



Owner's Guide

Owner’s Guide Takeaways

The JETSET Pilates Franchise

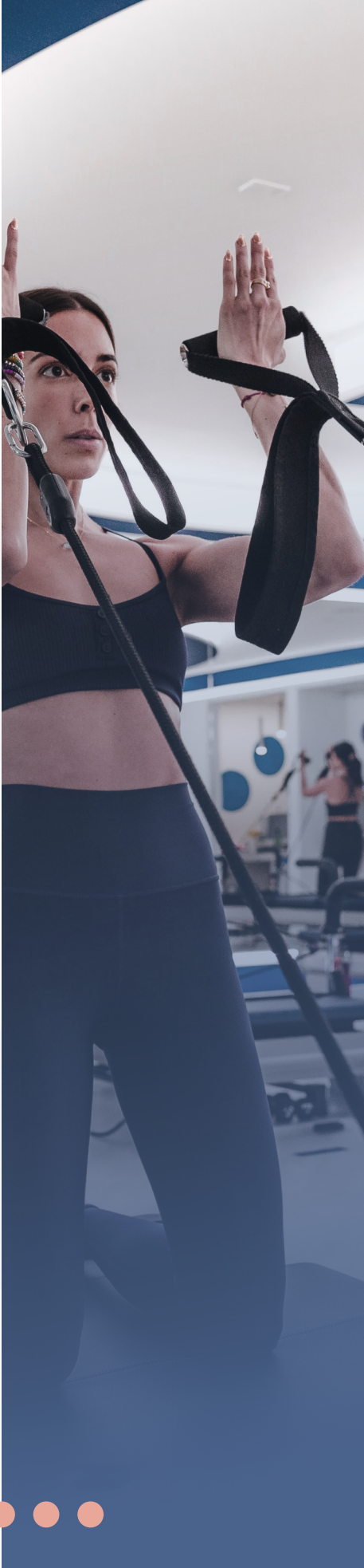
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Why our clients love the JETSET's modern approach to Pilates

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The Technology & Techniques we use on our unique application

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The JETSET Advantage

JETSET Pilates now offers franchise opportunities to entrepreneurs in one of the largest and fastest-growing markets within the fitness-franchise sector.

The JETSET Pilates franchise model offers:

- > Unique brand offering in the rapidly expanding Pilates and boutique fitness market.
- > Subscription revenue & flexible package model.
- > Market-leading reformer.
- > Low overhead.
- > Low investment requirements including operating cash flow.
- > Small space and low staffing requirements.
- > Significant pre-opening support.
- > Ongoing training and development throughout your time as a franchise partner.

We pride ourselves on offering our franchise partners significant accessible support from our team. We are hands-on and committed to making sure you are getting the most out of your JETSET Pilates Franchise. Our franchise offers both face-to-face support and the most advanced technologies to optimize your business, so that you can focus on growing into multi-studio owners.

JETSET Pilates assists franchise partners in setting up their own boutique studio in order to capture initial client demand, develop technology systems, build rapport with vendors, and support training to ensure ongoing success. Most importantly - our method has a very high client retention rate which helps you fill your classes faster! In addition to standard brand marketing and advertising, we have fast word-of-mouth organic growth once introduced in the community. We invite you to learn more about what sets JETSET Pilates apart in the industry!

