

# MEDIA KIT



ALLOY

# About Us

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 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.



***STRONGER  
TOGETHER™***

# 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. 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. Now we are offering a franchise concept that has among the highest revenues per member and highest retention rates in the industry.



# A Deeper Dive

## 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.

- Our revenue per member and retention rates are among the highest in the fitness industry
- 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
- 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



# Rick Mayo, Founder



Rick Mayo is an accomplished fitness business entrepreneur and founder and CEO of the Alloy Personal Training Franchise.

Rick's business journey began with his original personal training studio, which opened in 1992 and is still going strong, having delivered exceptional fitness experiences to tens of thousands of clients in the Roswell, Georgia area. In 2010 Rick started Alloy, a personal training business platform. As a result of Alloy's combination of customized client programs, business systems, and technology tools, leading health club and gym brands adopted the Alloy model. It rapidly grew to serve over 1,000 licensed fitness facilities worldwide. With years of experience deploying the Alloy systems under their belt Mayo and his team took the next logical step by launching the Alloy Personal Training franchise in 2019 to deliver a turnkey opportunity encompassing the entire personal training business model from build-out design through equipment, business systems, technology platforms, marketing, and more.

Rick, a fitness entrepreneur, has delivered keynotes on personal training and fitness business trends to audiences worldwide. He has also been an advisor to organizations like the Gold's Gym Franchisee Association and the American Council on Exercise, among others.

Rick and his Alloy Personal Training Business team have signed several development agreements and are in talks to develop several additional markets.



“

*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**



# MEDIA CONTACT

[pr@alloyfranchise.com](mailto:pr@alloyfranchise.com)

- Interview and general media requests
- High-resolution photos and logos
- Expert resources on topics including:
  - Running a successful personal training business
  - The brand's unique approach to fitness
  - How Alloy delivers Results
  - Health, wellness, fitness/exercise
  - Gyms and group fitness concepts
  - Exercise physiology
  - Testimonials or fitness success stories from real people