

# PLUS FITNESS 24/7 CONTINUES TO GROW



Since the launch of its franchise model just over two years ago, Plus Fitness 24/7 has gone from strength to strength, and continues to grow across the country.

In April this year Plus Fitness successfully opened its 50th gym located in Wentworthville NSW. To add to this, the 100th franchise territory was sold shortly after, located in Southport QLD.

Since these milestones were reached a further three Plus Fitness 24/7's have opened and a further eight territories sold, placing Plus Fitness at 108 franchises in total.

Coming from having only six gyms open just over two years ago these are significant milestones in the growth and development of Plus Fitness.

Franchisors John Fuller and Nigel Miller put the growth of Plus Fitness down to a

number of things including; the hard work and commitment of their Head Office team, the faith in the brand and hard work of their franchisees, and the development of a franchise model and consumer offering that appeals to a broad market of investors, entrepreneurs and consumers.

Plus Fitness now has a clear goal of establishing 200 gyms by the end of 2014.

The rapid success of Plus Fitness 24/7 has seen the franchise awarded a number of high profile accolades including:

- 46th Fastest Growing Company in Australia in the 2012 BRW Fast Starter Awards
- Franchise Council of Australia 2012 Top 5 Emerging Franchisors of the Year
- 26th in the Smart50, 2012 fastest growing independent Australian owned companies
- Finalists in the BRW Fast Franchises for 2013

“We’re thrilled to be acknowledged for our success,” says Nigel. “It’s a testament to the hard work and commitment we have put into developing the franchise system.”

## MULTI-UNIT FRANCHISEES

Nigel says that they have experienced great success with multi-unit franchisees across the network.

“More recently three more of the very first Plus Fitness 24/7 Franchisees have recently opened their second franchise in the past three months, said Nigel. “Adrian and Ange who opened their first Franchise in Pinjarra WA have now opened up the road in Halls Head. Likewise, Chris, Plus Fitness 24/7 Lidcombe Franchisee has now opened his second Franchise in Granville NSW. Shane, Franchisee of Plus Fitness 24/7 Eastwood also joins the Multi Unit ‘club’ and has opened his second Plus Fitness 24/7 located in Rydalmere, NSW.

“There’s a combination of factors for this,” explains Nigel. “Firstly, it is a result of the success of their initial franchises - financial returns have exceeded their expectations, enabling them to expand.

“Secondly, it is driven by the strong support they receive from head office and from their Franchise Support Manager. And lastly our low staff model makes managing multiple sites much easier.”

## UNRIVALED FRANCHISEE SUPPORT

Plus Fitness 24/7 offers a true turnkey franchise business with an initial investment as low as \$289,000 – including equipment! Add to this exclusive territories, low staffing costs, low flat monthly royalty fees and unrivalled initial and ongoing franchisee support and you can see why Plus Fitness is in such demand.

**For more information on Plus Fitness 24/7 contact Nigel Miller:**

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