

# Plus Fitness Wins *SmartCompany* 'Top Franchise 2013' and ranked 8<sup>th</sup> in *Smart50 2013*.

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**SmartCompany:** Top Franchise 2013 Award Winners

**Smart50 2013 rank:** 8

**Revenue:** Over \$13 million

**Growth:** 107%

**Founders:** John Fuller, 44 and Nigel Miller, 40

**Head Office:** New South Wales

**Employees:** 18

**Industry:** Health and Fitness

**Website:** [www.plusfitness.com.au](http://www.plusfitness.com.au)

Plus Fitness is going from strength to strength in its fourth year of Franchising and its founders, John Fuller and Nigel Miller, say much of the success comes from listening to consumers.

Originally the pair had a number of traditional "big box" health clubs in Sydney, but they started to recognise consumer demands were changing. "We determined that the community was looking for more cost-effective solutions for their fitness solutions plus a higher level of flexibility with their memberships too.

"As a result we decided to change our model to be 24-hour gyms; in doing so we reduced the footprint of our sites to allow for lower operating costs and in turn lower membership fees became achievable," Fuller says. Plus Fitness also established a model which has no contract terms.

Now a franchise, Plus Fitness has 115 gyms and is aiming for 150 by the middle of next year. In one month of operating, Plus Fitness turned over \$1 million and is now turning over more than \$13 million.

As well as being Ranked 8<sup>th</sup> in the Smart50 for 2013, Plus Fitness also took out the 'Top Franchise Award'. "We are honoured to have received this recognition which is a real testament to the passion of our Franchisees and the commitment and drive of our Head Office Team," Fuller said.

Within the fitness industry, Fuller says there has been a "rapid growth" in 24-hour gyms, but rather than deflate their spirit, it's motivated them to be the best.

"This growth has fuelled our determination and ensured that at no stage have we dropped the pace in our race to continue to establish many franchises, whilst maintaining sensible territory mapping, location and franchisee recruitment decisions... all prior to our segment reaching market saturation," he says.

Looking forward, Fuller says Plus Fitness is going to continue its expansion in Victoria. Already the fitness chain has six stores in the state and it has three more scheduled to open.

"We feel that the time is right to escalate our 'launch' into Melbourne specifically. With franchises in five states, we've seen slower growth in Victoria. However, we have now formulated an exciting expansion strategy, which we are poised to launch in October this year," Fuller says. "Our goal here is to sell a further 10 franchises in Melbourne metro by the end of 2013."

To find out more about Plus Fitness Franchising opportunities visit [www.plusfitness.com.au](http://www.plusfitness.com.au) or call 02 4648 2099.



John Fuller



Nigel Miller