

ALLOY



ALLOY PERSONAL TRAINING, LLC

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**STRONGER
TOGETHER**

A PREMIER PERSONAL TRAINING SYSTEM
that provides franchised gym owners and their members with real results.

FRANCHISE PROGRAM

This advertisement is not an offer to sell a franchise. An offer can only be made by a disclosure document filed first with the appropriate agencies of the respective filing states. Such filing does not constitute approval by any such agencies.

ALLOY



THROUGH ITS REVOLUTIONARY FITNESS TRAINING PROGRAMS THAT TARGET THE MOTIVATED AND LUCRATIVE "ACTIVE AGING" OR "50+" POPULATION – NOT JUST YOUNGER FITNESS FANATICS – ALLOY® HAS HELPED COUNTLESS PEOPLE GET IN THE BEST SHAPE OF THEIR LIVES. WE HELP THEM REALIZE THAT BEING FIT IS MUCH MORE THAN WHAT WE SEE IN THE MIRROR; IT HELPS US LIVE LIFE TO THE FULLEST.

NOW, ALLOY PROVIDES AN OPTIMAL WAY FOR FRANCHISED GYM OWNERS TO LEVERAGE MARKET GROWTH AND MAKE AN IMPACT – BOTH ON THEIR COMMUNITIES AND ON THEIR OWN FUTURES.

IT'S TIME TO POWER UP YOUR FUTURE.

We truly are stronger together, and now you can be part of it all.



Experience is one thing you can't get for nothing.
— Oscar Wilde

Welcome to Alloy, where we bring experience to you, as you pursue your dreams of business ownership.

We have been doing this a long time. Alloy's fitness program was created in 1992 around a very simple concept: people who get personalized coaching get better results. Today, Alloy programs are among the most effective programs in the world for helping people, especially those over 50, who want to look and feel their absolute best.

Teamed with University-degreed exercise physiologists, an onsite Doctor of Physical Therapy, a registered dietician and other advisory board behavioral specialists, and with ample experience bringing fitness education and training systems to markets around the world, and with speaking engagements at countless industry events, we have created a program where **cutting-edge science meets real, in-the-trenches experience.** Therein lies the Alloy magic formula for world-class fitness programming.

Over the years, our programs have been powering a variety of gym locations and fitness systems, providing Alloy training and tools to clubs across the globe. **Our best practices are refined. Our systems are time-tested. Our commitment is unmitigated.**

The next step is to **bring our experience to those who want to strengthen their own futures** by harnessing the power of Alloy within the four walls of exclusively branded, franchised locations.

Are you ready to power up your community as a part of the Alloy system? Learn more about how you can take advantage of an established brand, in a booming industry, and build a fitness business you'll be proud to be a part of.

Here's to being stronger together!

Sincerely,
Rick Mayo, Founder & Suzanne Robb, COO

WHERE STRENGTH AND OPPORTUNITY MEET. THAT'S ALLOY.

We understand what happens when things come together to create something bigger, stronger, longer-lasting. With a superior personal training system, we offer established, effective fitness programs to gym owners, trainers and individuals alike. Our fitness platform and business management solutions have delivered real results to gyms and their members throughout the world.

Now it is time for a different kind of merger, one where our brand comes together with your ambition. By empowering potential franchise owners like you with easy-to-implement and effective tools, we'll be helping you launch an exciting business structured for growth in a rewarding market space.



A CONCEPT FOCUSED ON RESULTS

The Alloy formula is like no other, that's why gyms all over the world have used it to bring great results to their clients. Now we're taking the business one step further by expanding through franchise ownership of Alloy-branded fitness centers. We are building our team of franchise owners with people who are passionate about helping individuals reach their goals.

Does that sound like YOU?

The Alloy approach. Yours to leverage in your own Alloy location.

- Superior personal training system, with most sessions at a certified coach-to-client ratio of 1:6
- A concept known for getting optimal results in the least amount of time, for people of all ages, ability level or injury history – but especially focused on the “Active Aging” market
- Customized workout plans that change with each client visit to provide maximum variety; no workout is ever repeated twice
- Tracking tools to monitor each client's workout frequency and intensity so they can track progress towards established goals
- Accountability appointments, included with membership, provide additional motivation and guidance

Give your community a place to be inspired, where they feel welcome to reach the fitness goals they never thought they could. Power up your future by empowering others. It's the Alloy way, and we know you're going to like it.

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I never expected to improve my endurance and conditioning this much without hours a week of agonizing cardio. I used to hate going to the gym, but now I actually look forward to going to Alloy.

— Scott B., member

“

I walked in to Alloy and said I was desperate and needed help. I was immediately given a personalized plan including strength training, nutritional guidelines and goals. I walked out the door and felt HOPE.

— Joni A., member

STRENGTH IN NUMBERS

The statistics are impressive. The health and fitness industry in the U.S. has been growing by at least 3 - 4% annually for the last ten years and shows little signs of slowing down any time soon.² New concepts are embracing what Alloy already knows: that people should feel confident and inspired when they enter a gym, not intimidated or embarrassed.

We are in the “people” business. Alloy welcomes people no matter where they are in their fitness journey – whether they haven’t been off their couch in a year or they’re training for their third marathon. For decades we have been helping people understand what they are capable of. We strive to be different from the typical, hard-core gyms that target younger, super-fit clientele by acknowledging an often left-behind sector of fitness enthusiasts. More than ever, aging adults are more active and practice healthier lifestyles. You can lead them along in their fitness journey, while you capitalize on this growing market niche.

