

GET

FIT

FAST



FRANCHISE
OVERVIEW

THE HITFIT GYM



UNMATCHED FEATURES LEAD TO **FAST RESULTS**

In a world where everyone is continually looking forward to the next thing on their to-do list, maintaining a healthy lifestyle by completing regular workouts often gets moved to tomorrow.

THE HITFIT GYM IS:



CONVENIENT

Members come whenever it fits into their schedule - no specific class times!



EFFECTIVE

Maximize results with our 35-minute custom workout circuits.



AFFORDABLE

Current locations operate at rate 40-60% lower than other instructor led studio gyms.



FLEXIBLE

Self-managed and self-maintained, offering uncommon time freedom for the owner.

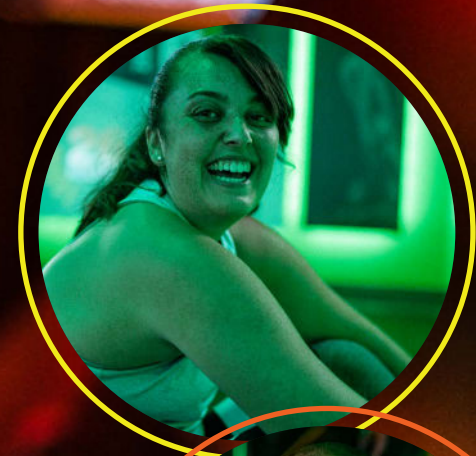


SAFE

On-site personal trainers offer guidance and support as needed.

WE EMPOWER MEMBERS TO WORK OUT TODAY... NOT TOMORROW!

A MISSION TO HELP MORE PEOPLE



As a dedicated personal trainer who started his career helping military members and MMA fighters with training circuits, HITFIT founder Branden Martin knew he wanted a system that would enable him to help even more people in their fitness journey.

He noticed that many clients couldn't afford to hire him for enough sessions per week to see optimal results. They instead followed a hybrid schedule of private sessions and unassisted workouts. While they performed well during their private sessions, they often struggled with the other workouts.

This knowledge led him to create HITFIT – an easy-to-follow, on-demand system accompanied by an on-site personal trainer. Members complete the same type of workout as in an individual personal training session, but for an affordable price in a supportive group setting.

HITFIT: easy-to-follow, on-demand system accompanied by an on-site personal trainer

A SYSTEM FOUNDED TO CREATE HEALTHY LIVES

With a desire to help more people on a larger scale than what is possible with 1-to-1 personal training, Branden Martin opened the first HITFIT Gym in 2015 and spent 5 years recreating and retesting the system before finalizing the concept in 2021.

With a passion for fitness, Branden loves helping people reach success by making massive changes to their lives.

He looks forward to expanding the HITFIT Gym franchise, and as our nationwide franchise family grows, Branden intends to continue to foster ongoing supportive relationships with each owner.



Learn more about Branden and the HITFIT mission in this [video](#).

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“Nothing is better than when you have someone that loses 30 pounds in one month due to the system you have built. It’s amazing to help out people in that way.”



BRANDEN MARTIN
Founder

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FEATURES INCLUDE:

- **A proven system developed over five years of research and testing**
- **Two primary circuit options including cardio and tighten/tone**
- **Unlimited access to 700 different workouts**
- **35-minute sessions of 3-minute cycles through 10 workout zones**
- **On-site personal trainers**
- **Keyless access for use of the gym during non staffed hours**
- **Heart rate monitoring and friendly competitions**
- **Optional 1-to-1 personal training**

EFFECTIVE WORKOUTS FOR BUSY PEOPLE

Whether it's the hectic schedules created by kids or jobs (or both), the HITFIT system helps busy people enjoy an effective workout at the time of their day that works best, with the confidence that we are there to help them as needed.

Our 700 predesigned cardio and strength workouts are optimal for 1. burning calories and 2. tightening, toning and building muscle. Because our workouts are total body workouts, they tap into the body's full capacity to burn calories on a per minute worked out basis through the after burn effect, where the body's calorie burning process takes place in the muscle groups engaged in the workout for up to 72 hours post workout. Our rotation of 10 new workouts out of the 700 every day creates muscle confusion which enables our members' muscles to continuously adapt to the new workout of the day, helping them in recovery with repairing and tightening, toning and building muscle.

A PASSION FOR FITNESS

Being a HITFIT Gym franchise owner may be a great opportunity for you if you enjoy health and fitness and are excited about helping others create healthier versions of themselves.



WHO IS A GOOD FIT?

While you will hire certified personal trainers, we recommend franchise owners have some type of exercise background. HITFIT owners should follow a healthy lifestyle to properly represent the HITFIT brand.

