

How Dangerous is an Unstaffed Fitness Center?



More and more landlords are building fitness centers to attract and retain quality tenants. In fact, an onsite fitness center is the second most requested tenant amenity. Good food options are number one. Unfortunately, many landlords are spending thousands of dollars building first class gyms but are then leaving them unstaffed and subjected to the following risks:

- **Higher liability exposure:** The American College of Sports Medicine has established standards mandating that all fitness centers be staffed by certified fitness professionals. A professionally managed facility will increase membership rates, produce a greater return on investment and minimize liability exposure.
- **Higher rates of injury:** Using fitness equipment improperly can be dangerous. A professionally staff fitness center results in greater member safety.
- **Higher rates of inappropriate behavior:** Unsupervised gyms are an open invitation for locker break-ins, small fitness equipment being stolen and inappropriate behavior.

- **Dirty and broken equipment:** Unstaffed fitness centers often have many pieces of fitness equipment that are out of service because they do not have anyone checking the equipment on a daily basis.
- **Unauthorized access by non-members:** Unstaffed fitness centers are an open invitation for non-members who sneak in through unlocked doors.

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. This in turn translates into a greater return on investment. Liability exposure is also reduced, as a professional staff will provide participants with an initial screening, a personalized program and equipment orientation. You might be saving money in the short-run but is the overall risk worth it?

Please contact us for a consultation to determine your staffing needs.

**Gary Klencheski
President**

**gary@firstfitmgt.com
617 767-3100**