| Status:         | Active                      |
| Start:          | Wednesday, January 29, 2014 |
| Expiration:     | Thursday, February 27, 2014 |
| Renews:         | Thursday, February 27, 2014 |
| Contract Value: | \$60.00 × 1 + \$35.00       |
| Billed:         | \$111.39                    |
| Paid:           | \$0.00                      |
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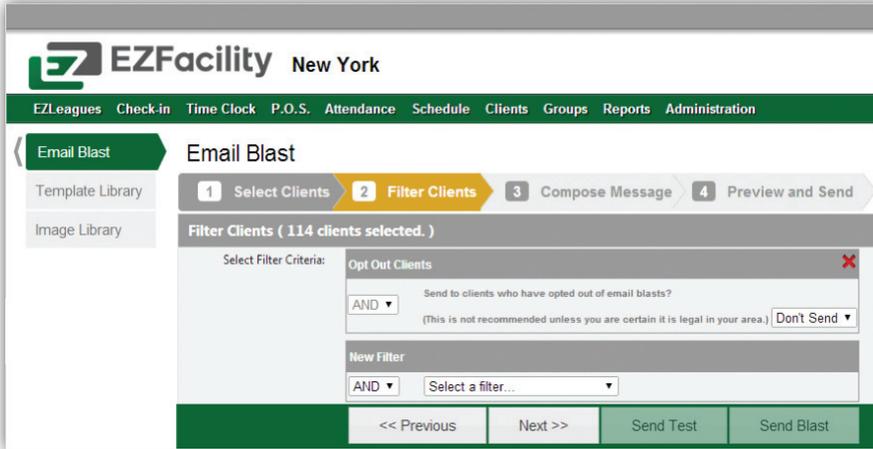
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The most valuable asset a club possesses is its members — its current, loyal members. Though facilities often focus on attracting new members, retaining existing ones is just as, if not more, important. Streamlining your retention efforts through a management software like EZFacility will make the process of retaining members easier than ever before — and those members will ultimately recommend your club to their friends.

For more information visit [ezfacility.com](http://ezfacility.com), or call (866) 498-3279.



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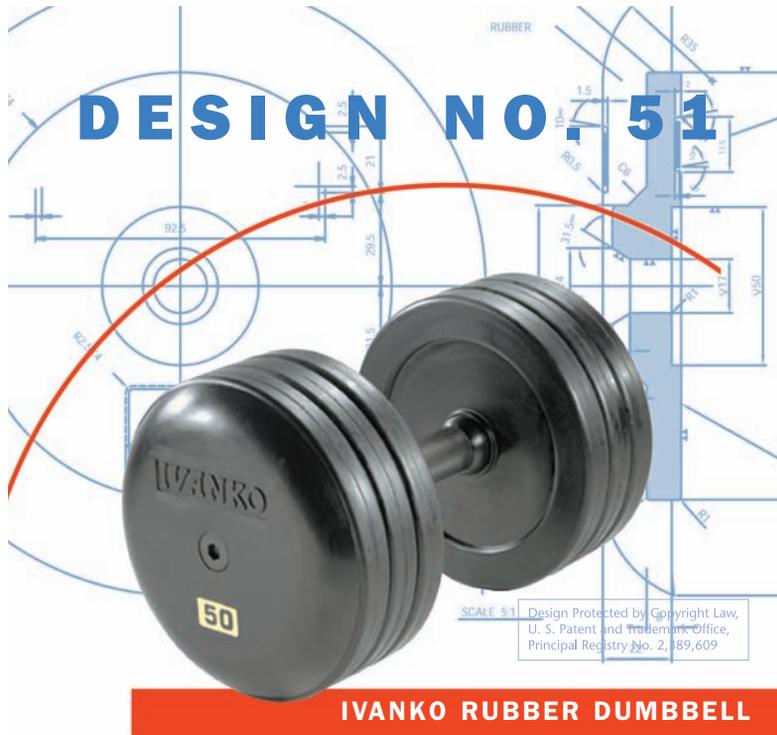
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## Public's Perception Far From Favorable!

By Gary Hood, Global Fitness Association

In just a few short decades, many of us have helped establish fitness and exercise as a way of life for the general public. However, it hasn't been an easy road and, toward the industry as a whole, the public's perception has been far from favorable. We need to take responsibility for our actions and strive to deliver the products and services that we promise our club members, but we also need to adhere to high ethical standards to enhance the perception of our industry.

We are at an exciting juncture in our history. We have the opportunity to transform ourselves by revamping our processes, systems, and culture around the demands of the competitive marketplace and club members. It is imperative that, as we do so, we become consistent with our commitment and core values, placing the club members first, acting with integrity, treating people with respect, being accountable, and raising our standards of performance and service.

This means that we also have to do more than simply follow the law. We have to do the right thing - and we have to do it every day. Ethical conduct is the foundation of any business, and for the fitness industry to succeed far into the future, our industry must stand for integrity, trust, and solid ethical standards.

Each of us contributes to the industry's success in our individual ways, but we also share a collective responsibility to "do the right thing" and behave ethically at all times.

As a fitness industry veteran, I'm proud to be a part of this journey, and promise you that all of us at Global Fitness Association pledge our best efforts to assist all GFA Members in furthering club operations, including staff training and education.

Whether you're new to the fitness industry or a seasoned veteran, I promise to show you how to eliminate the confusion, uncertainty, and frustration you may be experiencing in your business by showing you a path to the best resources in the fitness industry. Guaranteed!

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If you would like to ask a question, or if you have advice, an answer, or an experience to share concerning this article, please contact Gary Hood at 775-298-1616, or email [gary@globalfitnessassociation.com](mailto:gary@globalfitnessassociation.com).

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## SERVICES

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[info@repmaxx.com](mailto:info@repmaxx.com)

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[strengthinc@tlink.com](mailto:strengthinc@tlink.com)

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[mryser@tuffstuff.net](mailto:mryser@tuffstuff.net)

## TANNING EQUIPMENT & SUPPLIES

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## TRADE SHOWS

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[nationalfitness@msfitness.com](mailto:nationalfitness@msfitness.com)

## YOUTH FITNESS

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- ✓ 10 year term – fully amortized
- ✓ Secured by business assets only– SLAll loan
- ✓ Interest rates **including all packaging fees from our company and bank fees** vary based upon loan amount requested as follows:
  - Loans between \$26,000 and \$50,000 – 7.8%
  - Loans between \$51,000 and \$150,00 – 6.7%
- ✓ Loan payments drafted from business checking account
- ✓ No prepayment penalty with 21 day payoff notification required
- ✓ If buying a franchise – All franchisors must be approved by Franchise Registry ([www.franchiseregistry.com](http://www.franchiseregistry.com))
- ✓ Do you have too much liquid assets? - Liquid assets, not including retirement accounts, cannot exceed 2x the loan amount or \$100,000; whichever is greater
- ✓ Are your tax returns current? - Income verification using 4506 tax transcripts from the IRS
- ✓ Do you have an average or above average credit score? - Pre-approval utilizing the Fair Isaac Small Business Scoring Model
- ✓ Loan proceeds cannot be used to purchase a business or for construction in excess of \$10,000

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- ✓ Repayment terms range from 12 months up to 60 months
- ✓ Down payments range from 1 lease payment to 20% down payment
- ✓ You Select your End of Lease Term Option ranging from \$1.00 purchase, Fair Market Value Purchase to Return Equipment

**Paul Bosley, Managing Member**

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