DID YOU KNOW?

American consumers over 50 years of age are expected to control 70% of the disposable income in the United States.³ With a unique focus on the “Active Aging” population, in particular, Alloy uniquely occupies a growing, underrepresented and well-funded segment of the marketplace – one that you can readily tap into as an Alloy franchise owner.

There are many reasons why the fitness industry is booming. Check out these other contributing factors:

- **HEALTHIER PEOPLE COST MUCH LESS TO INSURE.** Companies are finding they can save on employee health care costs by incentivizing their employees with gym memberships.⁴
- **HEALTHIER EATING TRENDS.** Eating better tends to make people think more about fitness. One idea leads to another!⁵
- **EXERCISE IS MEDICINE®.** This is a global health initiative that is focused on encouraging primary care physicians and other health care providers to include physical activity when designing treatment plans for patients and referring their patients to exercise professionals.⁶

There has never been a better time to invest in the fitness industry and the 50+ population. If you have a business background and a passion for fitness, then don’t waste another minute. Let’s explore the Alloy opportunity together.

“Talk about people doing fitness right. Great workout, great coaches and great community! It’s a must for anyone in the area that cares about their health and wants a welcoming community.”
— Julian C., Yelp

¹<https://www.ibisworld.com/industry-trends/market-research-reports/arts-entertainment-recreation/gym-health-fitness-clubs.html>

²<https://www.forbes.com/sites/benmidgley/2018/09/26/the-six-reasons-the-fitness-industry-is-booming/#6a118e9a506d>

³<https://www.icaa.cc/activeagingandwellness/principles-on-activeaging-4.htm>

⁴<https://www.forbes.com/sites/benmidgley/2018/09/26/the-six-reasons-the-fitness-industry-is-booming/#6a118e9a506d>

⁵<https://www.forbes.com/sites/benmidgley/2018/09/26/the-six-reasons-the-fitness-industry-is-booming/#6a118e9a506d>

⁶https://journals.lww.com/acsmhealthfitness/Fulltext/2016/11000/WORLDWIDE_SURVEY_OF_FITNESS_TRENDS_FOR_2017.6.aspx



THE GYM, HEALTH AND FITNESS CLUB INDUSTRY HAS BENEFITED FROM RECENT MARKETING CAMPAIGNS AIMED AT FIGHTING OBESITY AND CONSUMER TRENDS TOWARD IMPROVED HEALTH, RESULTING IN \$33 BILLION IN REVENUES.¹ IT'S TIME YOU TOOK ADVANTAGE OF THIS IMMENSE MARKET SECTOR!



ALLOY

THE POWER OF PROFESSIONAL TRAINING AND SUPPORT

Leveraging the Alloy business concept gives you an opportunity to offer customized fitness solutions, all while utilizing what you learn from the Alloy management team to build your business.

Whether you're a hands-on owner operator or an investor who knows how to staff a business, there are many benefits to joining the Alloy team.

That's because the Alloy team takes coaching very seriously. We take the same amount of pride in training a new franchisee as we do one of our members. Our support program gives franchise owners like you the tools you need to make a real impact:

- **START-UP GUIDANCE** – We will guide you as you select the right space in your protected territory and help you as you bring your Alloy club to life.
- **INITIAL TRAINING** – We'll provide comprehensive pre-opening training at our corporate headquarters, as well as in your own location, to help ensure you're ready to launch your Alloy franchise with confidence.
- **EQUIPMENT AND TECHNOLOGY TOOLS** – You'll have access to pre-approved suppliers and vendors, and you'll leverage useful technologies such as accounting software platforms, plus a unique CRM system including KPI measurement tools and other reporting functions via our exclusive Alloy dashboard.
- **ONGOING SUPPORT AND REFRESHER TRAINING** – Our experienced management team will be available by phone or email or via in-person business review sessions, to help you with day-to-day operations and business growth.
- **CONFIDENTIAL OPERATIONS MANUAL** – Your detailed manual will include the important information you need to run your business from the first day, including daily operational procedures, members services, using our exclusive fitness training solutions, marketing guidelines, and more.
- **SALES / MARKETING PROGRAMS AND MATERIALS** – Access a wealth of tools that will assist in the promotion of your fitness business, including membership retention initiatives such as customized loyalty and rewards programs.

“Over the years, we have continually employed and refined best practices in the fitness industry, we've scaled globally, and we've educated hundreds of fitness professionals.... now we are ready to take the Alloy concept direct to the marketplace – and we're ready to make it work for **YOU** as a business owner.
— Rick Mayo, Founder

WE KNOW WHAT WORKS

Our system has been tried and tested. Alloy is a well-respected, recognized brand that industry experts and Alloy members correlate with real results. We know what works, and we know how to make things happen.

If you are a driven individual with a knack for business and are excited by the fitness industry, then Alloy may be just right for you. Imagine a space where people come to improve their lives, and you get to be a part of it – while you're simultaneously impacting your future in business in a meaningful way. There's nothing quite like it!

Learn more about the Alloy franchise program. To continue the conversation, simply complete our confidential information request form. If we feel you have what it takes to join our team, we'll contact you to discuss our franchise program in more detail.

WE APPRECIATE YOUR INTEREST IN ALLOY!

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The staff at Alloy is excellent and they keep me on my toes, challenging me to push myself further and motivating me when I need it. I walked in to Alloy, started right away and I have never looked back.

—Erin N., member



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