

HOT FITNESS CONCEPT EXPANDING

EduFit Looks to Continue Its Success



Tighter budgets and hectic schedules are prompting consumers to look for alternative fitness programs, creating tremendous demand for Arizona-based, EduFit. EduFit's unique business model puts it at the cutting edge of the fitness industry. The EduFit Personal Training Studios model differs from circuit or group training concepts because EduFit certified personal trainers provide customized training for up to five clients during workout sessions as opposed to traditional one-on-one personal training. Each client's training is customized to address his or her particular fitness goals.

EduFit's model allows clients to benefit from more affordable and flexible fitness options while studio owners maximize client volume, retention rates and potential revenue. EduFit's per-session pricing eliminates monthly fees and long-term contracts.

The franchised fitness concept providing affordable, convenient, appointment-based personal training services is increasing its presence in a big way. The company is expanding nationwide with a goal of 200 personal training studios in five years. The company is currently seeking interested owners.

"EduFit is a great business investment," said Alan Katz, EduFit founder and president. "There are less moving parts, fewer trainers to manage and potentially more dollars created per hour with one trainer than you would get with traditional one-on-one training."

"People think they can buy used equipment and open a studio on their own, but many fail because they haven't endured all the potholes that we have endured and learned from to become successful," Katz said. "We've created value in an EduFit franchise by providing a turnkey business model. Everything has been done for both our franchisees and clients to succeed."