

## Property Managers Ask: Should I Staff My Fitness Center?



More and more tenant only fitness centers are being built to attract and retain quality tenants. In fact, an onsite fitness center is the most requested tenant amenity. However, many landlords are spending thousands of dollars building these state-of-the-art gyms but are then unsure if they need to hire fitness professionals to staff them. Let's explore some of the misconceptions.

- **Staffed and unstaffed fitness centers have the same usage rates. FALSE** – On average only 20% of the eligible population will use an unstaffed gym versus 50% who will use a gym that has a professionally staffed facility.
- **Only a small % of people will pay a membership fee to use a tenant-only gym. FALSE** – Tenants will gladly pay a nominal monthly membership fee to use an on-site gym that has professional staff who can offer various fitness programs like personal training and group exercise classes.

- **My liability insurance costs will be higher if I staff my gym. FALSE** - A staffed fitness center decreases your liability due to the screening process that takes place when a member initially joins the facility. Staffing your fitness center will also allow you to ensure that all accidents and injuries are responded to in a timely manner.
- **Finding fitness professionals to staff my gym will be time consuming and costly. FALSE** – Using companies like First Fitness Management to professionally manage your fitness center will alleviate all the headaches that might occur if you try to hire your own fitness personnel. They can find quality and degreed fitness professionals who can handle all aspects of operating your gym, including membership registration, automatic collection of membership dues, equipment maintenance and fitness programming.
- **Unstaffed fitness centers have much higher cancellation rates. TRUE** A sedentary individual is much more likely to cancel their membership during their first 3 months if a fitness professional is not available to help them oversee their workouts.

**Bottomline: After spending a lot of money building and equipping your tenant only fitness center, don't make the mistake of not staffing it properly. A professionally unstaffed fitness center is like having an unstaffed cafeteria!**

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

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