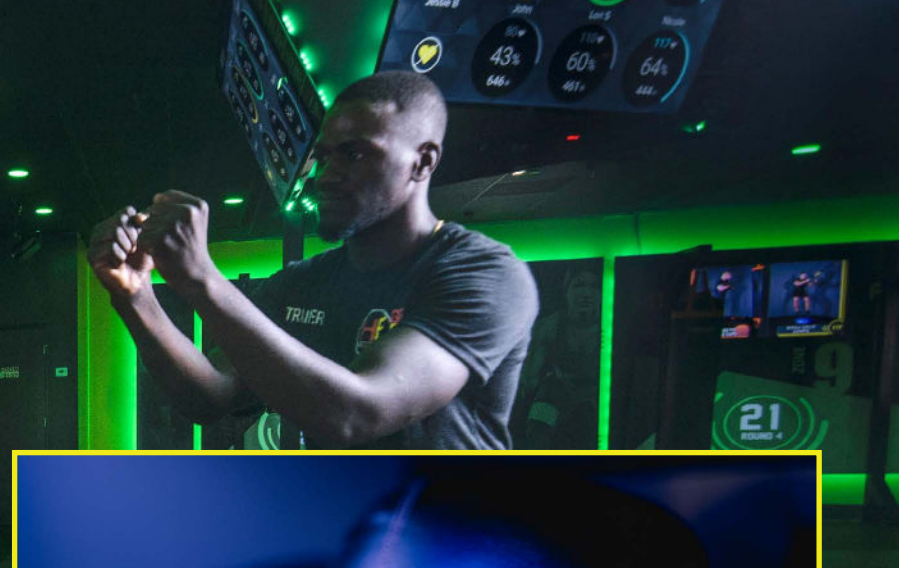
A few other qualities that will help you on the path to success include:

- Focused on customer service and sales
- Friendly with positive and abundant energy
- Comfortable pitching and selling the membership

WHAT IT LOOKS LIKE

Your days will consist of interacting with members and helping to make a difference in their lives. Our vision for each HITFIT Gym is that members will always know the franchise owner.





WE MAKE IT EASY TO WORK OUT

At-home workout programs are popular among busy people because it's easy to follow along with a video from the comfort of home. But, are they doing it correctly to ensure maximum results and prevent injury, or are they doing it at all? Though it's not their living room, members don't need to schedule classes with us. At HITFIT, they complete their workouts whenever and however often they want.

Our library of over 700 custom interactive workouts offers continual variety for both mind and body. Each of our gyms is comfortable, clean, and fun with a supportive environment facilitated by on-site fitness experts.

**THE GYM AND FITNESS FRANCHISE
INDUSTRY HAS GROWN TO \$7.2 BILLION
OVER THE LAST FIVE YEARS.**

Source: IBIS World

This signature combination of convenience, effectiveness, safety, and affordability makes HITFIT Gym a unique franchise opportunity in a continually growing industry.





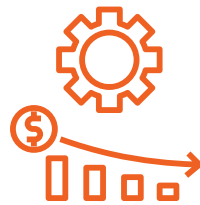
THE FUTURE OF GYM OWNERSHIP STARTS NOW

Our combination of innovative software and streamlined processes enables each HITFIT Gym to operate seamlessly. Your valued members will enjoy an independent and effective experience, while you can take advantage of the time freedom that comes with not having to manage the front desk and facility at all times.

Owning a self-managed, self-maintained fitness center will enable you to step away from the daily operational aspects of running the business and focus on growing your business - and enjoying your life.

This unique business model also results in lower operating costs, increased profitability, and a more balanced lifestyle – all while helping your customers get fit with ease.

SELF-MANAGED, SELF-MAINTAINED FITNESS CENTER:



**LOWER OPERATING
COSTS**



**INCREASED
PROFITABILITY**



**MORE BALANCED
LIFESTYLE**

FINANCIAL INFORMATION

Our close involvement in the setup process of each franchise location helps us keep setup costs as reasonable as possible for each new owner.

The opportunity exists to build an efficient recurring income stream with each HITFIT Gym location.

The initial franchise fee is \$39,000 with an overall average estimated initial investment of \$133,400 – \$199,500. This includes location, equipment, technology, installation, software, licensing and permits, and more.