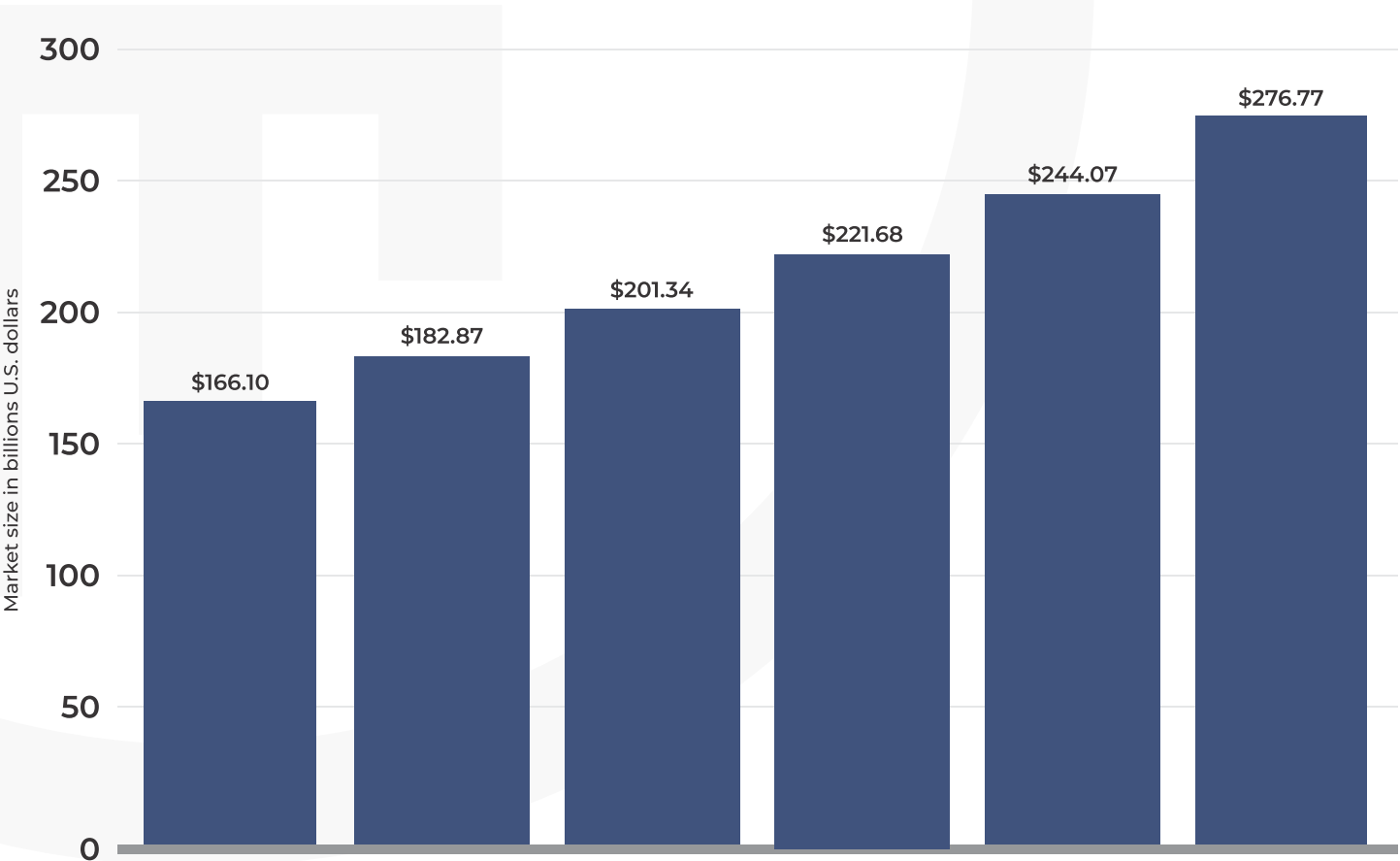
The Boutique Fitness Landscape

The global Pilates & Yoga studios market size reached US\$ 150.86 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 276.77 Billion by 2028, exhibiting a growth rate (CAGR) of 10.10% during 2023-2028.

The growing incidences of sedentary lifestyles and related health issues, the rising adoption of cutting-edge technologies and the increasing popularity of online classes and digital tutorials are some of the major factors propelling the market.

The projected market sizes for the Pilates & yoga studios from 2023 to 2028:

(in billion U.S. dollars)



The History and Vision of JETSET Pilates



The Experience

JETSET Pilates is a 50-minute class utilizing choreographed routines and curated playlists to cater to busy individuals who enjoy high-intensity group fitness classes, in an upscale and calming setting, and on a custom-made reformer.

JETSET Pilates was built to provide a welcoming environment for people of all fitness levels. The workouts are designed to challenge beginners along with seasoned fitness enthusiasts. The secret ingredient is finding a happy medium between traditionally relaxed Pilates and high-intensity workouts in order to provide a meditative and effective approach to group fitness.

Franchising JETSET Pilates allows us to bring the brand to all major fitness markets. It will cater to those with busy lives by prioritizing a calming space, slow movements, and an overall meditative approach to an intense Pilates workout.

The Prestige

How To Survive Art Basel: Miami Beauty And Wellness Guide



"If you're looking for a high-intensity workout that burns fat and builds long, lean muscles—*JETSET MIAMI* is your best bet... But this is far from your average Pilates class: Muscle groups are simultaneously targeted and worked to exhaustion through a muscle-shaking-blend of Pilates, cardio and strength training."

Forbes



SFBW

JetSet Pilates Gears Up for Fort Lauderdale Opening in Flagler Village



[Read More](#)

SOUTH FLORIDA BUSINESS JOURNAL

Pilates studio to open multiple locations across South Florida

The pilates chain started franchising its studios in 2022.

