



TRICOREFIT

ENDURANCE. STRENGTH. MOBILITY.

TRI, YOU'LL SUCCEED.





WHY FITNESS? WHY NOW?

● HOW BIG IS THE FITNESS INDUSTRY IN 2024?

According to a report by IBISWorld, the fitness industry's revenue is expected to increase well beyond \$41 billion in 2024, with an annual growth rate of 2.5%. This growth is projected to continue in the future as people become more health-conscious and seek to improve their physical well-being.

● IS THERE A FUTURE IN THE FITNESS INDUSTRY?

The future of the fitness industry is incredibly promising. The US fitness market alone is predicted to be worth \$125 billion by 2024, showcasing radical growth since 2018.

● WHAT IS THE FUTURE OUTLOOK FOR THE FITNESS INDUSTRY?

The global health and fitness club market size was valued at USD 104.05 billion in 2022 and is projected to grow from USD 112.17 billion in 2024 to USD 202.78 billion by 2030, exhibiting a CAGR of 8.83% during the forecast period.

OUR CORE BUSINESS MODEL



OUR VISION

Empowering communities by providing accessible, high-quality fitness solutions. Our franchise is built on the belief that everyone deserves the opportunity to lead a healthy and active lifestyle.

BUSINESS MODEL

Our franchise operates on a diversified business model designed to maximize revenue through multiple channels.

REVENUE STREAMS

01 MEMBERSHIPS

Our group fitness memberships provide a predictable and recurring revenue stream. We offer four distinct membership tiers that give our members a variety of plans to choose the one that works best for them.

02 PRIVATE TRAINING

Private training provides an additional revenue source. We offer a revenue split plan to our personal trainers. All trainers require additional certifications.

03 RETAIL

Our in-studio retail offerings include branded merchandise and fitness gear, enhancing both brand visibility and customer experience.

THREE CLASSES. ONE GYM.

The signature TriCore Fitness Program is like nothing you've experienced before. Our classes are specifically designed to fire up your strength, ignite your endurance, and enhance your mobility. TriCore Fitness classes range in challenge, flow and style to fit every experience level.



TRICORE FOUNDATION

Where alignment meets power. This invigorating full body workout breaks down the basics of movement incorporating balance, control, and stability while toning every muscle in your body. All classes include a mobility cool down on the Pilates Reformer.



TRICORE FIRE

Turn your stress into sweat and unleash your inner warrior! This high intensity class engages every muscle in your body while challenging your cardio endurance. We'll incorporate strength training, power moves and plyometrics for a heart pumping workout. All classes include a mobility cool down on the Pilates Reformer.



SIMPLY PILATES

A true blend of balance, core strength and flexibility, this class is a full 50-minute of Reformer Pilates. Our classes embody the traditional Pilates principles with a contemporary edge. Each flow is designed to restore balance and your body as you progress through each movement.



FRANCHISEE TRAINING & SUPPORT

COMPREHENSIVE SUPPORT

From day one, our support team will be by your side to ensure opening your TriCore Fit studio will be a smooth exciting experience.

- Our real estate & construction team will help you find your location, negotiate the lease and provide construction guidance.
- We will connect you with our suppliers for equipment, retail products and services

FRANCHISEE TRAINING

Training is kind of our thing, so you can expect the highest quality franchise training to prepare you for TriCoreFit studio ownership.

- Initial franchise training including sales and marketing training, operation system training, KPI and employee evaluation training, and more
- Ongoing training, quarterly and annual marketing/event mapping
- In-person and online training component

TROCOREFIT TEACHER TRAINING

Your trainers are the heart of your operation and the greatest representatives of our brand, so we provide you with the tools to recruit the best of the best.

- In person teacher training with one of our Master Trainers.
- Comprehensive training, including functional fitness training and Pilates Reformer training specific to TriCore programming
- Online training platform to help you train team members.

BRAND RECOGNITION & MARKETING

Benefit from our growing brand recognition, corporate initiatives, and localized marketing measures.

- Introduction and training with our Social Media experts
- Marketing campaigns & offers from our marketing team
- Access to local and national marketing assets

FRANCHISE REQUIREMENTS

STUDIO DESIGN, BRAND STANDARDS, SITE SELECTION & REQUIREMENTS

TriCore members have been known to say that walking into our studios feels like coming home. High ceilings and lots of light create a welcoming atmosphere while an energetic playlist pumps through the speakers. Your studio will be outfitted in chic, modern finishes that lend an air of sophistication with a playful side. Think clean lines, bright colors, and upscale equipment that completes your architectural masterpiece.

We'll provide a brand book to ensure you stay within the brand parameters while incorporating a little personal spice to your studio.

Site selection & Requirements:

- Ground floor space
- Approximately 3,000 square feet
- Affluent metropolitan or suburban area with approximately 50,000 people
- Analysis of territory, site scores, demographics, and site selection area



ARE YOU THE RIGHT FIT?

