

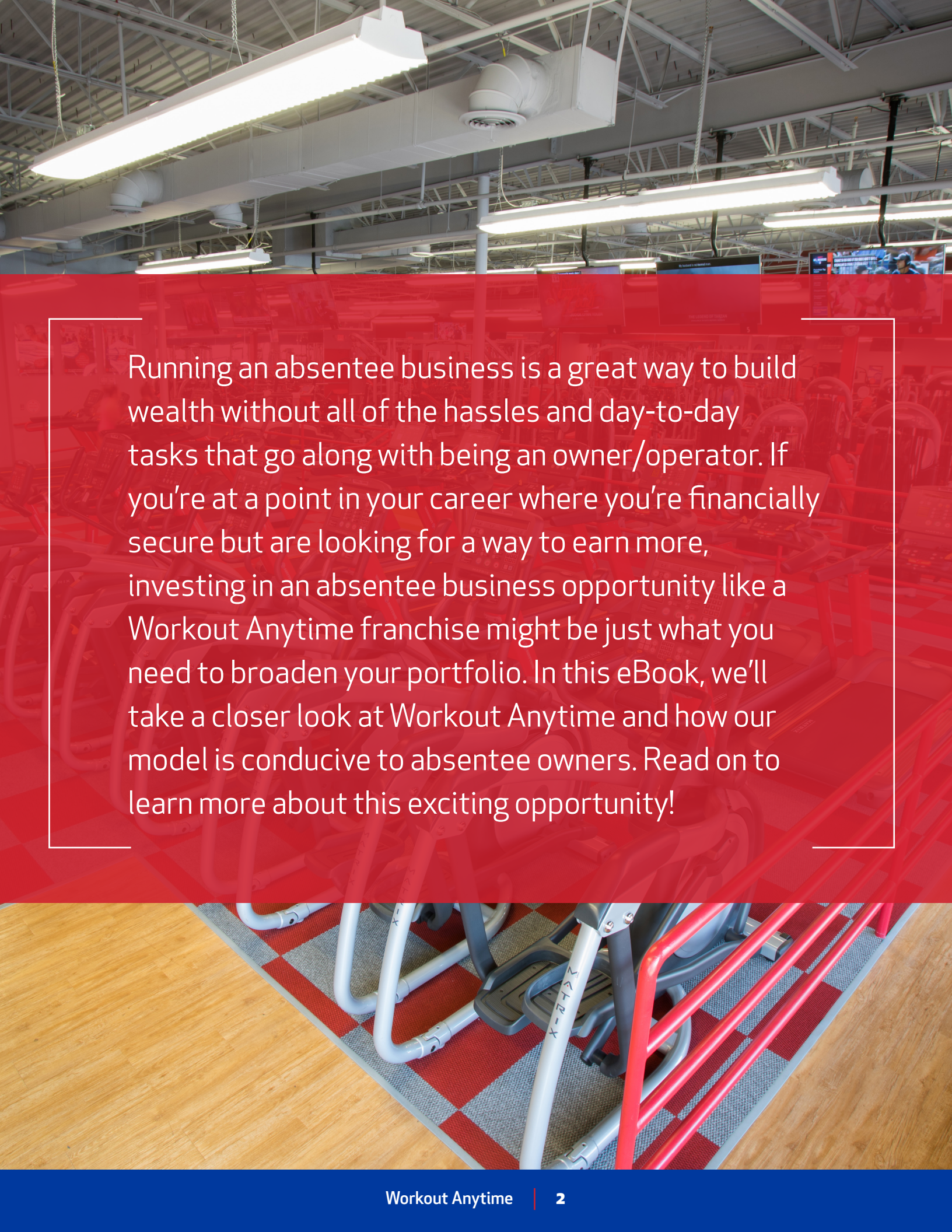


# HOW TO BUILD WEALTH WITH AN ABSENTEE BUSINESS



This e-book should not be construed as an offer to sell a franchise. We will not offer any franchise for sale: (i) until your state has duly registered our franchise offering or duly exempted our franchise offering or duly exempted our franchise offering from registration, if your state requires registration or exemption; and (ii) until we have duly delivered our Franchise Disclosure Document to you in compliance with applicable law.





Running an absentee business is a great way to build wealth without all of the hassles and day-to-day tasks that go along with being an owner/operator. If you're at a point in your career where you're financially secure but are looking for a way to earn more, investing in an absentee business opportunity like a Workout Anytime franchise might be just what you need to broaden your portfolio. In this eBook, we'll take a closer look at Workout Anytime and how our model is conducive to absentee owners. Read on to learn more about this exciting opportunity!



# Absentee Ownership Stands Out Among Investment Opportunities

If you've been researching investment opportunities, chances are you've been considering a few different ways to make some extra money. Starting a new business by franchising is one popular way to invest. When you purchase a franchise, you gain access to many resources that make the process of building your business easier than going it alone. For instance, Workout Anytime provides our franchisees with a comprehensive training program, marketing support, buildout assistance, and more! However, not all franchise opportunities are created equal. Some franchisors prefer to work with owner/operators, franchisees who will take an active role in the day-to-day management of the business. Workout Anytime welcomes owner/operators, but our business model also works well for absentee owners. Once you've invested the time and energy into learning about our business model, processes, and policies, you can feel free to delegate much of the day-to-

day management to your trusted staff. While it's still important for our franchisees to stay in the loop, they don't need to trouble themselves by regularly "clocking in" at their franchise. This makes absentee ownership an excellent opportunity for investors who are looking to ease into retirement, or who are juggling other business endeavors.

