



ABERCORN BUSINESS SALES
SUCCESSFULLY SELLING YOUR BUSINESS



Two Established South London Reformer Pilates Studios for Sale

South London

Asking Price: £650,000

Reference: HF06-ABS | Confidential Memorandum

Asking Price: Offers in the region of £650,000 (All Equipment, fixtures and fittings Included)

Established management in place

Combined Turnover: circa £620,000 per annum

Gross Profit: circa £354,000 per annum

Adjusted EBITDA: circa £231,000 per annum (pre-director drawings)

Further financial and operational detail available upon execution of a Non-Disclosure Agreement (NDA).

Executive Summary

An opportunity to acquire two profitable reformer Pilates studios located in established South London catchments. operating under an award-winning boutique reformer Pilates brand with strong recurring revenue and defined operating systems.

The business is fully operational with an experienced management team in place. The founder is not required for day-to-day operations. All equipment fixtures and studio assets are included within the sale.

This is an attractive acquisition for:

- Fitness sector operators seeking expansion
 - Entrepreneurs seeking a profitable lifestyle business
 - Investors seeking a management-run opportunity
 - Pilates or boutique fitness operators wishing to scale
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Why this business is attractive:

- Market-leading reformer Pilates brand within its established catchments
 - Strong recurring revenue base with a large and engaged client community
 - High-margin boutique fitness format
 - Proven track record with thousands of client visits delivered
 - Quality-led reputation built on consistent teaching standards
 - Two operational studios with proven demand
 - Management team in place
 - All equipment included in sale
 - Growth potential through pricing optimisation
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Business Overview

The business operates two boutique reformer Pilates studios within established South London catchments. Both locations are fully fitted, professionally branded and equipped with commercial reformer machines.

The studios have developed a strong local reputation supported by consistent delivery standards and structured programming. Revenue is underpinned by an established and recurring membership base alongside repeat client bookings, with thousands of sessions delivered annually.

Ownership is now seeking a sale to allow the founder to pursue the next stage of their professional journey. The business is fully operational and ready for transition.

Products & Services

Core Offering:

Group reformer Pilates classes delivered across structured timetables, supported by membership and class-pack revenue. Sessions are programmed to accommodate varying ability levels, supporting consistent retention and repeat attendance.

Additional private training capacity is also available.

- Class Structure
- Small group sessions
- Structured programming across scheduled timetables
- Qualified instructor delivery
- Clear progression from beginner through to advanced levels
- Emphasis on technical consistency and safety

Unique Selling Points

- Strong client retention and repeat usage
- Market-leading reformer Pilates brand within its established local catchments
- Defined programming framework
- Consistent teaching standards across both locations
- Professionally fitted, modern studio environments
- Clear progression pathway supporting long term member engagement

Market and Clients

- Health-conscious professionals across a broad adult demographic
- Clients aged approximately 20–65+
- Individuals seeking structured, low-impact strength training
- Those new to resistance training as well as experienced fitness participants
- Beginners who may feel intimidated by traditional gym environments
- Clients who incorporate reformer Pilates alongside gym-based or hybrid training routines
- Established referral relationships with local physiotherapy partners

Client base:

- Strong repeat usage across an established membership base
- High retention supported by recurring bookings and subscription revenue
- Consistent rebooking behaviour across multiple class tiers
- Strong online review profile and referral-driven growth

Sample Client Feedback:

“The programming is clearly structured and progressive. I’ve been able to build strength steadily and feel confident in every session.”

“Consistency is what stands out. The timetable, the coaching, and the progression framework make it easy to stay committed long term.”

Client feedback consistently highlights measurable improvements in strength, mobility and overall training experience. The business benefits from consistent repeat bookings and word-of-mouth referrals - critical drivers in boutique fitness

Competitive Positioning:

The reformer Pilates market is expanding rapidly across London due to:

- Increased demand for low-impact strength training
- Growth in boutique fitness formats
- Social media influence and lifestyle branding
- Higher disposable income within urban professional markets

Within its established local catchments, the business holds a strong market position supported by brand recognition, consistent delivery standards and high levels of repeat attendance.

This business differentiates itself through:

- High teaching standards within a well-engaged member base
- Established operational systems across both locations
- High levels of repeat attendance supported by membership retention
- Strong brand dominance within the local catchments

Premises

- Two South London studio locations
- Professionally fitted and branded interiors
- Fully equipped with commercial reformer machines as our reformers are specifically made for commercial sites
- Attractive, clean, welcoming environments

(Further lease details are available under NDA.)