[Read More](#)

AthleteNEWS

Can JetSet Pilates Become the Next Big Boutique Fitness Franchise?

Fresh off a spate of newly signed agreements, the Pilates franchise projects triple-digit unit numbers by 2025.

[Read More](#)

STAYFIT 305



JETSET Pilates is Working to Double Its South Florida Footprint with Franchise Expansion

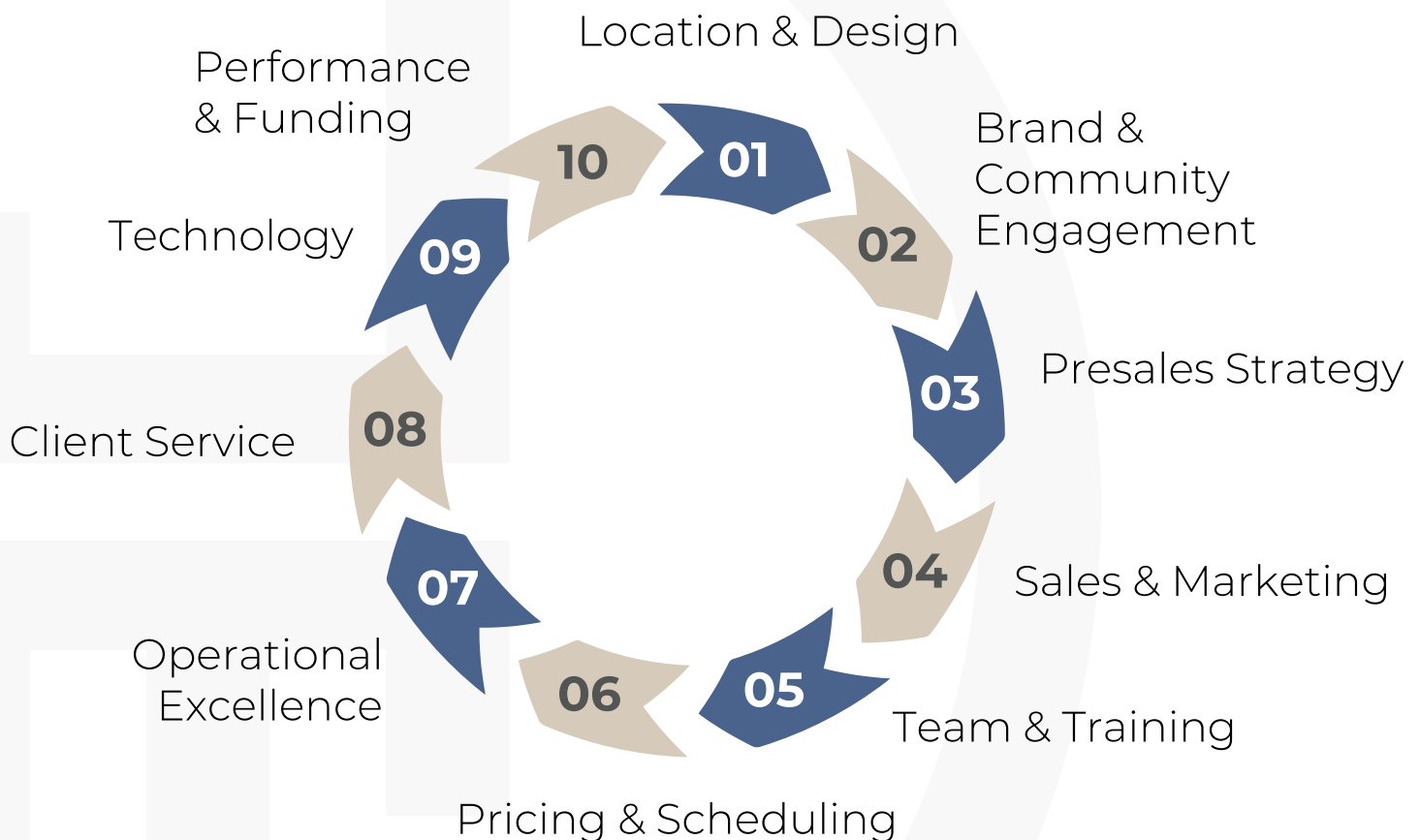
JETSET Pilates is in rapid expansion mode, growing its studio footprint throughout South Florida and statewide with its first ever round of franchising underway. The brand has already issued preliminary approval to five franchise applicants which will more than double its current footprint by early 2023.

