

FranchiseConnect®

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KEYS TO FITNESS
FRANCHISE STRENGTH

**FITNESS
FRANCHISES**

FITNESS INDUSTRY FIGHTS BACK
COMES BACK STRONGER

FITNESS AND FRANCHISING
IT'S A NEW WORLD

7 KEYS TO YOUR
Creative Genius

**IS BOUTIQUE
FITNESS
FOR YOU?**

MEET THE PEOPLE
BEHIND THE BRANDS

BODY20
SEND ME A TRAINER



MEET THE PEOPLE
BEHIND THE BRANDS

Send Me a Trainer 



IN-HOME & LIVE ONLINE PERSONAL TRAINING

Send Me a Trainer is the first in-home and live online personal training on-demand franchise that is redefining the fitness franchising industry.

By Christina Huang

Send Me a Trainer is the first in-home and live online personal training on-demand franchise that is redefining the fitness franchising industry.

With over a decade of experience managing an in-home personal training service, Send Me a Trainer has developed proprietary cutting-edge technology that streamlines business operations.



We talked about Send Me a Trainer with Cofounders Muhssin El-Yacoubi and Bary El-Yacoubi.

Can you tell us about yourself? How did you get started?

Bary: For me, this part of my journey began when I was a personal trainer at one of those large “big box” gyms in the DC metro area back in 2007. Within the first two months, I sold the most amount of personal training programs out of all of the company’s east coast locations. But oftentimes clients cancelled their personal training sessions last minute. The reasons varied from “I was stuck at work” to “traffic was just too bad” and everything in between. I knew these were people serious about becoming healthy and losing weight, but getting to their appointments on a regular basis proved difficult with their busy schedules.

I offered to come to them and suddenly everything fell into place. The convenience of in-home personal training allowed them to be consistent and ultimately achieved their results sooner. The concept of an in-home trainer was suddenly so popular that one person couldn’t keep up with the demand. It was time to find additional trainers.

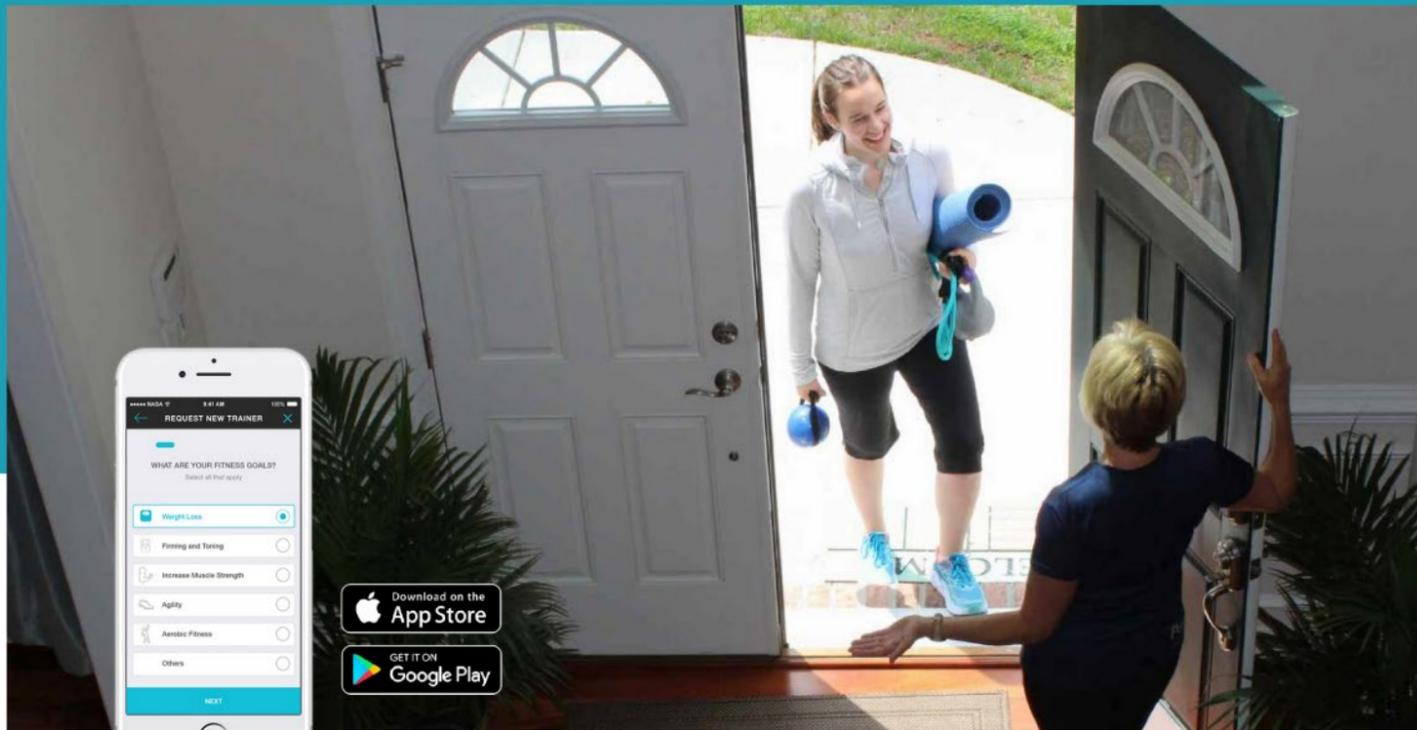
Muhssin: At about this time, I was completing my MBA at Kellogg at Northwestern University with a specialization in entrepreneurship. Seeing

