



Franchise Information Report

 BODYBARPILATES

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Overview/Introduction

Welcome to BODYBAR Pilates



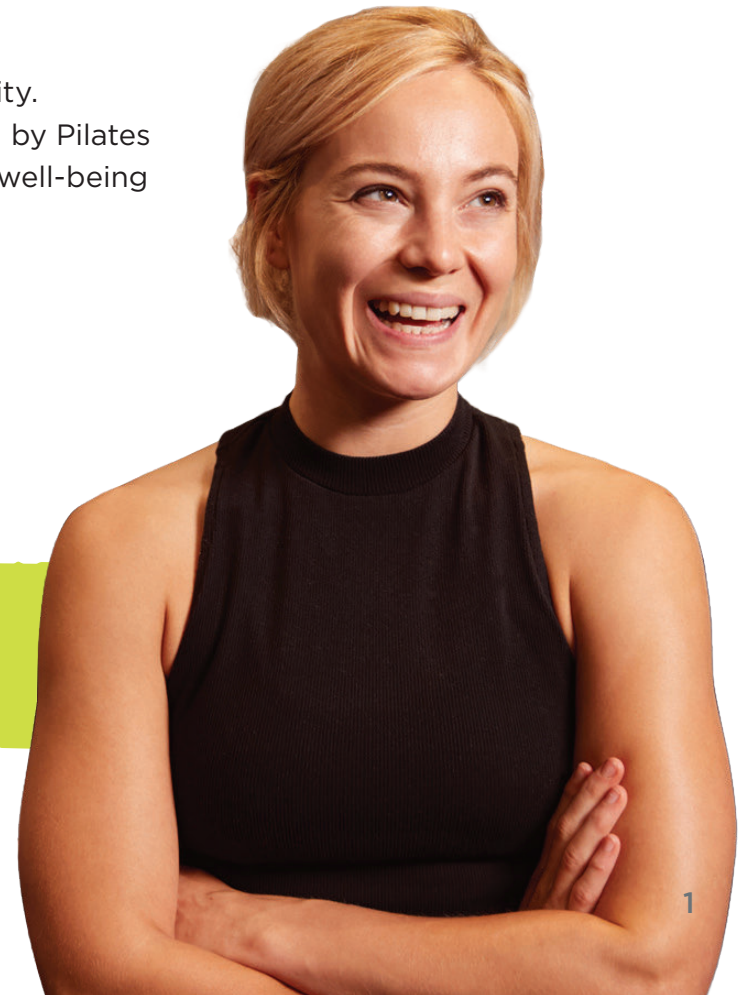
We're Not Your Average Pilates Franchise

Discover BODYBAR Pilates, where the traditional Pilates method is elevated through an innovative fitness approach. Our blend of foundational Pilates principles with modern techniques offers a workout experience that promotes balance, athleticism, and authenticity. BODYBAR Pilates is a brand dedicated to nurturing growth and inspiring achievements. Our studios serve as havens for individuals to come together, support each other, and attain holistic well-being.

Our Mission

At BODYBAR, our mission is to cultivate a Balanced, Athletic, and Real community. We are committed to providing a fiercely effective workout experience powered by Pilates that helps individuals discover their physical potential and enhance their overall well-being both on and off the Reformer.

Find your balance





Align Your Body and Mind

Industry Trends

An Industry with Real Opportunity



Personalized Fitness Seeing Increased Demand

With the U.S. fitness, health, and gym club industry valued at an estimated **\$30.8 billion** in 2023, it's evident that the demand for tailored wellness experiences is on the rise. Pilates has emerged a leader, attracting a wide audience with its balanced and comprehensive approach to health. With few competitors in the market, BODYBAR Pilates is at the forefront of the industry, transforming traditional Pilates with modern innovations that appeal to the contemporary fitness enthusiast.

As the industry evolves, BODYBAR Pilates is devoted to staying ahead, continually adapting our offerings to meet the diverse needs of our members, ensuring they remain engaged and inspired on their path to personal wellness.



