

Plus Fitness franchisees take on second gym

24th June 2013

The franchisees of Plus Fitness 24/7 in Bankstown officially opened their second gym in the Sydney suburb of Parramatta on Wednesday, 19 June.

Adam and Albert Labbad, Bardya Nourbehest and Cameron Kelly first invested in the brand in June 2012 when they took on a site in Bankstown.

In that time the gym has proved popular with locals, having secured a membership base of almost 900 in the past 12 months.

In the lead up to opening day the four franchisees were actively involved in various forms of local area marketing in a bid to raise awareness of the new gym, which is located on Macquarie street in the heart of Parramatta.

They were involved in street walks and met with local business owners, a move that saw them sign up 140 members before the gym even opened its doors.

If you would like to find out more about the new gym, visit the Plus Fitness 24/7 Parramatta [Facebook page](#).

By simply liking the page and entering their details, members of the public will receive a free seven day pass to test out the new gym.

Read more at <http://www.franchisebusiness.com.au/case-study/plus-fitness-franchisees-take-second-gym#MJS8st37GAkOHb5M.99>