Of course, absentee ownership isn't the only way to make money without punching a clock. Another popular option is to invest in the stock market. The appeal of investing in stocks is undeniable – participants can purchase as

Jerry Pugh and  
EJ Williams



many or as few shares as they'd like and can sit back and watch their money grow –or shrink! – depending on the market. However, the stock market has never been predictable, and [nowadays](#) it's been especially volatile. Compared to absentee ownership, investment in stocks is hard to predict and abstract – after all, gains and losses are determined by the buying habits of people all around the world who you'll likely never meet.

Absentee ownership, on the other hand, is a much simpler option. You'll serve the people in your

community, and your success or failure is largely attributed to your hard work and the work of your staff. With Workout Anytime, you can look to the historical performance of our franchises to make educated predictions about how your business will perform – a much simpler task than developing a conservative stock portfolio. (See Item 19 of our Franchise Disclosure Document in which certain historical financial performance of our franchisees is disclosed.)



# A Great Industry to Invest In

Our absentee ownership opportunity stands out from others because of the exciting industry we work in! It's impossible to predict how any investment will perform, but a look at our industry shows that there's plenty of room for fitness franchises to thrive.

Americans know that they need to spend more time focused on their health and well-being. It's estimated that [70% of Americans](#) are overweight or obese – a frightening statistic because of the myriad health problems associated with carrying extra weight. High blood pressure and heart disease are just two of the health problems that can occur. Worst of all, American children are also at risk for developing these conditions – 30% of them are already overweight or obese.

People understand that this is a problem, and they aren't shy about spending money to try and improve their health. That's why the fitness industry is now valued at around \$31 billion! This might not come as a surprise to you. After all, on your regular drive to work you likely pass billboards and signage advertising fitness solutions. However, you might be surprised to learn that 10% of that figure is generated by franchise facilities like Workout Anytime. As the fitness industry continues to grow,

investing with Workout Anytime is a great way to get in on the action.

Furthermore, in an age where American consumerism is driven by large internet retailers like Amazon, community gyms are a great sector to invest in. Customers need to go to the gym and can't have services like ours shipped to their door. Unlike retail franchise investments, an investment in a Workout Anytime gym is a great way to avoid competition from online retailers.

**THE FITNESS  
INDUSTRY IS  
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## Make Money While You Sleep with Our Time-Tested Business Model

Workout Anytime franchisees can expect to make a significant initial investment with low overhead costs going forward. (See Item 7 of our Franchise Disclosure Document) We've developed a "turnkey" business model that allows our franchisees easy access to just about everything they need to get their business up and running. An investment in a Workout Anytime franchise starts at around \$500,000, and includes all of the [most significant costs](#). Leasing and building out your location, purchasing the necessary fitness equipment, and advertising expenses are just a few of the costs included in your initial investment.

However, once the initial investment is made, our franchisees enjoy low operating costs as they move forward. The exercise

equipment they purchase will last for years with proper maintenance, and unlike stores and restaurants, franchisees don't need to worry about things like keeping a large inventory of salable goods in stock.

The core of the Workout Anytime business model is to offer accessible and affordable services to our customers. We stand out from the competition for a number of reasons. First, we keep our prices low by offering only the services that customers need to stay in shape. Many gyms offer amenities like pools and spas that are expensive to maintain and require a lot of space. We pride ourselves on offering just the essentials—this allows us to offer our customers great prices, and also gives us the flexibility we need to open locations in many areas. Even a small space in a shopping center is conducive to a Workout Anytime, allowing us to set up shop where it's easy for our customers to access our services.

Another way we make our services accessible to clients is by staying open 24 hours a day. We know that our customers have busy schedules and want to commit to better health on their terms, not ours. Staying open 24 hours a day allows our customers to come in when it's convenient for them regardless of their personal schedule. For many of our franchisees, this allows them to actually make money while they're sleeping!

# Support to Ease Your Burden

When entrepreneurs go it alone, it can take years to establish a business that's strong enough to allow for absentee ownership. Building a strong reputation, finding the right staff, and streamlining operations are just a few of the reasons that it can take a while for owners to be able to step back. Workout Anytime wants to make the franchising process as simple as possible for all of our investors. That's why we work hard to offer you comprehensive support as you build and grow your business. When you partner with us, the road to absentee ownership is much smoother than for those who build a business on their own. We've been in this business for more than 20 years, and we know exactly what it takes to get a new franchise up and running. Our expertise translates into ease of operations for you!

We'll be there for you all the way from selecting the perfect location (our real estate experts can help you find just the right spot with agreeable lease terms) to opening your doors (we'll help with construction and buildout). We can also help to spread the word about your new business with valuable marketing assistance!

When you participate in our training program, you'll learn all of the secrets to efficiently operating a Workout Anytime gym. We'll

show you how to utilize our state-of-the-art technology to make managing your bookkeeping and sales a snap. We even have a trusted human resources partner to make it easier than ever to communicate with your employees.

These are just a few of the ways Workout Anytime supports franchisees so that absentee ownership is within their reach.





## BE THE 'KING' OF YOUR DOMAIN AND YOUR FUTURE

Mike King, Owner

Marion, Lenior, Weaverville, NC

As you can see, Workout Anytime has developed a strong opportunity for investors looking to become absentee owners. [Contact us today](#) to learn more about the process of franchising with Workout Anytime!