



FRANCHISE BROCHURE

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All Hours Fitness: where fitness is a way of life and not a destination.

The All Hours Fitness approach to fitness is underpinned by the belief that good health and fitness should be a way of life and not just 'exercise.' By offering multiple fitness options we believe we can find something that suits everybody! And with 24/7 access, 'time' is no longer an excuse.

Offering the latest best branded equipment, group fitness classes, a separate lady's gym and flexible memberships, All Hours Fitness has options to suit all fitness needs.

A Gym offering multiple workout zones for:

- ✓ Functional Training
- ✓ Weight training
- ✓ Ladies only gym
- ✓ Group fitness classes
- ✓ Personal Training
- ✓ Cardio training
- ✓ Pin Loaded Strength Equipment



The All Hours Fitness story

Established in 2012 in Sydney, All Hours Fitness was purchased by Sam and Christiane Markos in 2019. Both fitness enthusiasts, Sam has a background in business management having worked in the luxury automotive industry for 20 years and Christiane is a qualified Advanced Nutritional and Weight Management Coach.

They purchased All Hours Fitness because they wanted to work together as a husband and wife team and knew with their combined skills and experience that they could improve the business.

And they were right! Within a few short years they doubled the revenue.

Now Sam and Christiane are ready to take All Hours Fitness to the next level and are expanding via a franchise model.

If you have a passion for fitness and health, and a desire to own and operate your own fitness franchise, then All Hours Fitness Franchise could be just the business you are looking for.

Please read through this franchise brochure and if it excites you, reach out and we can talk some more about this new franchise opportunity.



Build a health and fitness business you can be proud of!

Do you want a health and fitness business with a great track record, recurring income, happy members, an exclusive territory and the option to have a guaranteed income?

That's exactly what you'll get as a franchise partner in All Hours Fitness.

With our proven systems and comprehensive training, you'll have everything you need to start and grow your own successful franchised business in the fitness industry.

Enjoy the freedom of owning a business, backed by the support of our experienced and passionate staff at Head Office.

As a franchise partner with All Hours Fitness, you'll have access to:

- ✓ An established proven business with more than 11 years of operation
- ✓ Repeat members who pay via subscription model
- ✓ Extensive and comprehensive training
- ✓ Experts at head office to train, assist and support franchise partners



How the All Hours Fitness franchise works

The All Hours Fitness franchise model is simple in its approach, and powerful in its delivery.

Each All Hours Fitness franchise partner operates their own gym in an exclusive area. Typically, the gyms have a net training area of between 500 to 650SQM. We use best branded equipment which is able to be financed (TAP).

The backend systems of the business are very efficient meaning it can operate with low levels of staffing. This keeps fixed overheads low and profit high.

After comprehensive training, franchise partners operate their gym, offering a range of fitness options and ensuring their members are happy.

Tried and tested marketing and lead generation strategies keep All Hours Fitness top of mind, and the online membership portal makes signing up a breeze.



What differentiates All Hours Fitness?

All Hours Fitness has a few key features that set us apart from other gyms: These include:

- ✓ We are family owned and operated, so we really care about our members.
- ✓ Because we have ample room we are able to offer multiple options, meaning we can find something to suite everybody.
- ✓ We use the best branded equipment meaning our workout options are effective and efficient.
- ✓ We have a separate lady's gym, so our female members can workout in an environment which does not feel intimidating.
- ✓ Our pricing is very competitive, reducing barriers to entry.
- ✓ We are open 24/7, so "no time" is no longer an excuse.

What's in All Hours Fitness franchise package?

All Hours Fitness franchise package includes.

- ✓ Comprehensive franchise training
- ✓ Tried and tested marketing systems
- ✓ Integrated business software
- ✓ All Hours Fitness Branded Uniforms
- ✓ Detailed franchise operations manual
- ✓ Use of intellectual property, business name and logo

Note: equipment lease and gym fit out are an additional cost

Is All Hours Fitness right for you?

All Hours Fitness's growth has stemmed from six key traits. If you have these too, then you could be on your way to owning a successful business with All Hours Fitness!

The six key traits of a successful All Hours Fitness franchise partner are:

1

You are looking for a lifestyle change and are excited about being your own boss.

2

You are a fitness and health enthusiast and enjoy motivating and inspiring people to achieve their goals.