Great concepts require great leaders.

Our franchisees live our values and feel connected to our mission. They're business-minded, fiscally savvy, and aren't afraid to pick up the slack whenever it's needed. If the following sounds like you, then we could be the perfect match.

Our ideal franchisees are:



PASSIONATE

You're passionate about health and wellness in your personal life. You're up to date on the latest wellness trends and probably have a closet stuffed with athleisure.

01

EXPERIENCED

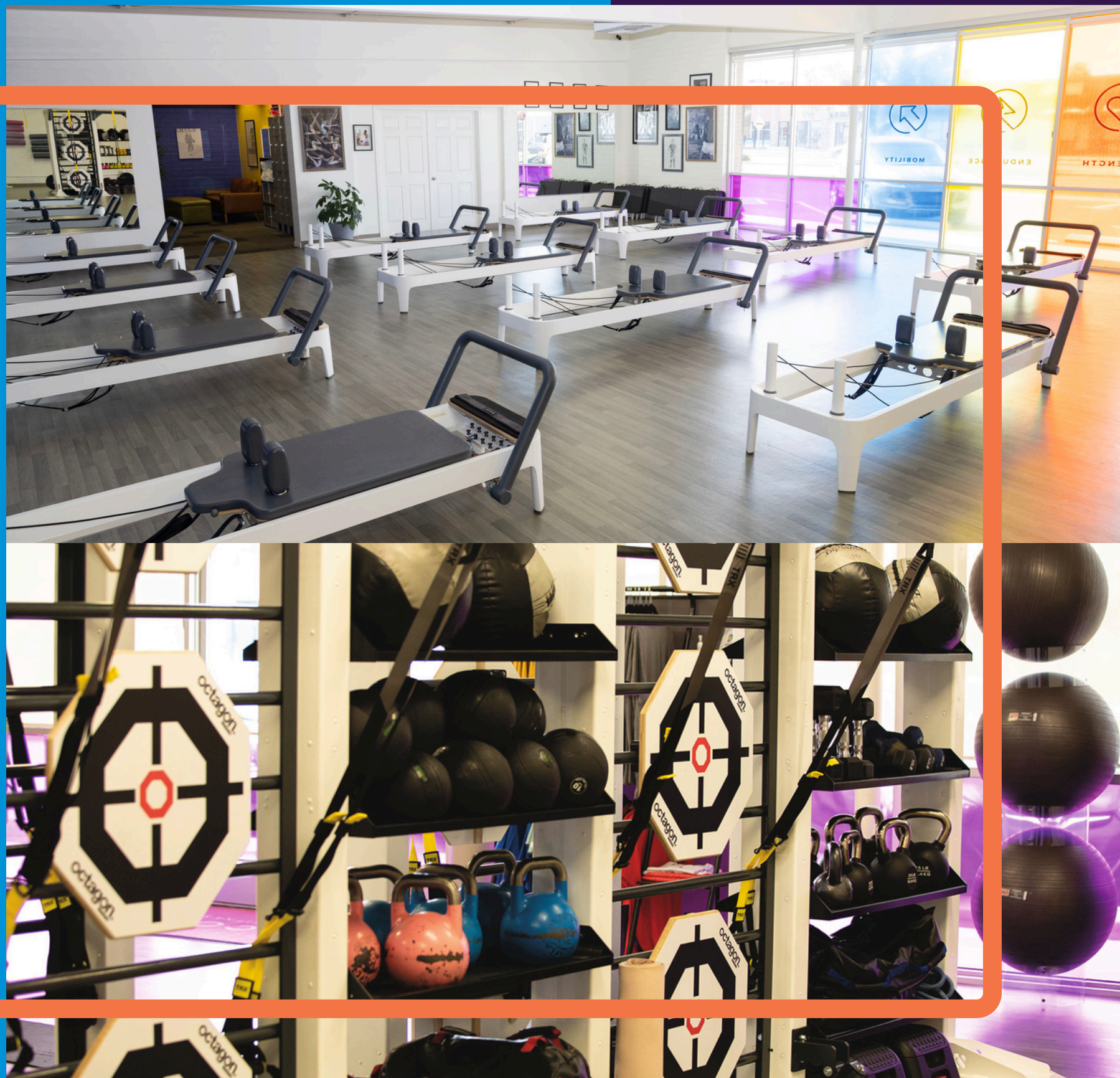
You have a background in business management, sales, marketing, or similar. You're a natural-born leader with superior business acumen.

02

DRIVEN

Negativity? You've never heard of it. You're the kind of person who gets things done and faces obstacles with a smile. If you get down, you never stay there.