[Read More](#)

The JETSET Modern Pilates Concept

The goal is to achieve a Clarifying Advantage (our $e=mc^2$) - The essence of profound insight is simplicity, and it helps see through complexity and discern underlying patterns to avoid being scattered, diffused and inconsistent.

Here is our simple concept to try and achieve fanatical consistency and guide all our efforts. It's not a strategy, it's a deep understanding of our fundamental distinctions.



**Strategic,
Measured Growth**

**Relentless and
Never-Ending Improvements**

**Franchisor Training,
Services, and Marketing
Over investment**

- > Top Team Engagement and Retention
- > Consistent Operational Excellence - Top SPS Scores
- > Industry-Leading NPS and Customer Loyalty
- > High Customer Retention and Lifetime Value
- > Top Financial Performance and Sustainable Financial Growth
- > Accelerated Growth and Development

The Business Investment Requirements

The JETSET Pilates' franchise model provides a unique growth opportunity whereby a franchise partner can start with a single JETSET Pilates studio and grow into a multi-unit development opportunity as they reach critical mass in their local area.

Initial Franchise Fee - \$60,000
(10-year initial term with renewal option)

Equipment Package - Variable depending on the number of reformers the space can accommodate.

Build Out Cost - Variable and determined before the lease is executed.

Cashflow - Variable and established during financial planning.

Other - Refer to items 5 & 7 in the Franchise Disclosure Document (FDD) for a detailed breakdown of the initial fees and estimated investment.



Please note that the investment requirements are indicative and vary depending on factors such as the venue specifications, amount of reformers, and operating costs and will be determined during the financial planning phase of the pre-operational project. Cash Flow Requirement to be established during financial planning.

The JETSET Franchise System

Royalty Schedule

Royalty = 7.5% of gross sales or \$1,000, whichever is greater.

Brand & System Development Fund

1.5% of net sales are contributed to the fund for brand and system research and growth initiatives. Subject to a minimum contribution of \$150 each month.

Centralized Digital & Social Media Marketing

Each franchise partner is required to spend 5% of net sales on social & digital marketing initiatives (paid ads) with our approved digital and social media partner. Subject to a minimum expenditure of \$2,000 per month or 3% of gross revenues, whichever is greater. This amount is managed by the approved digital and social media agency and goes towards centralized digital and social media ad campaign management and spend in the Franchise Partners' area. This excludes other local marketing costs for tabling events, PR, sweat swaps, flyers blasts, and more.

Technology

\$300 each month is payable to JETSET Franchising LLC for the development and maintenance of technology platforms and systems to support daily operations.

- > Training & Learning Management Platform
- > Studio Webpage
- > Communications System
- > Business Ordering Platform

Third-party technology platforms are payable directly to the respective technology provider:

- > Point of Sale
- > Booking and Billing
- > Accounting Software
- > Branded App
- > Customer Relationship Management and Marketing Suite

Each Franchise Partner is connected with a dedicated Onboarding Team that is responsible for the following:

- > Onboarding Training Program
- > Project Planning & Management
- > Venue Search & LOI
- > Staff Recruitment Plan
- > In-Development Support
- > Pre-Sales Marketing

Ongoing Support

The JETSET Pilates franchise brand is built on a simple understanding - the success of franchise partners is our success. We've developed all the tools you'll need to build and run your business. We will be with you every step of the way from pre-opening through post-opening with continual support.

Pre Opening

- > Site Selection
- > LOI / Contract Review
- > Pre-Opening Weekly Calls
- > Staff Training
- > Technology Training
- > Pre-Opening Package & Membership Sales
- > Advertising Campaigns
- > Marketing & Social Media Development
- > Marketing Collateral
- > Public Relations

Grand Opening

- > Additional Training

Post Opening

- > Operational Excellence Training

Ongoing Support

- > Ongoing Training Workshops
- > Marketing Campaigns
- > Client Referral & Loyalty Programs
- > Business Check-in Calls
- > Financial & KPI Review

Training

- > Management Training
- > Lead Instructor Training
- > Studio Lead Training
- > Instructor Training & JETSET Academy
- > Mindbody Online Training
- > Marketing Platform Training
- > Sales Training
- > Social Media Training
- > Local Marketing Training



THE FRANCHISING PROCESS

Brand Webinar
Non-Binding Application
Franchise Disclosure Document
Commence Financial Planning
Preparation Call for Confirmation Day
Meet the Founder
Attend Confirmation Day in Miami
Contract Finalization
Project Launch

HOW TO GET STARTED

Director of Franchise Development - Artemis Benedetti

Contact us at
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