



# Do I Need To Staff My Corporate or Tenant Only Fitness Center?



- A professionally managed facility will increase membership rates, produce a greater return on investment and minimize liability exposure.
- Ongoing professional management ensures safe and effective programs and a headache-free operation.
- Professionally managed programs can expect to see participation rates of 30% to 40% over time as compared to 8% to 10% for an unsupervised facility.
- Regular member follow-up and ongoing programming and marketing campaigns results in higher retention. This in turn translates into a greater return on investment.
- Liability exposure is also reduced.
- A professional staff will provide participants with an initial screening, a personalized program and equipment orientation.
- Staff are also available to teach group classes, ensure member safety, facility cleanliness, equipment maintenance and customer service.

## **READY TO TAKE THE FIRST STEP?**

For a consultation to determine your staffing needs, contact:

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