



FIRE Fitness Camp®
Franchisee Partnerships 2023

Welcome to FIRE Fitness Camp®



"I would like to thank you from the bottom of my heart for expressing your interest in becoming one of our franchise partners. FIRE has helped create a fantastic lifestyle for so many people involved, and I hope we can add your name to that list!"

- Hans Hartleben
Founder/CEO

WHAT IS F.I.R.E.?



30-minute, professionally coached and motivated fitness training sessions



WHAT ARE WE LOOKING FOR IN NEW OWNERS?

- Ⓡ HUGE passion for health and fitness
- Ⓡ Fitness industry experience
- Ⓡ LOVE the FIRE brand!
- Ⓡ Ability to follow a proven system and process
- Ⓡ Ability to meet our financial requirements
(\$100K liquid cash, net worth of \$150K, 700+ credit score)
- Ⓡ Dedication to being hands-on in daily operations



WHY FRANCHISE WITH FIRE?

FIRE offers the highest quality fitness product to our clients. When client satisfaction is #1, you, the franchisee, WINS!

- 🔥 Marvelous Motivation® System
- 🔥 #1 in Results
- 🔥 Cutting edge technology and apps
- 🔥 Legendary theme weeks and special events
- 🔥 Most Scientific Workout Programming
- 🔥 Premium Fitness Brand
- 🔥 Training and support
- 🔥 Return on investment (ROI)



MARVELOUS MOTIVATION®

We reward our clients based on their attendance and make them feel like celebrities!

This keeps them motivated to come in, and keeps them accountable to hit their goals, in return that sets the stage for a high client renewal position.

From our White “25 CLUB” band, rewarding 25 camp visits, to our Hollywood Star on our Walk of Fame, recognizing 1,000 camp visits, we keep our clients motivated every single time they walk in our doors.



PERSONAL PROGRESS TRACKING



We make tracking our clients a priority!

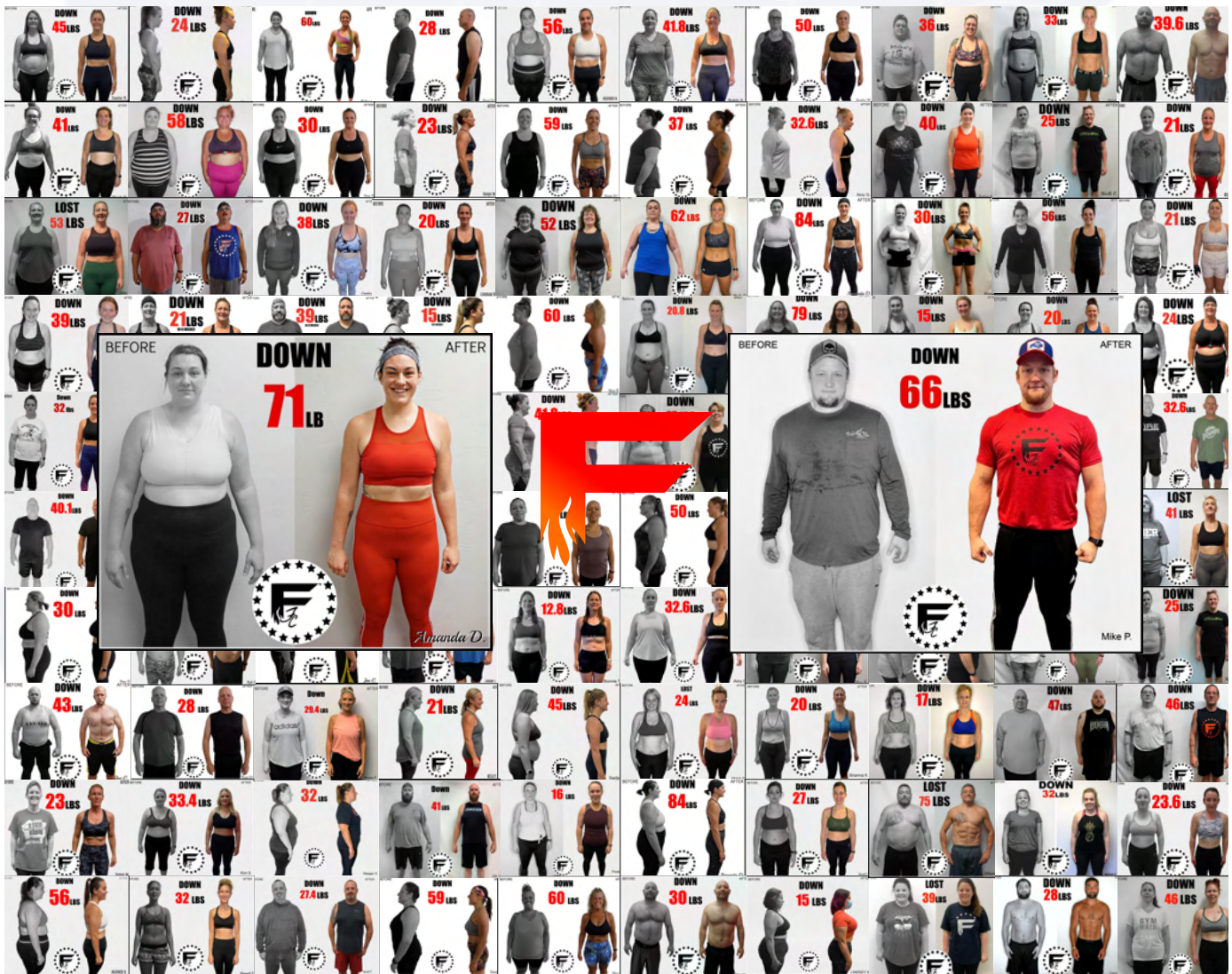
We track our clients every 90 days with their pictures, waist measurement, and weight.