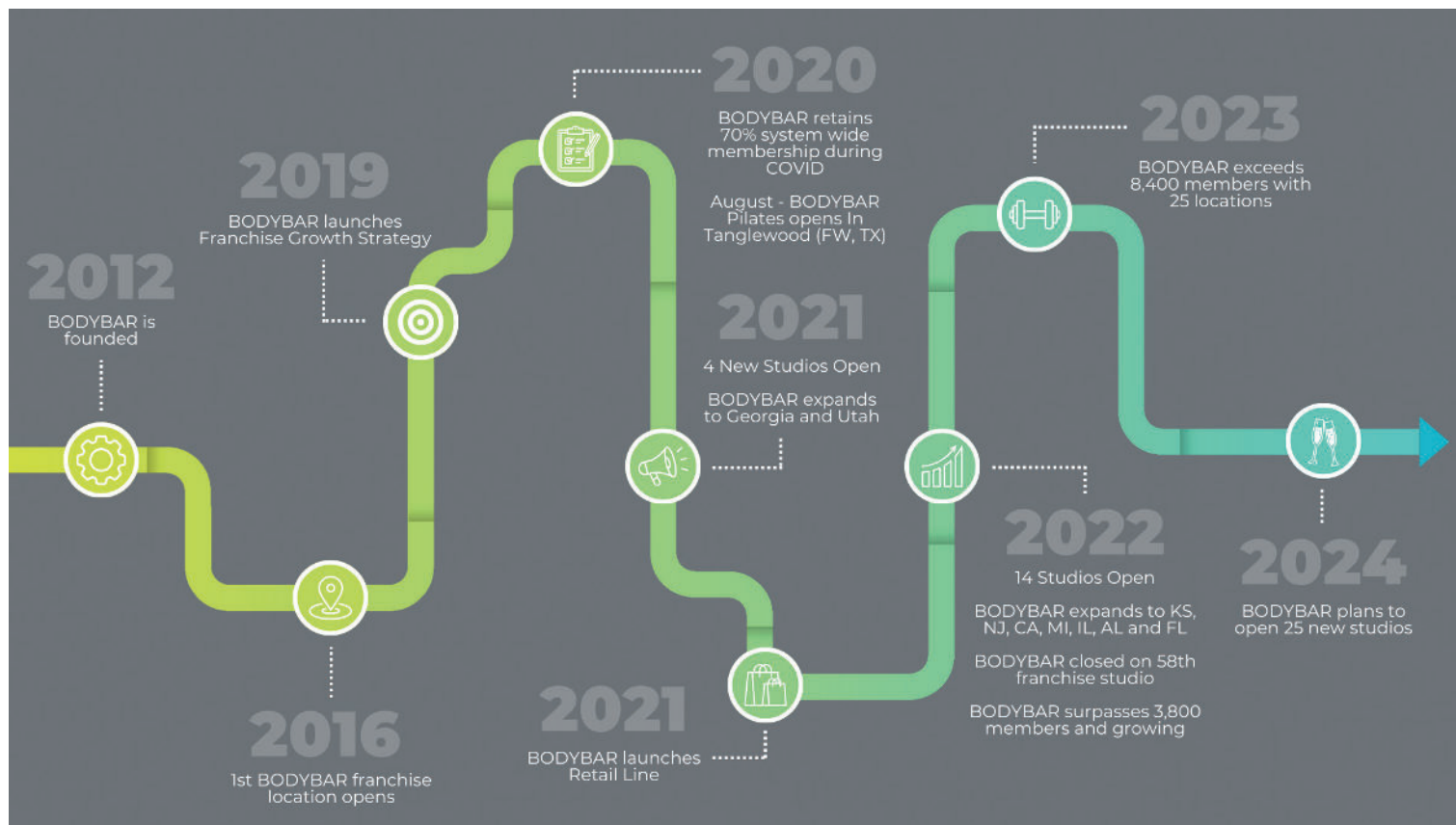
Company Milestones

How We Got Here



A Timeline of Our Growth

Since our inception, BODYBAR Pilates has achieved significant milestones, including rapid national expansion and recognition as a leader in the Pilates franchise sector.





Fulfill Your Potential

What We Do Get To Know BODYBAR



What We Do

At BODYBAR Pilates, we recognize that individuals today seek more than just exercise; they want a personalized fitness journey tailored to their unique lifestyle and wellness goals. Our studios cater to these needs by infusing classic Pilates practices with a modern twist. Through the integration of contemporary fitness methods and Pilates' core principles, we offer a holistic workout experience that not only strengthens the body and boosts flexibility but also supports mental well-being.

Providing a premium fitness experience, our studios boast state-of-the-art equipment, hosting classes designed to both challenge and motivate our members, ensuring every class is an opportunity for growth, inspiration, and personal achievement.



