



ABERCORN BUSINESS SALES
SUCCESSFULLY SELLING YOUR BUSINESS



**Established Fitness and Performance Centre Including Boxing,
CrossFit & Hyrox Gym.**

East Anglia

Asking Price: £125,000

Reference: HF01-ABS | Confidential Memorandum

Asking Price: Offers In the Region of £125,000.

Annual Fees: Turnover circa £175,000-200,000 per annum.

Key Selling Points:

- This is an excellent opportunity to own a well-established and highly regarded gym.
- This established Gym has a sixteen-year proven track record.
- The solid membership base is set for continued excellent results.
- The Business consistently performed well during that time.
- It is ideally situated in the heart of a busy & growing Industrial Estate.

Business Description:

The Gym is predominantly Coach-led. The classes are for a range of different activities all under one roof. The classes are inclusive for all ages and abilities, and being coached, participants can scale and have coaching to achieve the desired results. Class numbers are kept low to increase the quality of the services provided.

The range of current activities available includes Crossfit, Hyrox, & Boxing; this Gym hosts the largest local Boxing club; no other local club hosts boxing professionals and offers excellent white-collar boxing opportunities.

The Gym operation is from a single location with a floor space of 7,500 sq. ft over two floors. The ground floor is used mainly for fitness and CrossFit purposes, and the second floor is a well-appointed boxing and martial arts area.

Business Location:

The Gym is perfectly situated in the heart of a busy Industrial Estate with dozens of independent commercial and retail businesses and a large site for British Telecom. Several thousand employees work in the area every day.

The local population is over 91% employed. The average household income is £41,600 annually, making it an affluent area with mainly professional and white-collar workers. In addition, 2000 new homes are being built less than ½ a mile from the Gym. Conveniently located with ample parking, the Business benefits from high visibility and accessibility, attracting a steady stream of foot traffic.

With qualified coaches, weightlifting is available at the Gym, but only one other Olympic lifting club is available locally. This is the only Gym in East Anglia that offers CrossFit, Boxing, Martial Arts, Olympic Lifting and kids' classes.

CrossFit (authorised centre):

The Gym is licensed for CrossFit, with only one other CrossFit affiliate within 20 miles. The Gym has experienced instructors who lead, motivate, and promote members' fitness. The sale of the Gym includes all the equipment as well as all assets necessary to run the Gym.

The Gym enjoys a well-established online presence, providing an excellent platform for marketing and attracting new members. The custom-designed website, financial and gym-specific software systems, and social media accounts with a strong following are all included in the asking price. The gym space is designed for progress and growth. The Facility is spacious and equipped with all amenities, ensuring an excellent fitness experience for clients.

Hyrox (Authorised Centre):

The Facility also has a Hyrox affiliated. Hyrox, one of the fastest-growing trends in the fitness industry, has all of the equipment needed to run this style of session.

Opportunity for Growth:

Opportunity for the successful purchaser include but are not limited to space rental for PT, growing the body transformation program, opening a site Café or healthy food outlet, growing the income from Prospect boxing /Suffolk Games for rental (space & equipment), offer Company/Corporate Membership, sell Company Advertising Space in the Gym, and add to the useable space for open Gym, additional boxing or other sport. Leverage the Business's strong online presence, including positive Google reviews and a vibrant social media community.

Marketing & Advertising:

By effectively utilising digital platforms, the Business has enhanced its brand recognition and set the stage for continued growth and engagement in the fitness market.

Business Website:

In the last two years, significant sums have been invested in developing SEO optimisation for the three websites.

Social Media Presence:

Facebook: Currently spending an average of £600 monthly on marketing. Facebook – Gym 2,500 followers

Facebook - Boxing club with 1,900 followers

Facebook – Private group of over 200 people

Instagram: 3,900 followers

The Gym Database has over 5000 contacts, with 250 regularly communicating with them via WodBoard.

Other marketing: Regular leaflets drop in local communities • Advertising to boxing & Games audiences, promoting and managing the marketing for a Boot Camp style sign-up program.

Marketing Costs: a marketing company whose fee is £7,200 per annum. The cost of staffing the administration and sessions is approximately £5,000 per annum. To extend the reach, £7,200 p.a. was also spent on Facebook advertising.

This is not an exhaustive list, as there are significant additional ways to assist with growth. • Bootcamp regime (Outdoors in the car park) • Corporate membership • Corporate advertising in the Gym • Potential growth of opening times/rental on a Saturday & Sunday Afternoon • Potential for a price increase (currently lower than similar facilities) • New Housing to be built in the area which will be a new audience to market to.

Technology:

The Gym is relatively 'low tech' but keeps up to date with training techniques, additional fitness and

nutrition resources, and administrative functions.

The Business is run by a gate entry system that interacts with a fully operational booking system (WodBoard). WodBoard is also linked to their accounting software Xero. The Gym has CCTV & public and private Wi-Fi; the MyZone system is installed at the Gym.

Financials:

The Gym quickly returned to pre-Covid numbers, and revenues have been consistent in 2023/24. The Forecasted turnover for the year 2024 is £200,000.

Support and training:

The vendors would be happy to stay and hand over and are happy to provide training for an agreed handover period.

Reason for sale:

Other Ventures.

Next Step: To Register Interest, you will need to fully complete our Confidentiality Agreement form (NDA).

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Next Steps & Contact

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