

STEPZ

**Our
Franchise
Prospectus**

Hello and Welcome.

Consider this a journey for us too. Stepz started as an inclusive, boutique offering. A gym that welcomes all its members. A safe place; an authentically helpful community. This will never change. It's in our DNA and sets us apart in an increasingly transactional, high-churn category.

The next natural move for us is in strengthening our audience ties and playing a bigger role in their lives. It's about going beyond the 'body' and addressing overall wellness. Life is more demanding than ever - we have less time and more expected of us. Yet where there are challenges there are opportunities. Amidst the technological takeover, there remains an overwhelming desire to maintain genuine connection - for vital support where and when people need it. Stepz is in the rightful position to take that role.



We're with you!

We're proud to be leaders of our industry, because we partner with people who are just like us. Driven, passionate, success-seeking and all-round nice positive people! When you partner with us you become a part of the family. It's a unique franchise model focussed on the success of your business.

We're a team who places top-notch service and safety first. And a team who believes in a 'togetherness' approach – working together and supporting each other on the pathway to success.

Why join Stepz Fitness?



Booming Fitness Industry

The gym and fitness market has seen year on year growth over the last five years. Combined revenue for the industry exceeds \$2 billion dollars in Australia. This growth will continue for years to come.



Proven Success

Stepz Fitness is among the top 10 franchises in the Australian 24 hour gym market. With a rich 10 year history of business success they will remain a key player in the fitness industry.



Unique Business Model

Stepz offers a unique business model combining 24/7 Gym Access and Group Fitness. We have a huge advantage over competitors in offering both under one roof. This presents a higher yield on investment return via the unique product offering of Group Fitness.



Market Leading Iconic Brand

In 2019 Stepz Fitness has started the rollout of a brand evolution. The new branding was crafted by industry leading brand and marketing strategist. This brand is one of the strongest and most recognisable within the Australian fitness industry. There is huge demand from consumers and stakeholders to be a part of the new brand.



On-going Support and Training

The Franchisor is directly involved in ensuring the success of each business. Running a business can be challenging yet rewarding. Stepz Fitness will offer more support and tools to our network now and into the future.



"The Stepz Franchise model is perfect for me combining Group Fitness and 24 hour gym. The Franchisor offers me great support."

Yvonne Cenciotti, Thornleigh Franchisee

Understanding Steps

Our purpose

— *Why do we do what we do?*

To help people on their journey to wellness each and every day whether its a high-intensity group fitness workout or help using gym equipment when you've sustained a knee injury, there's no limit to the steps we'll take with you on your journey to wellness.

The most important part of that is creating a community you genuinely want to be part of. A place you'll always feel welcomed, a place that truly 'gets' you, a place that's a big part of your life - no matter what's in store for tomorrow.

Our approach

— *How do we do what we do?*

By connecting the community to an inviting, inclusive and leading network of wellness experts, facilities and products.

This establishes an overarching view of how we deliver on our purpose. It is powerful in it's simplicity - giving our team a clear ethos on how we do business and carry out our day-to-day work.

It has great scope - meaning we can continually work on the way we best deliver our purpose.

Understanding Steps

Our journey there

— *How do we deliver on our brand purpose?*

Having a purpose and approach is great - it lets us know what we're aiming to achieve (even when it feels like we're not there yet). But just as important are the defining value of the business.

We have five key values. These aren't your typical "integrity, trust and care" type values. For us, those kind of values are given qualities in everyone who is part of the Stepz team.

Our values form the unique DNA of the Stepz brand. They inform everything we do - from the partnerships we make to the way we speak to customers.



“The Stepz Franchisor is approachable and supportive. I enjoy being part of the franchise network.”

Mark Timms, St Lucia Franchisee



What makes a great franchise partner?

This is our recipe for a great leader and business partner. With these kind of character traits, we know we're going to get along just fine!

Passion

A passion towards life, business and ongoing personal education and growth.

Dedication

The price of success is hard work. This is a full-time business. With it comes hard-work and a need for you to be in-gym and full-time.

Leadership

As a franchise owner, you've got to lead the way and motivate your team. Your combined hard work leads to success. As part of the process we will review your previous leadership experience and skills.

Positivity

Positive vibes breed positive vibes. It's a service environment, so an outgoing, enthusiastic leader is essential.

Service

Clients are our business. They are the key to our success. At Stepz Fitness we hold customer service to a high standard as we want to ensure they continue to come back.

**You are just the person
we've been looking for.**

**Spirited. Driven.
Unstoppable.**

We're proud to be the leaders in our industry. And we want people like you, who want more than just an ordinary life.

Who want to run their own business, be their own boss, and make a name for themselves.

You're a big believer in teamwork. So are we. And we stand by it. Success to us is not a one-way street.

Please get in touch to secure your territory we already have interest across key locations. We're for life.

What are you Waiting for?

There are just six steps to becoming a franchisee partner with Stepz Fitness.

1. Online Enquiry

Take the plunge and fill out our online enquiry form and one of the legends in our franchise team will get back to you within 3 business days.

2. Phone Interview

We'll book in to talk more about the Stepz Fitness model, to understand more about you.

3. Face-to-Face

After signing the confidentially agreement, we'll put a face to a name and go into more detail around the financials and application process.

4. Application & Planning

Now comes the formal part of the application and business plan. Once reviewed, we'll have another chat to make sure everyone is on the same page.

5. Legal Review

Once the franchise application fee has been paid, you'll have time to pour over the details with your professional advisors.

6. Final Approvals

Now the fun can begin. With the help of the Stepz Fitness support office team, you'll secure a property, then start design and marketing to get your doors open. It's then over to you, safe in the knowledge that you've got the ongoing support and training you need to help your business thrive.



Have any questions?

— Use this page to write them down.


