

**REVIEW THE COST SAVINGS OF BEING AN IMX PILATES FRANCHISE**

EXPRESS FRANCHISE STUDIO FOR CLUB OWNERS			ALA CARTE PRICES	
<b>INITIAL FRANCHISE FEE</b>		\$ 18,000		
<b>MONTHLY ROYALTY FOR A YEAR</b>		\$ 4,740		
<b>ANNUAL CERTIFICATIONS FOR ALL OF YOUR STAFF</b>		\$ -	<b>VALUE BASED ON 6 INSTRUCTORS</b>	<b>PER YEAR</b>
Basic Certification	(included except travel costs)	\$ -	6 @ \$1695	\$ 10,170
Business Training	(included except travel costs)	\$ -	(not available)	
Advanced Certification	(included except travel costs)	\$ -	6 @ \$1695	\$ 10,170
Super Advanced Certification	(included except travel costs)	\$ -	6 @ \$1695	\$ 10,170
IMX Pilates Tower Certification	(included except travel costs)	\$ -	6 @ \$695	\$ 4,170
Yoga Certification	(included except travel costs)	\$ -	6 @ \$695	\$ 4,170
IMX Pilates Heart Rate Training	(included except travel costs)	\$ -	6 @ \$695	\$ 4,170
Spinal Xercize (post-rehabilitation)	(included except travel costs)	\$ -	6 @ \$1,100	\$ 6,600
Master Trainer Program	(included except travel costs)	\$ -	(not available)	
	<b>SUBTOTAL</b>	<b>\$ -</b>	<b>SUBTOTAL</b>	<b>\$ 49,620</b>
<b>EQUIPMENT</b>				
Xercizers	6 Xercizers @ \$2595	\$ 15,570	6 Xercizers @ \$2995	\$ 18,000
Tower	6 Towers @ \$545	\$ 3,270	6 Towers @ \$645	\$ 3,870
Jog Boards (\$150/each)	6 @ \$150	\$ 1,050	6 @ \$150	\$ 1,050
10 Mats, 10 Body Bars and 10 Rings	(included in franchise)	\$ -	10 Mats, 10 Body Bars and 10 Rings	\$ 750
Note: Shipping not included				
<b>MONTHLY LEASE</b>				
Signs (Interior and Exterior)	Depends on space	\$ 2,000	Signs (Interior and Exterior)	\$ 2,000
<b>SOFTWARE for SCHEDULING/BILLING</b>		\$ -		
Software Set-Up Fee	(included in franchise)	\$ -	Software Set-Up Fee	\$ 400
Monthly Software Fees for 1 Year (\$65/month)		\$ 708	Monthly Software Fees (\$59/month)	\$ 780
<b>MARKETING</b>				
Online Marketing Library for print, ads, etc	(included in franchise)	\$ -	Online Marketing Library for print, ads, etc	\$ 2,000
Website Designs/ Promotions	(included in franchise)	\$ -	Website Designs/ Promotions (depends)	
	<b>SUBTOTAL</b>		<b>SUBTOTAL</b>	\$ 28,850
	<b>TOTAL</b>	<b>\$ 45,338</b>	<b>TOTAL</b>	<b>\$ 78,470</b>

**NOTE:** SAVINGS ON EQUIPMENT, STAFF CERTIFICATIONS, BUSINESS OPERATIONS AND MARKETING TOTAL APPROXIMATELY \$33,000