



Should I Charge My Employees or Tenants a Membership Fee to Use the Fitness Center?



DEFINITELY
Charge your employees or tenants a monthly membership fee to use your fitness center:

- With a fair membership rate, employees will be more inclined to show up and work out.
- Don't have annual contracts. If a member feels that they are no longer getting value from the gym, then they should not be held to an annual contract.
- Your fitness center management company will be able to collect the membership dues for you.
- Generating membership revenue will allow you to offset operating expenses like staffing costs.
- Giving away the fitness center will just reduce its perceived value to your members!
- Don't allow the price to become a barrier to joining.
- Typically a fair membership price for a staffed private fitness center that also offers group exercise classes is \$25 to \$35 per month.
- Do avoid charging joining fees and extra fees for towels and other basic amenities.

READY TO TAKE THE FIRST STEP?

To schedule a meeting to determine your operational costs, contact:

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