Build a community

What We Do/What Makes Us the Best Get To Know BODYBAR



What Makes Us the Best

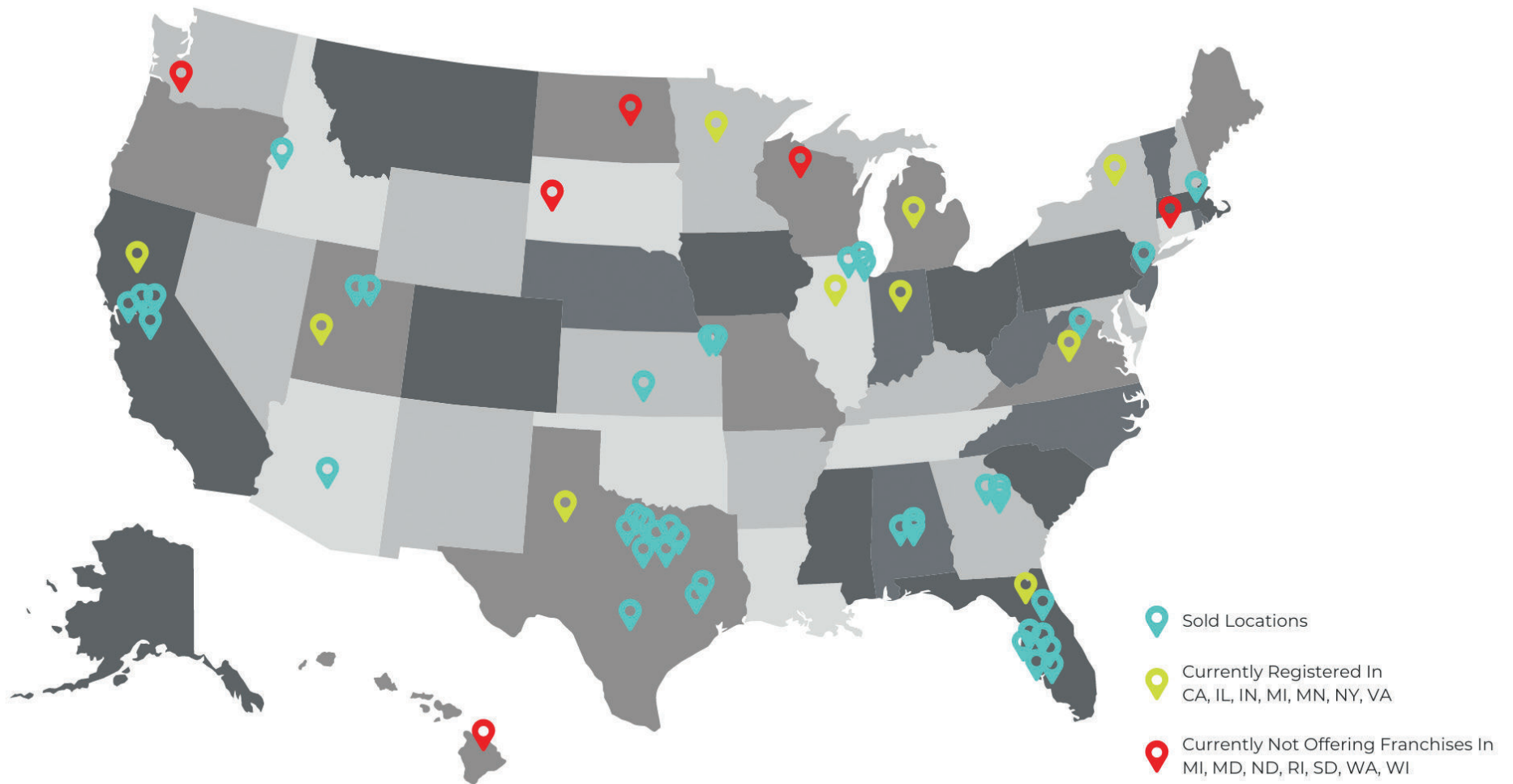
At BODYBAR Pilates, we pride ourselves on redefining the Pilates experience by blending tradition with innovation. Our approach is a modern adaptation of classic Pilates, designed to meet the needs of today's fitness enthusiasts. Here's what sets us apart and positions us as leaders in the Pilates industry:

- **Experience:** Our franchises are owned and operated by individuals who have been in your shoes. We understand what it's like to start a new business, and we've curated the formula for success.
- **Proven model:** With a low-cost startup and a high-profit potential, our simple, recurring revenue business model is designed for success.
- **Growth opportunities:** We have territories available for investment across the nation, providing ample room for expansion in prime markets.
- **Leadership and support:** Our executive team provides turnkey solutions in real estate, construction, and business execution, backed by a culture of support and community focus.
- **Upscale design:** From our clean, modern lobbies to our exclusive, custom-designed retail with high-margin potential, every aspect of BODYBAR Pilates is crafted to provide a premium experience.

