

W.O.L.F.



GYMS

**INVEST IN YOUR POTENTIAL
AND EMBRACE THE FUTURE**

IN THE BUSINESS OF CREATING YOUR FAVORITE GYM

WE NEVER COMPROMISE
ON OUR 4 FOUNDING PILLARS



HONOR

INTEGRITY

COMMUNITY

COMMITMENT

When you join the W.O.L.F Fitness family, you get to focus on what you're passionate about – fitness – while we handle the rest, ensuring your success as part of our growing pack!

Did you know that in the United States, the fitness industry is expected to earn a staggering \$434 billion by 2028? With W.O.L.F Fitness, franchisees get the ultimate advantage of tapping into a growth market with in-demand services fine-tuned to meet every client's need!

We've got the proven training protocols, fierce branding, and remarkable year-over-year growth to ensure you can hit the ground running from day one. Stop dreaming and start taking steps towards a stronger, more successful future today, the W.O.L.F. way!

"THE WHY HAS ALWAYS BEEN - THOSE 4 THINGS DRIVE US (HONOR. INTEGRITY. COMMUNITY. COMMITMENT) WITHOUT ANY OF THOSE 4 THINGS, IT CREATES A SPACE WHERE WE CANT WORK WITH PEOPLE ON THE LEVEL THAT WE WANT TO, AND WE CANT ASK YOU TO WORK WITH US ON THE SAME LEVEL BACK"

-TONY SAXBY, FOUNDER & CEO

ABOUT US

We began as a husband-and-wife duo, and after years of hard work, we've grown into a nationwide company. We're Tony and Trish Saxby, and we took over W.O.L.F. Brigantine in September 2018, infusing it with our unique blend of classic strength equipment and modern energy.

In 2021 and 2022 we opened our 2nd and 3rd locations in New Jersey, solidifying the W.O.L.F. Fitness business model and doubling down on our founding pillars. In 2023 we opened our very first Franchise location!

Since then, we've put together a team of industry leading experts, and catapulted ourselves into the conversation of the fastest growing fitness franchises in the nation.



TONY SAXBY
Founder & CEO



DAVE BAUTISTA
Actor & Entrepreneur



GALE OWEN
Gym Launch CEO



DAN SOLOMON
Mr. Olympia President

PARTNERS

The team of partners was strategically formed with the purpose of bringing in an expert in each of the crucial facets of the fitness industry. Our industry connections & relationships, our marketing strategy, our operations plan, and our brand recognition continue to accelerate and drive us forward. Our franchisees receive unparalleled support from our esteemed core team.

KEY METRICS

70+ YEARS

INDUSTRY-LEADING EXPERT EXPERIENCE

25+ GYMS SIGNED

TERRITORIES WITH OPEN LOCATIONS OR BUILD-OUT UNDERWAY

7% FRANCHISE FEE

AMONG THE LOWEST IN THE INDUSTRY



STRATEGIC BRAND PARTNERSHIPS

**HAMMER
STRENGTH®**



**ARSENAL
STRENGTH**



**SUPERFITNESS
NEW AND USED
GYM EQUIPMENT**



GYMLAUNCH

MATRIX



MARKETING SUPPORT

GYMLAUNCH partnership provides sales funnels, lead conversion tactics, and marketing coaching to help gyms attract new members, along with expert coaching and education. Their proven methods have helped **THOUSANDS** of gym owners create profitable gyms. ➤

NATIONWIDE MARKETING budget with specific targeting in your territory ➤

Coordinate the development of **CUTTING-EDGE ADVERTISING MATERIALS** conveniently available in shared drives ➤

Exceptional brand recognition through **INFLUENCER PROMOTION** and access to industry-leading fitness brands ➤



PRE-LAUNCH SUPPORT

➤ EXPERT COMMERCIAL
REAL ESTATE TEAM

➤ LEASE NEGOTIATION

➤ ARCHITECTURAL/BUILD-OUT
GUIDANCE

➤ CAD RENDERING

➤ PREFERRED CONTRACTORS

➤ PREFERRED SUPPLIERS

➤ HIRING SUPPORT

➤ AGGRESSIVE PRE-SALES STRATEGY





EQUIPMENT PURCHASING SUPPORT

**EXCLUSIVE PRICING WITH THE BEST EQUIPMENT
MANUFACTURES IN THE WORLD.**

WE OFFER TO BUILD YOUR EQUIPMENT PACKAGE FOR YOU.

OPERATIONS SUPPORT

WE'VE GOT YOUR BACK WITH ONGOING TRAINING AND GUIDANCE IN CUSTOMER SERVICE, PRODUCT ORDERING, PRICING STRATEGIES, AND ADMINISTRATIVE PROCEDURES.

YOU'LL MAINTAIN DIRECT CONTACT WITH OUR FRANCHISE RELATIONS COORDINATOR, GYM LAUNCH COACHES, SOCIAL MEDIA DIRECTOR, TECH SUPPORT TEAM, AND OWNERSHIP PARTNERS.

USE THESE RESOURCES TO SOLVE DAY-TO-DAY AND BIG-PICTURE PROBLEMS AT YOUR LOCATIONS.



TECHNOLOGY & WEBSITE SUPPORT

- **FULL WEBSITE BUILD-OUT**
- **WEBSITE MAINTENANCE &
TECH SUPPORT**
- **POS AND CRM SET-UP &
EDUCATION**
- **GUIDANCE ON TECHNOLOGY
SET-UP (FRONT DESK, DOOR
ACCESS, MUSIC & SPEAKERS,
TVS, & MORE)**





WOLF PACK COMMUNITY

Over the years, the WOLF Pack has become a family bound by the shared pursuit of achieving individual growth through the support of our community. Our connection to the fitness world extends beyond the gym floor; it's a bond forged in sweat, determination, and the collective aspiration to be better today than we were yesterday. We celebrate the successes of our community members and support them through challenges, embodying the values of HONOR, INTEGRITY, and COMMITMENT in everything we do.

WORK OUT. LIVE FIERCE.





"BACK IN THE 80'S WHEN I STARTED TRAINING, WHEN YOU WENT TO GYMS THEY WERE ALL INDEPENDENTLY OWNED AND THEY WERE VERY MUCH A FAMILY ATMOSPHERE. THEY WEREN'T BIG CORPORATE GYMS WHERE THEY JUST ROLE IN AS MANY MEMBERS AS THEY CAN BECAUSE THEY'RE PLAYING A NUMBERS GAME. I WENT TO W.O.L.F. FITNESS AND I FELT LIKE I WAS TRANSPORTED BACK IN THE 80'S. WHEN YOU GO TO A GYM YOU SHOULD FEEL LIKE YOU'RE AT YOUR SECOND HOME."

-DAVE BAUTISTA, OWNERSHIP PARTNER

FINANCIAL REQUIREMENTS



LIQUIDITY

\$150K+



NET WORTH

\$300K+



CREDIT SCORE

700+

YOUR NEXT STEP

NAVIGATE TO

WWW.WOLFFITNESSGYMS.COM

AND CLICK ON THE MENU OPTION

FRANCHISE INFO

FILL OUT THE

“CONTACT US” FORM

**OUR OWNERSHIP TEAM WILL REACH OUT
FOR AN INTRODUCTION, AND TO SET UP THE
FIRST IN-PERSON OR REMOTE MEETING**

WELCOME TO THE PACK!