This helps keep our clients motivated and on top of their game,
inside and outside FIRE.



MOST DOCUMENTED TRANSFORMATIONS IN THE USA*

*STATISTICS BASED ON GOOGLE SEARCH: FITNESS BOOT CAMPS WEBSITES

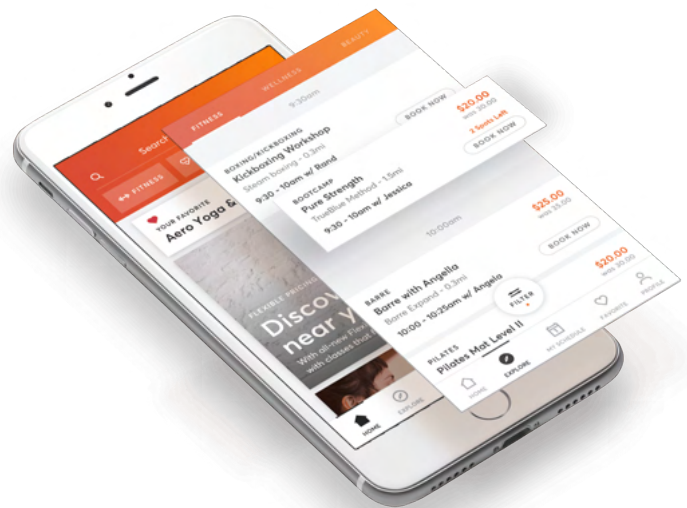


See our incredible client results here: [Transformations](#)

CUTTING EDGE TECHNOLOGY AND APPS

Always on top of our game with the NEWEST technology and innovations in the fitness industry.

We use our own app to allow clients to RSVP for camps, holding them accountable from day one to sign up and SHOW UP.



Steve 54% 97 008	Jake 81% 143 065	Sue 65% 117 035	Walt 72% 130 057	Jan 9 169
Andy 92% 165 97	Jada 76% 138 074	Rob 90% 162 104	Lisa 57% 102 012	Alysa 8 153
Sam 63% 113 032	Nina 86% 156 084	James 77% 140 047	Matt 66% 117 015	Joe 9 161

LEGENDARY THEME WEEKS & SPECIAL EVENTS!

- 🔥 SHARK WEEK
- 🔥 SCREAM WEEK
- 🔥 80'S WEEK
- 🔥 RODEO WEEK
- 🔥 BLACK LABEL EVENTS
- 🔥 BASIC TRAINING (ARMY DAY)
- 🔥 JOHNNY MATTEK
MEMORIAL WORKOUT
- 🔥 SON OF A BEACH! WEEK
- 🔥 ANNUAL FIRE-BALL EVENT
- 🔥 & MORE!