At BODYBAR, we're not just opening studios – we're creating communities, fostering relationships, and helping entrepreneurs build thriving businesses.



Franchise Markets Where we are Growing





Discover your inner athlete

Ideal Franchisee Who We Look For



We're looking for entrepreneurs who are passionate about health and wellness and want to make a difference in their communities. Our ideal franchisee is dedicated, driven, and ready to embrace the BODYBAR Pilates method.

What You'll Do as a Franchisee

As a BODYBAR Pilates franchisee, your role is crucial in shaping the fitness experience within your community. Your responsibilities will include:

- **Team leadership:** Lead, train, and motivate your staff to embody the BODYBAR philosophy.
- **Financial management:** Oversee sales, cash flow, and membership retention, ensuring all key performance indicators (KPIs) are met.
- **Operational oversight:** Manage marketing, supply ordering, equipment maintenance, payroll, and studio cleanliness to maintain an optimal operational flow.
- **Community engagement:** Make BODYBAR Pilates an integral part of your local community through events, outreach, and partnerships.
- **Studio environment:** Ensure your studio remains a welcoming, clean, and inspiring space for members.

Your leadership is the key to the studio's success. Every day, you'll be inspiring and supporting members on their fitness journey.



What They're saying

Bodybar Pilates is definitely committed to the community and it is one of my favorite parts of being an owner.

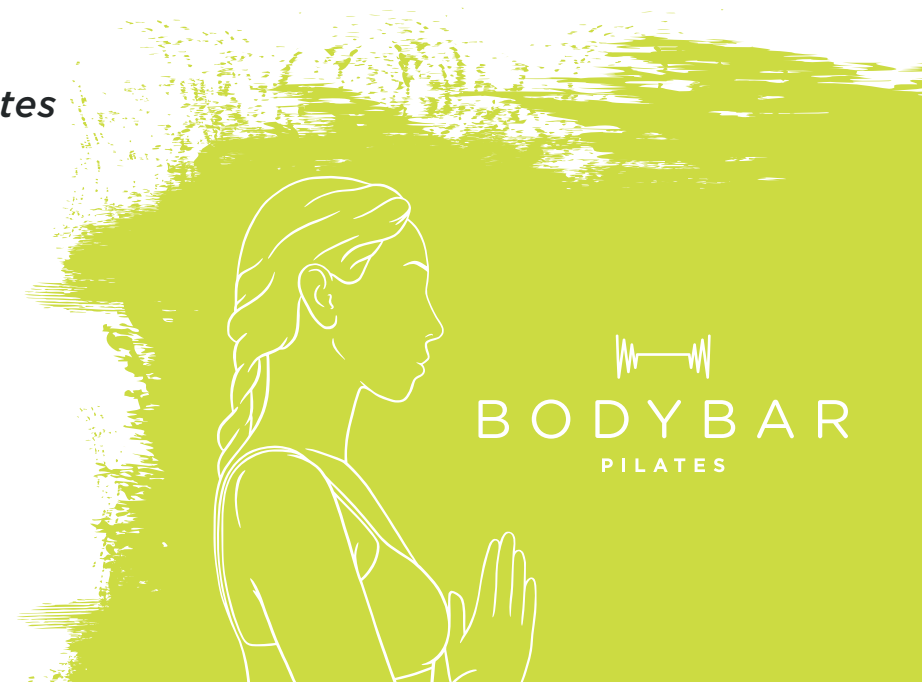
Sarah Chaves, Owner of Downtown Tampa

I selected Bodybar as my partner because of the energy that I felt when I came to Meet the Team day. And all the information they provided us with was exactly what I was looking for in a Pilates studio that I had not been able to find.

Katy Kenny, Owner of Bee Cave

The ongoing training at Bodybar for our Sales Associates is great. They have an entire online platform built out.

