

JOIN THE PLUS FITNESS FAMILY

Plus Fitness 24/7 business partners and franchisors Nigel Miller and John Fuller agree that a strong family culture has been the key to their growing fitness franchise business.

“We believe a strong family culture amongst our franchisees and staff has always been one of our points of difference.” Making a conscious decision early on to remain ‘hands on’ with their business development management for franchisees, Nigel and John are able to set the foundation for maintaining this strong culture with all new incoming franchisees.

Still to this day Nigel and John run all of their Q and A sessions prior to the sale of a franchise and work closely with their franchisees right through to opening. They are then handed over to their own experienced Franchise Support Manager. Nigel and John remain very accessible to their franchisee ‘family’, something that is very important to them both.

Your own Personal ‘Business’ Trainer

According to Nigel, buying a Plus Fitness 24/7 franchise is a little like starting a fitness program with a personal trainer.

“You know your goal, you are willing to put in the hard work, you just need guidance from a professional to help you reach your goal in the most efficient way. Isn’t it better to utilise the knowledge of a professional trainer with years of experience?” Nigel said.

Shaun Cameron-Lee, a successful franchisee in Blaxland and St Marys with a third site about to open in Katoomba, concurs with this. With a background in business, Shaun knew very little about the fitness industry. “It was critical for me to find a franchisor that would train and support me. From my first enquiry with Plus Fitness, I found Nigel and John approachable, friendly and committed to my success. Their experience



of both franchising and the fitness industry has resulted in great systems that work phenomenally well. They have built a great head office team; there is always help at hand and support is only a phone call away.”

Supporting You

Plus Fitness 24/7 offers a true turnkey franchise business with an initial investment as low as \$229,000 – including all of the equipment! Add to this, exclusive territories, low staffing costs, the lowest flat monthly royalty fees on the market and unrivalled franchisee support. Also available is extensive marketing and administration tools and assistance, IT equipment and installation and full fit out, all translating into high demand for Plus Fitness franchises. Shaun Cameron-Lee adds, “when the Plus Fitness 24/7 model was launched it immediately stood out as the best value option in the market. It was then and still is the most affordable and comprehensive package available.”

A Culture Growing Strong

Plus Fitness 24/7, a company born from a desire to improve the fitness and wellbeing of fellow Australians, is itself growing stronger each year. According to Nigel, “We have grown by over 400 per cent in 12 months. The network had six gyms in 2011 and sits now with 32 gyms and a further 36 exclusive territories sold.”

Franchisee Shaun Cameron-Lee concludes, “This franchise has a very clear vision about where it is headed and a very practical ‘can-do’ approach to getting there. There is an enormous level of energy and optimism for the brand and for those, who decide to join in on the journey. I believe that this business is the perfect vehicle to carry prospective franchisees into a successful and rewarding future.”

For more information on Plus Fitness 24/7 contact Nigel Miller;

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Open your own 24/7 Gym from as little as \$229K!

Including all Gym Equipment!

- ✓ A true turn key 24/7 Gym Franchise
- ✓ Low flat monthly royalty fee
- ✓ Fast breakeven in a fast growing industry
- ✓ Unrivalled franchisee support
- ✓ 15 years brand exposure
- ✓ Exclusive territories
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*Some additional expenses may be incurred dependent on facility size. Full costing provided on application.