3

You are ambitious and are prepared to put in the effort because you know a successful business is worth it.

4

You have great communication skills and could be described as a 'people's person.'

5

You know what good customer service means and you deliver it with a smile and a positive 'can do' attitude.

6

You take pride in your work and pride in your business. The little details count and going the 'extra mile' is your 'normal.'

Your All Hours Fitness franchise journey

Making the choice to operate your own business is a big and exciting step, which is why we're committed to making the process as open and informative as possible. It's an important decision for both of us, so we'll provide all the support and information you need from the start to help you make the right choice for you and your family.



STEP 1	Send us an online enquiry		
STEP 2	All Hours Fitness will be in touch to have a brief chat. If you sound like a good fit, we will send you a Franchise Brochure, Expression of Interest Form, Non-Disclosure Agreement and Franchise Information Statement.		
STEP 3 You are here	Read through the brochure and fill in the Expression of Interest Form, sign the Non-Disclosure Agreement and send these back to All Hours Fitness.		
STEP 4	We meet (in person or online) to get to know each other better and answer any questions you might have.		
STEP 5	Pay a registration fee (refundable) and conduct your due diligence.		
STEP 6	<table border="0"> <tr> <td style="border-right: 1px solid black; padding-right: 10px;">If we both decide to proceed you go to step no 7.</td> <td>If either of us decides NOT to proceed, we refund the fee, and that's the end of the process.</td> </tr> </table>	If we both decide to proceed you go to step no 7.	If either of us decides NOT to proceed, we refund the fee, and that's the end of the process.
If we both decide to proceed you go to step no 7.	If either of us decides NOT to proceed, we refund the fee, and that's the end of the process.		
STEP 7	14 days after receiving the final franchise documents, the Franchise Agreement is signed, and the balance of fees are paid.		
STEP 8	14-day government mandated cooling off period.		
STEP 9	Onboarding is organised, ready for you to commence trading.		
STEP 10	When all is done, we will have an opening launch to celebrate.		

Frequently asked questions

What qualifications do I need to be a All Hours Fitness Franchise Partner?

Ideally a franchise partner would be a fitness and health enthusiast with a passion to run their own fitness gym business.

Importantly, we are looking for franchise partners who are self-motivated and want to work to build a successful business.

So long as you have a 'can do' attitude, we can teach you the rest!

What do I get for my franchise fee?

You get the right to operate as a All Hours Fitness franchise for a period of 5 years with another 5-year option to renew.

You also receive:

- ✓ Proven business model, developed in Australia operating for 11 + years.
- ✓ Extensive and comprehensive training, so franchise partners are well prepared and confident in operating their business.
- ✓ Assist in launch campaign for each new area, so we have members ready to join from the start.
- ✓ Branded uniforms and marketing collateral so your business looks professional.
- ✓ Tried and tested marketing systems to keep All Hours Fitness top of mind and members signing up.
- ✓ Ongoing support and training from the All Hours Fitness team, so you have piece of mind knowing you can ask experienced operators for help or support.

What does it cost to buy a All Hours Fitness Franchise?

All Hours Fitness establishment costs are:

Franchise Fee	\$59,900 + GST
Gym fit out	Approx \$150,000 - \$450,000
Gym equipment	Approx \$450,000 leased for approx. \$12,000 p/m.
Stock	Approx \$20,000

Why do I need to pay a refundable fee to examine the business fully?

This is a standard practice in franchising. Providing you with all the information you require to evaluate this opportunity, and for you to make the right decision requires considerable time on our behalf. So, we need to know that you are genuinely serious about the opportunity. Rest assured that your fee is refundable should you decide not to proceed.

Do you have locations near me?

Yes. We have locations available throughout metro and regional areas. Let us know the area you are interested in, and we will do our best to accommodate you.



The next step

If you like the sound of what you've read so far, then the next step is to complete and return the Expression of Interest (EOI) form and the signed Non-Disclosure Agreement (NDA).

By completing these documents, all you are committing to is finding out more information about the opportunity – nothing more.

If you would like to realise your dreams of being your own boss, receive all the support you need to succeed, and spend your day helping others achieve their health and fitness goals please send your completed EOI and NDA forms to:

Email franchise@allhoursfitness.com.au

Tel 0403 848 929

