



ABERCORN BUSINESS SALES

SUCCESSFULLY SELLING YOUR BUSINESS



Fully equipped Pilates/Reformer Studio with recurring membership, certified instructors, and premium equipment Business for Sale

Prime Southwest London

Asking Price: £95,000

Reference: HF05-ABS | Confidential Memorandum

Asking Price: Offers In The Region of £95,000

Sales Revenue: circa £6,500 per month and growing

Profits: circa £2,500 per month and growing

Ran under management

New lease available

Unique Selling Points

- 5 premium Reformer machines and full studio fit out
- Experienced and certified instructors
- Structured class model delivering measurable client outcomes
- Boutique environment with mirrors, mats, lighting, A/V systems
- Booking and management software for streamlined operations
- High-quality equipment ensuring safety, comfort, and performance

Products & Services

The studio specialises in Reformer Pilates, offering a blend of:

- Strength and conditioning classes
- Mobility and flexibility sessions
- Recovery and rehabilitation-focused workouts
- Group Reformer classes (core offer)
- Potential for 1:1 and small group private sessions

Executive Summary:

This is a rare opportunity to acquire a thriving boutique Reformer Pilates studio in one of South West London's most desirable neighborhoods. Benefiting from a growing membership base, certified instructors, premium reformer equipment, and an established class schedule, the business is fully operational and ready for seamless transfer to a new owner.

With strong recurring revenues, a high-quality service reputation, and significant potential for expansion into physiotherapy, private sessions, workshops, and retail, this studio represents an ideal investment for fitness professionals, health and wellness entrepreneurs, or investors seeking a hands-off, systemised operation.

An attractive, young and profitable lifestyle business in a premium location.

Business Overview:

Founded in South West London, this specialist Reformer Pilates studio is building a strong reputation for delivering high-quality Pilates classes led by certified, experienced instructors. The studio operates from modern, well-appointed premises with excellent local transport connections.

The business benefits from:

- A loyal and growing client base

- A boutique, premium fitness offering
- Well-structured class schedules and recurring membership revenue
- Strong community presence and excellent local reputation

The current owner is selling due to relocation, presenting a smooth and positive handover opportunity.

Market & Clients

Target Market

- Health-conscious individuals aged 25–60
- Commuters and residents of affluent suburbs of South West London
- Fitness enthusiasts, athletes, and those in rehabilitation
- Individuals seeking low-impact, premium fitness options

Client Base

- Recurring members accounting for most revenue
- Strong retention due to personalised instruction and boutique environment
- Mixed demographic with consistent weekday and weekend attendance

Competition & Positioning

While competition exists in the broader fitness market, this studio occupies a strong niche with:

- A premium Reformer Pilates focus
- A reputation for quality and results
- Superior equipment and class design

Operations:

Premises

- SW London studio with excellent transport links
- Modern interior with full studio mirrors and reformer layout
- Reception/booking area and office support

Staffing

- Certified instructors delivering high-quality classes
- Administrative and booking support
- Systems and processes that are easy to transfer

Systems & Processes

- Full booking & scheduling software in place
- Automated payments for recurring memberships
- A/V equipment to support enhanced class delivery
- Established onboarding process for new clients

Financial Summary: (Full financials available upon signing NDA)

Metric	Amount
Current Monthly Revenue	£6-7,000 per month
Current Monthly Profit	£2-3,000 per month

Growth Opportunities

There is significant untapped potential for a new owner to expand the business, including:

Service Expansion

- Introducing 1:1 private Reformer sessions
- Launch physiotherapy or sports therapy partnerships
- Offer specialist workshops (e.g., pre/post-natal, strength clinics)
- Add mat Pilates, yoga, or complementary fitness classes

Revenue Growth

- Extend operating hours and add new class times
- Expand membership tiers or premium pricing options
- Introducing merchandise, equipment sales, or nutrition add-ons

Brand Development

- Increase social media presence and content marketing
- Develop referral programmes and local partnerships

Reason for Sale

The current owner is relocating and is seeking a smooth transition to a capable buyer who can continue growing this well-loved studio.

Next Steps

To access full financials, premises details, and client information, a signed Non-Disclosure Agreement (NDA) is required.

Following NDA approval, qualified buyers may arrange a confidential tour of the studio.

Please contact Abercorn Business Sales. e-mail: expert@abercornbusinesssales.com or telephone: [0800-246-1313](tel:0800-246-1313)

Commercial Finance:

Abercorn Business Sales are specialists in highly confidential off-market business sales. Should you require commercial finance, we have a panel of leading commercial finance brokers with access to the whole market to enable you to source the best possible terms.





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Next Steps & Contact

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