Equipment Included

- All reformer machines
- Studio fixtures and fittings
- Ancillary equipment
- Branded interior assets

All included within the £650,000 asking price.

Staffing

- Qualified experienced instructors
- Management structure in place
- Established systems and scheduling

The business is not dependent on the owner for daily operations.

Systems:

- Booking and membership systems
- Structured class timetables
- Instructor training standards
- Operational processes embedded

Growth opportunities: A new owner could unlock further value through:

Pricing Optimisation

- Incremental class price increases
- Tiered membership refinements
- Premium workshops or specialist sessions

Studio Capacity Expansion

- Increased timetable utilisation
- Improved peak / off-peak yield management
- Corporate or private bookings

Additional Locations

- Further sites within similar demographic catchments
- Replication of the existing operating model

Digital & Hybrid Extensions

- Development of online offerings
- Hybrid memberships
- App-based training

Retail & Ancillary Revenue

- Branded merchandise
- Equipment sales
- Wellness partnerships

Given the EBITDA level and brand positioning, this business has genuine scalability potential.

Reason for Sale

The owner is seeking to transition into the next stage of their professional journey. The sale presents an opportunity for a buyer to acquire an established, profitable, and award-winning brand with infrastructure and management already in place.

The price reflects:

- Proven profitability and strong EBITDA performance
 - Strong local brand position within established catchments
 - Two operational, revenue-generating studios
 - Recurring membership and repeat booking revenue
 - Experienced management structure in place
 - Turnkey acquisition with operational continuity
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Investment Overview:

Asking Price: Offers in the region of £650,000 (Inclusive of all studio equipment and assets)

The price reflects:

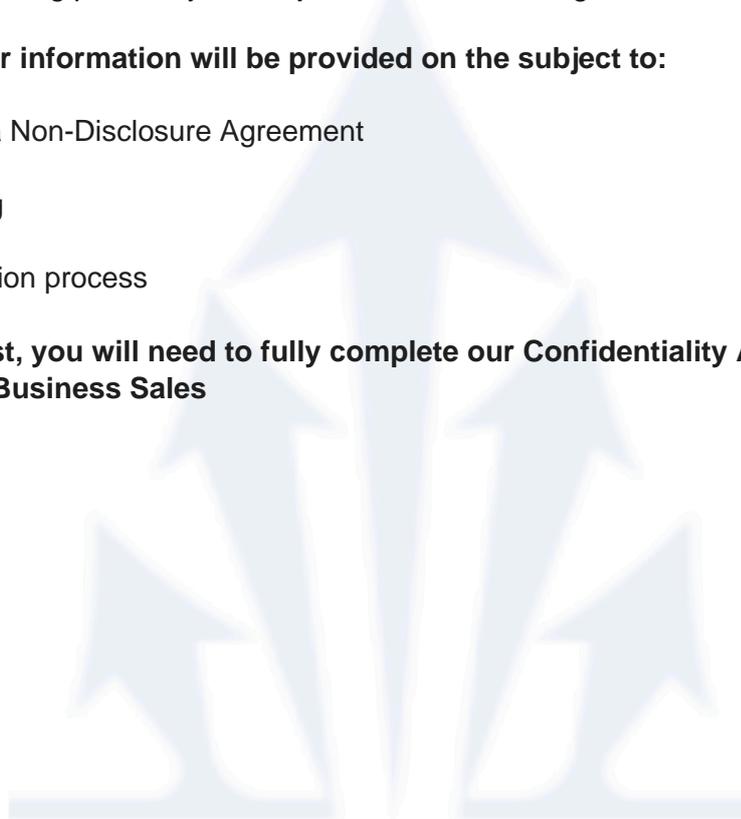
- Proven profitability
- Established brand equity
- Two operational studios
- Recurring client base
- Management in place
- Turnkey opportunity

It is noted that the asking price may be subject to reasonable negotiation for qualified buyers

Next Steps: Further information will be provided on the subject to:

1. Completion of a Non-Disclosure Agreement
2. Proof of funding
3. Buyer qualification process

To Register Interest, you will need to fully complete our Confidentiality Agreement, Please contact Abercorn Business Sales





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Next Steps & Contact

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