



## Franchising 1 September 2010

### **Anytime Fitness offers flexibility to franchisees**

Husband and wife team Mike and Gabby Lewis opened their first Anytime Fitness club in Mandurah, WA, in June 2009 when looking for a life changing experience.

“Anytime Fitness has a great business model with low staff required, awesome cash flow and it provides the freedom to enjoy a great lifestyle,” Mike says. “We ensure that our staff are well trained so that we are not tied to the business. This gives us the freedom to open additional clubs and enjoy the things we most love like travelling.

“We also love the fact that through the club, we can help people achieve their goals and change their lives,” he adds.

The franchise model was built around the concept of freedom. Anytime Fitness franchisees can run multiple clubs remotely and require low labour, providing them with more free time and a balanced lifestyle. The modern security system in place also allows clubs to run smoothly and worry-free even during non-staffed hours.

Anytime Fitness franchisees have access to an internationally-proven business model with strong branding, backed up by a local team of experienced and passionate entrepreneurs.

The 24-hour fitness club franchise was introduced in Australia in 2008 by brother and sister team Justin McDonell and Jacinta McDonell Jiminez who have quickly grown their national franchise to an annual turnover exceeding \$3.3 million in 2009/10.

With 40 clubs currently opened and 140 territories sold in Australia, Justin and Jacinta have plans to open 350 [Anytime Fitness](#) clubs in Australia and New Zealand within the next five years.

“We have been able so far to attract qualified franchisees with our low-cost business model which requires minimum staffing,” said Justin. “We provide our franchisees with a lot of support and give them the tools and the guidance they need every step of the way, from finding ideal locations to equipping and marketing their clubs.

“The advantage of owning a franchise is that we help set up how the club looks and works, but each franchisee can put their own personal touch,” he explains.