Kalene Hoffmann, Owner of East Wichita, Kansas



Our Support

What You Can Expect From Us



How We Help You

At BODYBAR Pilates, we're committed to the success and growth of our franchisees. From the moment you join our family, you'll receive comprehensive support designed to set you up for success. Here's what you can expect:

- **Expert training:** You'll start by attending a 5-day intensive training course at our headquarters. Plus, you'll have access to ongoing online modules.
- **Certification:** Achieve excellence with our 200-hour Instructor Certification program.
- **Weekly guidance:** Stay on track with weekly operational calls.
- **Marketing support:** Boost your studio's visibility with our targeted monthly marketing campaigns.
- **Reliable partners:** Easily navigate studio setup with approved vendors for all your needs, from financial lending to construction.
- **Recruitment help:** Find the perfect team with our recruitment resources.
- **Efficient operations:** Our CRM system streamlines the onboarding process, from site selection to your grand opening.
- **Corporate presence:** Expect a visit from our corporate team before your grand opening for that final touch of support.

BODYBAR Pilates is dedicated to providing a foundation for success, offering a robust support system to all franchisees.



Steps to Join

How to Become a BODYBAR Pilates Franchise



At BODYBAR Pilates, we believe in making the journey to franchise ownership as straightforward as possible. Our goal is to ensure that the process, while comprehensive, is not overwhelming. We'll guide you every step of the way with clarity and support.

Our Seven-Step Process

Our streamlined process is designed to ensure that you feel informed, supported, and excited at every turn. Here's how we make it simple for you to become part of our growing family:



Step One: Initial Conversation

We start with a call to learn more about you, including your personal profile, background, interests, and goals. This first step is all about understanding your vision and how BODYBAR Pilates fits into it.



Step Two: Brand Presentation

Get a clear understanding of the BODYBAR Pilates brand through an in-depth presentation. We'll cover our history, business model, and the keys to success with our business model.



Step Three: FDD Review

You'll receive our franchise disclosure document (FDD) and a formal franchise application. We'll review these documents together, ensuring all your questions are answered.



Step Four: Validation Calls

We encourage you to connect with our franchise partners who have already launched their studios or are in the process of opening. This step includes working on your proforma and exploring potential real estate locations.



Step Five: Territory Review

After meeting with current owners, we'll discuss available territories with our leadership team to find the perfect fit for your BODYBAR Pilates studio.



Step Six: Meet the Team

Visit us in Fort Worth, TX, for a firsthand look at BODYBAR Pilates. Meet our team, experience our business model in action, and complete the final step of our mutual evaluation process.



Step Seven: Award the Franchise

With mutual confidence and excitement, we'll award you with a franchise agreement, officially welcoming you to the BODYBAR Pilates family. Be sure to review all terms carefully before signing.

Investment Crunching the Numbers



Prospective franchise candidates interested in a BODYBAR Pilates franchise should meet the financial requirements, including a net worth of \$550,000 and \$150,000 in liquid assets. The estimated initial investment required to open a BODYBAR Pilates studio falls between **\$281,600 and \$814,660**. To see a more detailed breakdown of the startup costs, please see the table from our FDD below.

Estimated Initial Investment

Category of Investment	Low Amount	High Amount
Initial Franchise Fee (1)	\$49,500	\$49,500
Training Expenses (2)	\$1,000	\$10,330
BODYBAR Pilates Instructor Training Program (3)	\$7,500	\$9,000
Real Estate/Lease (4)	\$6,050	\$19,135
Leasehold Improvements (5)	\$61,580	\$335,980
Pilates Equipment Package (6)	\$89,225	\$103,955
Millwork, Audio and Visual Items (7)	\$5,225	\$59,645
Signage (8)	\$11,665	\$20,495
Computer System and Equipment (9)	\$1,200	\$12,700
Initial Inventory Kit (10)	\$12,000	\$12,000
Advertising/Marketing (including Grand Opening Program costs) (11)	\$10,000	\$25,400
Insurance (12)	\$1,750	\$4,200
Shipping (13)	\$1,905	\$12,500
Professional Fees (14)	\$5,000	\$54,820
Additional Funds - 3 Months from Opening (15)	\$18,000	\$85,000
TOTAL ESTIMATED INITIAL INVESTMENT (16)	\$281,600	\$814,660

**Additional line item costs are grouped into this number. Please also refer to Item 7 in our FDD.*

Franchisees can also expect to pay a 7% royalty fee and a 2% ad royalty fee throughout the life of their franchise agreement.

Contact

Open Your Own BODYBAR Pilates Studio



Ready to get started? To learn more about our franchise opportunity, please contact Director of Franchise Development Rich Roneree today!

Phone: 817-822-8365

Email: rich@bodybarpilates.com

A background image showing a sunset or sunrise over a field. The sky is a mix of orange, yellow, and blue. Silhouettes of trees are visible in the background. The foreground is a dark, grassy field.

*Transform your body,
mind, and portfolio.*