At FIRE, we make sure that our clients get a phenomenal workout experience day in, day out.

Not only do we change out workouts DAILY, but we also keep it entertaining and FUN throughout the entire year!

Making sure our clients never get bored. Boredom leads to people donating their monthly payment to the gym, and we want our clients using our program and renewing!



SCIENTIFIC WORKOUT TEMPLATES & PROGRAMMING

New workouts daily, including 400+ specific “How-To” Videos for the Fitness Coaches to know exactly how to demonstrate all exercises consistently and accurately.
No extra thinking involved!



#1 CLUB CULTURE & ATMOSPHERE



Clients must enjoy coming to workout, otherwise they will stop coming in!

If working out can be fun, working out at FIRE is by far the MOST fun you can have! We microwave the process to get the most results out of 30 minutes. With that, comes long-lasting friendships that motivate the client to keep walking through the door.

DONE-FOR-YOU MARKETING ADS, ALL YEAR LONG!

Don't spend time re-creating the wheel or thinking of what promotion to do next; we have it all done for you! Just hop on the Online Drive, grab the ad, and post away!

In addition, we have created every document you will need to run your FIRE successfully!



INCREDIBLE BRAND STRENGTH

People don't just want to be a part of something - they want to be a part of **SOMETHING BIG!** That's where FIRE comes into play.

We have created something BIG, STRONG, and REVENUE BURSTING for you. All you have to do is plug in the people and market the heck out of it!



[CLICK TO READ FULL ARTICLE](#)



ELITE CORPORATE TRAINING & SUPPORT

We have put together an elite program for training our Franchise Owners, General Fitness Managers, and Fitness Coaches. After initial training, we keep ongoing training and support available to access at any time using our Online Portal!

Our GFM's are taught a 7 -Step flawless process that not only gets people through the door but gets them committed and inspired to sign up and change!

Our Fitness Coaches are taught extreme motivation and hospitality skills, alongside how to get the MOST out of the client to yield the best physical and mental transformations.



RETURN ON INVESTMENT



CASE STUDY | FIRE FITNESS CAMP | WISCONSIN | 25 LOCATIONS

FIRE Fitness Camp Stays Customer-First Through Very Rapid Growth

Challenge

Partnered with Mindbody from day one, FIRE Fitness Camp has seen monumental growth over the last two years, a time when many fitness businesses were shutting their doors. In 2021, they were the fourth fastest growing franchise in the country—of any kind. As they onboarded location after location, it became clear they needed enterprise-level reporting to turn a flood of incoming data into a consistent client experience.

Solution

As founder and CEO Hans Hartleben says, "Knowing our franchisees metrics is vital to their success. When they win, we win. If the franchisee fails to succeed, we fail as well." Reporting to us is everything! With customizable real-time dashboards, easily seeing their most important data helped this rapidly scaling company better manage explosive growth. "To have the ability to see analytics of reoccurring payments, is like getting a visual snapshot into the future" It helps our franchisees sleep at night." Innovative tech also helps him keep things fresh and fun, so visitors to any location enjoy the same transformative experiences.

Results

FIRE Fitness saw large year-over-year increases in 2021:

 **+30%** Increase in successful autopays

 **+37%** Gross merchandise value (GMV)

 **+56%** Total client visits

 **5.3K** First time visitors

 **\$3.5M** Revenue from autopays



“The reporting in Mindbody is really valuable to me because numbers don't lie. The business Insights dashboard [with] the top 10 in sales and YOY improvement is huge. I can see what's happening—who is doing better or worse—because if you don't know there's a problem, you can't help someone. That has been a huge help, growth wise.

HANS HARTLEBEN
Founder and CEO, FIRE Fitness Camps



FIRE Fitness Camp® RANKED
#4 FASTEST GROWING



FIRE Fitness Camp® RANKED
#10 TOP EMERGING FRANCHISE

FLOOR PLAN



NEXT STEPS:

- ⑦ [CLICK HERE TO APPLY](#)
- ⑦ Review the Franchise Disclosure Document
- ⑦ Claim your territory
- ⑦ Endorse franchise agreement
- ⑦ Grand closing at HQ
- ⑦ Begin your launch!