FRANCHISE FEE

\$39,000



INITIAL INVESTMENT*

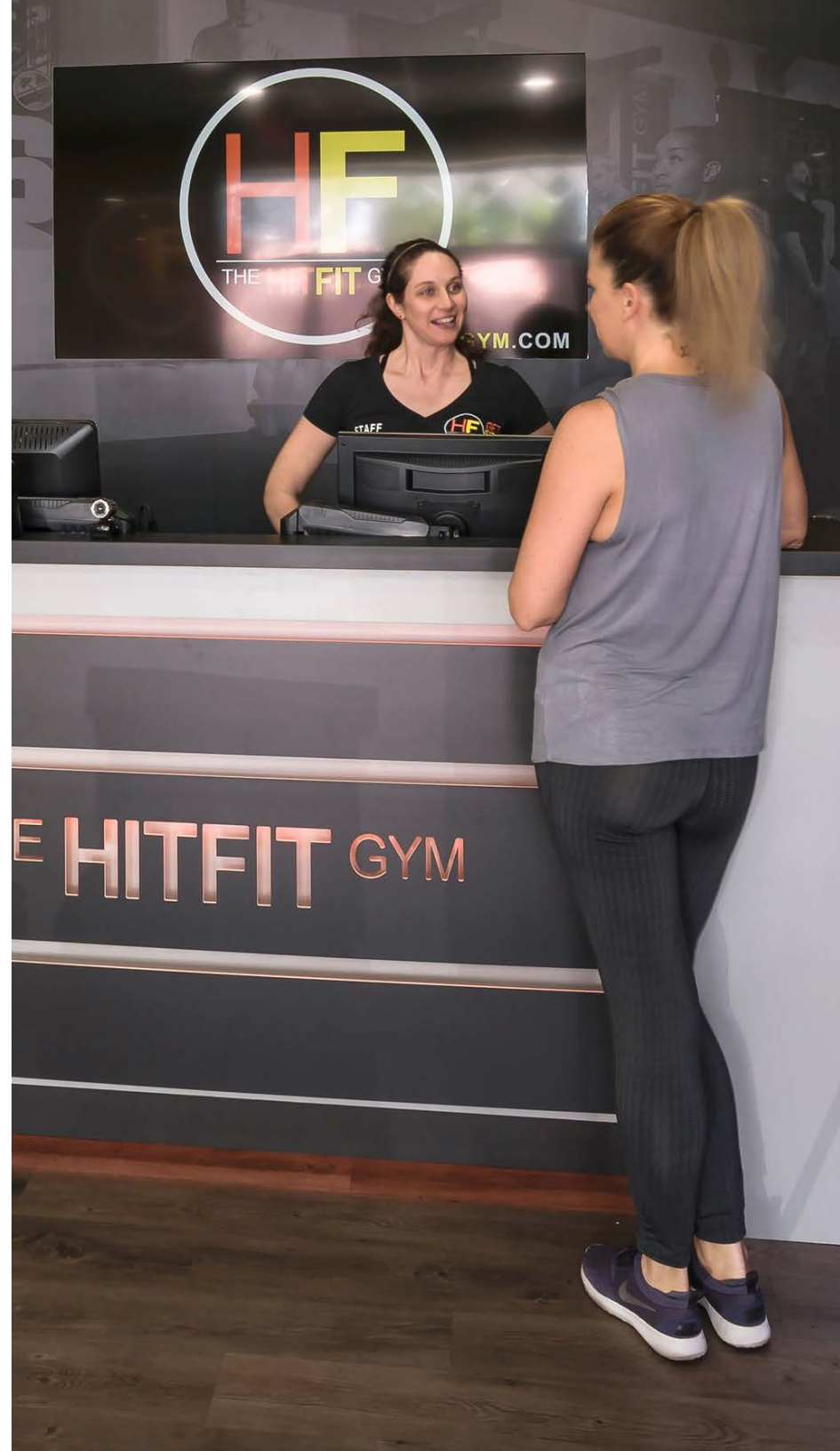
\$133,400 - \$199,500

*Estimated overall initial investment. These numbers are based off a vanilla shell build out.

We will provide full details to interested, qualified potential franchisees.

Contact us for more information:

(407) 982-7747, ext. 101 | branden@thehitfitgym.com





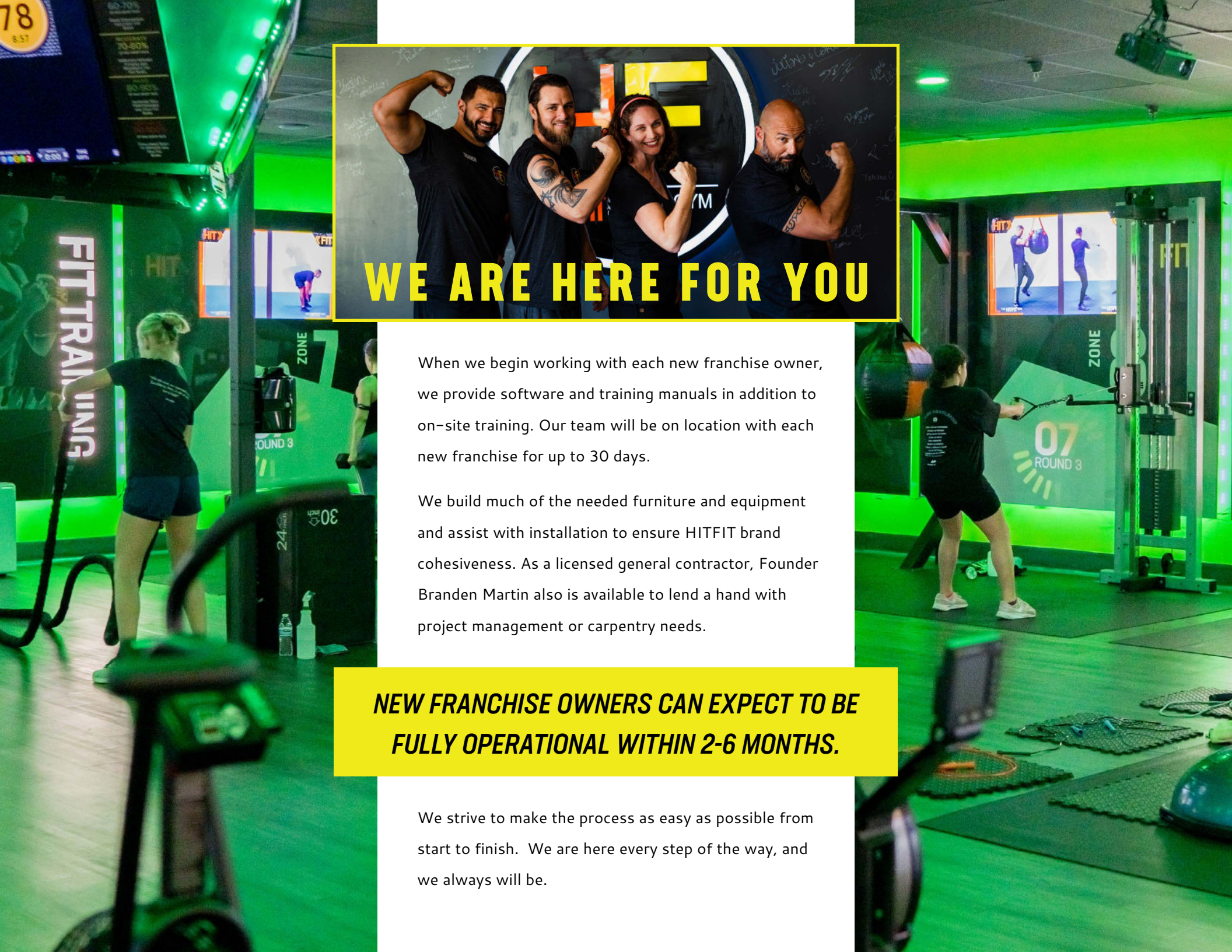
WE ARE HERE FOR YOU

When we begin working with each new franchise owner, we provide software and training manuals in addition to on-site training. Our team will be on location with each new franchise for up to 30 days.

We build much of the needed furniture and equipment and assist with installation to ensure HITFIT brand cohesiveness. As a licensed general contractor, Founder Branden Martin also is available to lend a hand with project management or carpentry needs.

NEW FRANCHISE OWNERS CAN EXPECT TO BE FULLY OPERATIONAL WITHIN 2-6 MONTHS.

We strive to make the process as easy as possible from start to finish. We are here every step of the way, and we always will be.





ARE YOU READY TO JOIN THE HITFIT FAMILY?

THE NEXT STEPS TO OWNERSHIP INCLUDE:



**COMPLETE
FRANCHISE
APPLICATION**



**SCHEDULE A
MEETING WITH
US TO LEARN
MORE**



**REVIEW & SIGN
FRANCHISE
DISCLOSURE
AGREEMENT**



**PAY
FRANCHISE
FEE**



**COMPLETE YOUR
TRAINING WITH
US AND OPEN FOR
BUSINESS!**

**FOR MORE INFORMATION,
CONTACT BRANDEN:**



BRANDEN MARTIN
Owner

(407) 982-7747, ext. 101
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Disclaimer: This information is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. It is for information purposes only. An offer is made only by Franchise Disclosure Document (FDD). Currently, the following states regulate the offer and sale of franchises: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Oregon, Rhode Island, South Dakota, Virginia, Washington, and Wisconsin. If you are a resident of, or wish to acquire a franchise for a The HITFIT Gym, LLC to be located in, one of these states or a country whose laws regulate the offer and sale of franchises, we will not offer you a franchise unless and until we have complied with applicable pre-sale registration and disclosure requirements in your jurisdiction. The HITFIT Gym, LLC, 13739 Laranja Street, Clermont, FL 34711, (407) 982-7747, ext. 101