



**Last Update October 15, 2009**

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**REFERRALS:** All Business Alliance Referrals MUST register using the [BAI 'Abbreviated 'Pre-Qualification Questionnaire'](#)

(Effective: October 2008)

### **Franchise Sales:**

Single Unit: Yes

Multiple Units: Yes

Area/Master Developer: Yes

### **Description of Franchise:**

The IM=X Pilates Studio business is a unique opportunity for the following reasons:

1. Powerful RESULTS -- Our customers stay with our unique pilates fitness program because it works!
2. IM=X Pilates, Yoga, Spinal Xercize, Weight Loss & Cardio programs target fast growing markets.
3. IM=X Pilates guides franchise staff through an educational process that includes 8 proprietary certifications. These courses are included in the franchise relationship. NO OTHER fitness or wellness franchise OFFERS THIS LEVEL OF TRAINING and ongoing support!
4. IM=X Pilates helps owners find the right location with market with demographic studies, site location analysis, lease negotiations and build-out consulting.
5. IM=X Pilates provides web design & updates, ad design, and print materials. ALL of the marketing a franchise owner needs to represent our elite services. Our very large library of marketing material is available online for franchise owners and their managers to access.
6. IM=X Pilates equipment is the best in the industry. Our patented pilates Xercizers (reformers) and Towers are known for their durability and are preferred over other pilates machines. Floor equipment is included in the price of the franchise. Leasing programs are available for the Xercizers, Towers and Cardio equipment.
7. IM=X Pilates provides franchise owners with the software required for scheduling and billing. A 3-Day Software, Business and Marketing Training is included with follow up conference calls. No experience necessary.
8. IM=X Pilates is an established brand with over a decade of success. IM=X Pilates has been featured in publications such as Self, Shape, Mademoiselle, Physical, Fitness, Fit, Dance, PilatesStyle magazines, The New York Times and more...

### **Background:**

Year Established: IM=X Pilates, Inc. was founded in 1996 and the franchise company, The Xercize Studio LLC in 2004

Year First Franchised: 2005  
Franchised Units: 25  
Company Owned Units: 1  
Projected New Units (12 months): 8-20  
States/Countries Registered In: ALL  
Availability in Canada: Masters / Area Developer

### **Financial/Terms:**

Cash Investment: \$60k  
Total Investment: 60k-150k  
Minimum Net Worth:  
Franchise Fee: \$24k Full Studio/\$18,000 Express Studio  
Discounts: For previously certified fitness instructors and for any club chain or medical chain  
VetFran Program Participant: No  
Royalty: \$595 or 6% for a Full Studio/\$495 or 6% for an Express Studio per month whichever is greater  
Ad: \$100/month  
Average # of Employees: 2-5  
Passive Ownership Allowed: Yes but then the capital is a bit higher due to reliance on a good manager  
Earnings Claims: No

### **International Expansion:**

International Opportunities: No  
Countries, outside of United States where the concept is currently available or plans to expand: NONE for 2009  
Single Unit Availability: No  
Multiple Unit Availability: No  
Area Development or Master Availability: No  
Cash Investment: N/A  
Total Investment: N/A

### **Support & Training Provided:**

Financial Assistance Provided: Equipment Leasing Assistance Available/ SBA Registry  
Site Selection Assistance: Yes  
Lease Negotiation Assistance: Yes  
Co-operative Advertising: No

#### **Training:**

Yes and lots of it. All of our instructor/personal trainer certifications are available to the owners staff for the life of the franchise free of additional charges (Basic Pilates, Advanced Pilates, Super Advanced, Spinal Xercise, IMX Yoga, Cardio Programs, etc). Business training and software training is provided to owners and managers.

#### **Marketing:**

Yes and lots of marketing too. We provide a website complete with ecommerce capability and even perform search engine optimization. Also – full library for customizable and downloadable marketing as well as full print library.

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