03



FRANCHISE INVESTMENT & FEES

FRANCHISE FEE

\$42,000

TOTAL INVESTMENT

\$290,000 - \$430,000

ROYALTIES

6%

BRAND FUND CONTRIBUTION

2%

COST OF OPENING A TRICOREFIT STUDIO

Franchise Fee	\$42,000
Initial Training, Travel, Lodging	\$6,500 to \$8,000
Insurance, Fees, Permits	\$8,500 to \$14,500
3 months Rent + Deposits	\$36,000 to \$65,000
Equipment, Furniture, Fixtures	\$135,000 to \$156,000
Leasehold Improvements & Signage	\$29,000 to \$69,000
Grand Opening Event & Marketing	\$6,500 to \$11,000
3 Months of Marketing	\$6,000 to \$12,000
Additional Funds	\$20,000 to \$50,000
Total Investment	\$289,500 to \$427,500

*This includes a low and high range based on the cost of goods, labor and rent in 2024

HOW IT ALL BEGAN

MEET OUR FOUNDER



TriCore Fitness founder, Stefannie DeLaMora, turned her passion for fitness into a thriving business. After years of developing a unique fitness training system utilizing her background in Pilates, strength training, and sports performance training for private clients, it was time to bring these highly effective programs to a bigger audience.

TriCore Fitness was founded in 2016 with the intention of growing the brand through multiple corporate studios and franchising. The idea behind the name TriCore is that our signature fire and foundation classes incorporate three main pillars of physical fitness: endurance, strength, and mobility. It took several pivots to get the model for TriCore Fitness right, not just for fitness, but also for a successful business model. Since 2016 the program has been refined to a fast-paced, 50-minute, trainer lead workout. TriCore Fitness also offers a teacher training program that covers the basics of functional training, strength training, and a full reformer Pilates training program to ensure that all TriCore coaches have a comprehensive understanding of each component of our program.

Over the past 15 years, Stefannie has also worked with some of the leading business coaches in the fitness industry. She understands that a great fitness system is only half of what it takes to build a successful fitness business model. Along with her studio manager, Stefannie has spent the last year refining studio systems and processes that will make opening future TriCore locations simple and successful from day one.



OUR LOCATION



TRICORE HQ

1824 N Indian School Rd.
Phoenix, AZ 85016

 (602) 689-5095

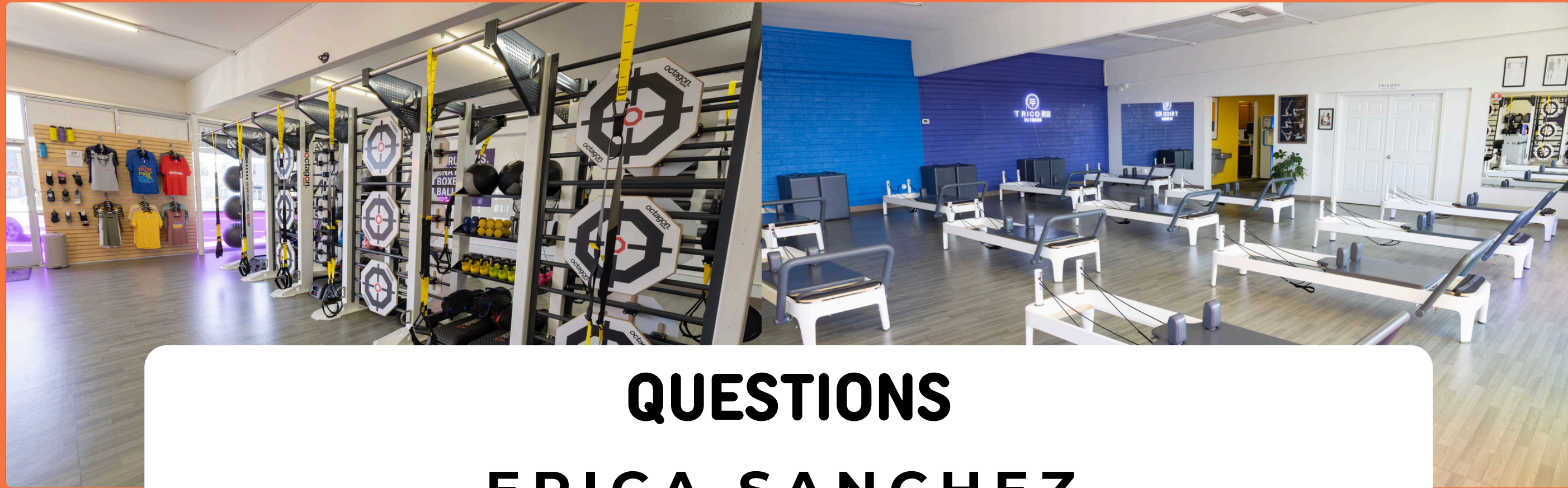
 tricorefit.com

 info@tricore.com

 [@tricorefit](https://www.instagram.com/tricorefit)

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QUESTIONS

ERICA SANCHEZ
FRANCHISE DEVELOPER

Franchise@TriCoreFit.com

Cell: 602.500.7484