

10 THINGS YOU NEED TO KNOW BEFORE YOU OPEN A FITNESS FRANCHISE

1. BE AWARE OF FEES/COST (REVIEW FDD)

Ask the franchisor for the Franchise Disclosure Document. Read through the document in detail, so you know what to expect in regards to the fees and cost of opening and owning a franchise.

2. FRANCHISEE SUPPORT

Ask the franchisor about how they support their franchisees from finding a building, to demographic research, to ongoing marketing and beyond. Many franchisors charge extra fees for certain franchise support.

3. CAPITAL/FINANCING OPTIONS

Look into capital and financing options for opening and owning a franchise. Some franchisors offer financing, or have connections to refer you.

4. PASSION

Evaluate your own motivations for investing in the fitness franchise. Opening and owning any business requires lots of work and dedication. Possessing a passion for the industry you enter into is critical to success.

5. WORK ETHIC

Opening a franchise requires more than signing papers and relying on your staff to run a location for you. As the owner, your investment of finances and energy is required to gain a profitable business.

6. MARKETING

As with any business, marketing your franchise to potential consumers is essential to creating revenue. Ask your franchisor about any marketing support they may provide to their franchisees.

7. INITIAL & ONGOING FRANCHISEE TRAINING

Don't sign with a franchisor that will throw you into the business blind. Give yourself the best shot of success by asking your franchisor what training(s) is included in your franchise ownership.

8. APPEAL OF THE BUSINESS TO THE CONSUMER

Do your research! Is the franchise you are considering ownership of based on a truly unique and sustainable business model? Oftentimes, the most popular franchises are not necessarily the wisest or best investments.

9. FINANCIALS/ROI/POTENTIAL/BREAK EVEN

Ask your franchisor about their numbers. What have their existing locations/territories seen when it comes to return on investment and profitability? How long does it take a territory to break even in their revenue?

10. ALWAYS ASK ABOUT THE HIDDEN FEES.

Make sure you know all of what you are entering into. Even after thoroughly examining the FDD, discuss all the costs of franchise ownership with your franchisor.