

COVERSTORY

► FRANCHISES WITH AN EYE ON SHREVEPORT

HEAR IT FROM THE
FRANCHISEES THEMSELVES

Nick Binnings,
*Regymen Fitness Director of Franchise
Development*

Regymen Fitness is a high-energy, boutique fitness studio with three platforms: Burn, focusing on cardio and weights; Box, focusing on power punching and core work; and Build, focusing on compound movements and explosive cardio. Classes track heart rate and use analytics to help members set goals while giving them real-time access to the progress of their workout. It was created by fitness industry experts Edward Navan and Donnie Jarreau in 2015 and launched franchising opportunities in 2018.

We started in Baton Rouge and are expanding across the Southeast. As we grow, we want to fill in key markets in Louisiana. The Shreveport/Bossier market is a great area and we feel we could easily develop multiple units across the area.

We need to have units in key markets in Louisiana to help us build the brand awareness. We feel that the brand will catch on relatively quickly. The key to growth is to spread out organically versus skipping over states and great markets. Start small finish big.

Being that some of the founders/owners and myself are from south Louisiana, we know several people in the area that would be a great candidates. Shreveport is a quiet market that a lot of multi-unit franchisees and companies overlook. There are some great areas and demographics that fit our profile. The oil and gas business along with Barksdale AFB provide for a great foundation.



Randy Trotter,
*Workout Anytime Senior VP of
Development*

Atlanta-based Workout Anytime is a 24-hour, seven-day-a-week fitness concept with 150 units across the U.S. Founded by fitness veterans John Quattrocchi and Steve Strickland, the company was formed to provide members with first-class fitness facilities at the lowest cost possible, while delivering a profitable and affordable business model to franchisees. Built on the founders' motto of, "think big, keep it simple and do it with integrity," Workout Anytime is preparing for significant expansion into new territories by providing opportunities to business-minded entrepreneurs.

We are the only performance based "value priced" 24 hour fitness club. Our fitness model includes small group training (similar to Orange Theory), sprint eight, and one on one personal training.

Shreveport is underserved with our type of "high value low price" fitness centers. We will select sites in underserved area and negotiate favorable leases for our franchise partners.

WOAT is the best workout per foot in the USA. And, with additional income through personal training, our potential franchise partner should be successful.

*"The Bossier
Chamber
is your
business
connection
in the
region."*

LISA JOHNSON

BOSSIER CHAMBER OF COMMERCE

PRESIDENT/CEO

I am **Bossier** Chamber



YOU BELONG AT TECH.

Members of the Louisiana Tech community are trailblazers. They seize opportunity, embrace challenge, and create solutions to benefit all of north Louisiana.

Join our community of difference makers in Shreveport, Bossier City, or Ruston today.

Main campus located in Ruston
318.257.3036

Academic Success Center in Bossier City
318.383.5770

Tech Barksdale
318.456.5006

Shreveport Center
318.671.7803

latech.edu

Now offering bachelor's, master's, and doctoral degrees in Shreveport-Bossier and online.



LOUISIANA TECH
UNIVERSITY