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E-mail: scott@inchesaweigh.com (Effective: April 2008)

Website: www.inchesaweigh.com

Website: [Inches-A-Weigh "BAI Affiliate – Resource Center"](#) (Effective: October 2009 / click on the link to access the IAW – Resource Center)

Additional Information:

[Inches-A-Weigh "5 Reasons to Own a IAW"](#) (Effective: October 2009 / click on the link to view / download the document)

[Inches-A-Weigh 'In the News / Husband and Wife Executive Management Team, Andre and Trina Zick'](#) (Effective: May 13, 2009 / click on the link to view the article and video)

[Inches-A-Weigh 'A Day Spa Environment'](#) (Effective: May 13, 2009 / click on the link to view / download the slides)

[Inches-A-Weigh 'Unique – 3 Phase Program Presentation'](#) (Effective: May 13, 2009 / Click on the link to view / download the slides)

[Inches-A-Weigh 'Broker Links & Overview for Candidates'](#) (Effective: November 2008 / click on link to access links and overview)

Franchise Sales:

Single Unit: Yes

Multiple Units: Yes - Area Development

Area/Master Developer: No

Description:

IAW is the only **Women's** Weight Loss concept, that combine's a **unique exercise** component and one on one weight management. This translates into a lifestyle experience that is results driven and tracked weekly for **goal weight** achievement. Our concept is extremely **Baby Boomer** friendly and can also help any women 18 - 80. There are retail **weight loss** concepts (Jenny Craig, LA Weight Loss) and **exercise** concepts, (Curves, Golds, and YMCA etc) but no one is offering the proper combination **under one roof**. With Obesity on the rise, this is an extremely **Hot concept**, with a **proven business model**.

* Low Start up- \$50,000 - \$80,000 * Low Member break-even

- * Low monthly Overhead
- * Multi-unit opportunities
- * Owners Certification training
- * Grand Opening Training
- * Protected Territory
- * National Vendor relationships
- * Flexible Ownership types
- * 3 - 4 employees

UNIQUE EQUIPMENT: What separates us in the Exercise area is our use of Figure Shaping equipment (**Toning Tables**). These specially designed units are beneficial to the deconditioned, aging or over weight female. The Toning tables will tone, firm and show inch loss in a short period of time. To achieve better **cardiovascular** health, we also use Treadmills, Recumbent bikes and Elliptical walkers.

Who should own an Inches-A-Weigh

- 1) Owner Operator** - This is a woman who personally aligns herself with the concept. She's usually more visible in the center and will work in the Sales or Service side of the business. It's not a 40 hour on site position, so she's able to manage the business on a financial level.
- 2) Manage-the-Manager** - This male or female owner prefers to manage instead of operate. They might have an office in the center or work from home.
- 3) Husband/Wife Management** - The husband/wife teams use complimentary skills and share in a division of labor. The wife will typically focus on operations and the husband on financial management.

Background:

Year Established: 1986

Year First Franchised: 1991

Franchised Units: 60

Company Owned Units: 0

Projected New Units (12 months):

States/Countries Registered In: All but New York, Maryland, Minnesota, and Illinois

Financial/Terms:

Cash Investment: \$30K

Total Investment: \$80K

Minimum Net Worth: \$150K

Franchise Fee: \$30,500

Royalty: \$190.00 per week

Ad: N/A

Average # of Employees: 3

Passive Ownership Allowed: Possibly, as long as certain qualifications are met.

Earnings Claim: No

Support & Training Provided:

Financial Assistance Provided: Lease of equipment

Site Selection Assistance: Yes

Lease Negotiation Assistance: Yes

Co-operative Advertising: No

Training:

Initial Training 8 days - Sales Boot camp, 4 days - Pre-Sale, Grand Opening, Weekly conference call with owner, manager and employees covering nutrition, behavior modification, employee motivation, proper exercise training, business ratios monitoring, and P&L evaluation with owner, and online seminars.

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