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Contact:

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Referrals / Lead Process:

ALL Business Alliance candidate referrals must submit the '[Abbreviated Confidential Questionnaire](#)' to be registered with SuperSlow Zone (Effective: August 2009)

Additional Information:

[SuperSlow Zone "October 26, 2009 – BAI Webinar presentation slides"](#) (Effective: October 26, 2009 / click on the link to view / download the slides)
[SuperSlow Zone "TV Interview with CEO – Madeline Ross"](#) (Effective: October 2009 / click on the link to view the video interview)
[SuperSlow Zone "Franchise Details"](#) (Effective: October 2009 / click on the link to view / download the document)
[SuperSlow Zone "2-Minute Drill"](#) (**REVISED**: Effective September 28, 2009 / click on the link to view/download the document)
SuperSlow Zone '[Business Model\(s\) Overview](#)' (Effective: August 2009)

Franchise Sales:

Single Unit: Yes
Multiple Units: Yes
Area/Master Developer: Yes
Resales: No

Description of Franchise:

SuperSlow® personal strength training is the fastest route to exceptional fitness and health results in minimal time and SuperSlow Zone® is the franchise that can deliver it within the context of effective business systems and practices. Positioned as a 'professional service', end users enjoy the quality of care and service you would find at the finest physician, CPA, financial advisor, attorney, etc. office. SuperSlow® celebrates a distinguished 26-year history with featured articles in Men's Health (3 times), Vogue (2 times), Time, Newsweek, Business Week, Arthritis Today, body soul, Fox News, NBC, CNN, 48 Hours, Wellness TV and Playboy, etc.

SuperSlow® was developed in 1986 during a \$3.2 million Osteoporosis study at the University of Florida Medical School by co-founders Brenda and Ken Hutchins. SuperSlow Zone® is the exclusive licensor of the SuperSlow® intellectual property. In 2004, after 7 years of developing and deploying up to 8 successful and profitable business systems for SuperSlow® facilities throughout the USA, Madeline Ross combined her intellectual property with that of Ken Hutchins, co-founder of SuperSlow®, to create The SuperSlow Zone® franchise.

Madeline took the best exercise method, SuperSlow® - the original, codified, accredited, expert-supervised, 20-minute, twice-a-week work out and added business systems and services to comprise an integrated solution for the end user. SuperSlow Zone end users don't want to go to a gym. They want the clutter-free, relaxing, casual elegance of a professional service. Equally impressive, end users achieve extraordinary results while working out in 'what they have on' in SuperSlow Zone's 'ideal clinical exercise environment.' the option to change into 'work out clothes' is up to the client. SuperSlow® is THE original, legitimate 'slow motion training', convenience, results in minimal time and value is the SuperSlow Zone® unique selling proposition.

Background:

Year Established: 2004
Year First Franchised: 2004
Franchised Units: 37

Company Owned Units: 0
Projected New Units (12 months): 12
States/Countries Registered In: USA
Availability in Canada: Masters / Area Developer: Yes
States, from which Broker Referrals are being accepted: All 'non-registered' states and the following registered states: CA, FL, NY and WA

Financial/Terms:

Cash Investment: \$90K
Total Investment: \$130K - \$214.5K
Minimum Net Worth: \$250K
Franchise Fee: **Business Model 'A' (Non-Medical)** = \$40K / **Business Model 'B' (Medical)** = \$45K
Discounts: VetFran, Women, Minorities? No
VetFran Program Participant: No
Royalty: **Business Model 'A' (Non-Medical)** = \$.95 per square feet of the strength training area / **Business Model 'B' (Medical)** = \$1.50 per square feet of the strength training area
Ad: N/A
Average # of Employees: 4-7 employees
Passive Ownership Allowed: Yes, as long as certain qualifications are met
Earnings Claims: No

International Expansion:

International Opportunities: Yes
Countries, outside of United States, where the concept is currently available or plans to expand: UK, India, Japan, Brazil
Single Unit Availability: Yes
Multiple Unit Availability: Yes
Area Development or Master Availability: Yes
Cash Investment: To be determined based on size of the territory
Total Investment: To be determined based on size of the territory

Support & Training Provided:

Financial Assistance Provided: Yes, 3rd Party
Site Selection Assistance: Yes
Lease Negotiation Assistance: Yes, 3rdParty
Co-operative Advertising: No

Training:

Training and development on up to 8 business systems is delivered by a 'coaching method' through scheduled webinar/conference calls and e-manuals. There is one system training delivered in a face-to-face on site. Additionally, there is a franchisee intranet in which 4 of the 8 business systems have filmed training.

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