the momentum that Bary was having with in-home training, we decided to work on a business plan as part of a class project and the first version of our business was born. I continued to work with Bary while I pursued a career in Private Equity post MBA. After some time, as we received continued validation and built momentum, it was clear that the in-home personal training industry was a promising market that was very fragmented and we both knew that it was time to scale the business. At that point, I shifted gears and joined Bary full time and we started the journey of transforming the business into a fitness technology company.

Tell us about Send Me a Trainers history and technology.

Bary: Send Me a Trainer is the first in-home and live online personal training on demand franchise that is redefining the fitness franchising industry.

With over a decade of experience managing an in-home personal training service, we gathered a tremendous amount of data and feedback from clients and trainers, and put all of that knowledge into our technology and product development. The result is a franchise business model that is powered by technology that streamlines operations and provides a simple user experience for clients, trainers, and the franchise owner.



Who is your target audience?

Muhssin: As a Send Me a Trainer franchisee, you are managing a team of professional personal trainers who do all the fitness training. You do not need prior fitness experience to be a franchisee.

We're looking for franchise owners who are outgoing and have sales, marketing, and/or management experience, and who are results oriented. A person who can build relationships, lead a team, and who has the motivation to excel!

As a client looking to stay in shape, our clients want the convenience and accountability of working out from home by having a certified personal trainer come to them, either in-person or live online.

How is Send Me a Trainer different than others and could you tell us about your program? Do you have any competitors?

Bary: Send Me a Trainer is a technology franchise. The modern business owner can now own a technology enabled on-demand

business as a franchise. It's changing the entire concept of business ownership in the franchise world. We are first in class to be a technology driven fitness franchise.

Here's what sets our franchise apart:

- Low startup costs and low overhead
- Proprietary technology
- Scalable and flexible business model
- Work from home

How has the pandemic helped your brand?

Bary: A startling fact that most people may not be aware of is that around 85% of gym members don't actually go to the gym because it is just not convenient for them. Now with Covid-19 and social distancing, that number is only going to get worse. Individuals are now realizing that they can get a great workout from the convenience of their home and save time. No more wasting time driving to and from the gym. That can be up to an hour or more that you can now spend with family, reading, or working on your side hustle.

Even before the pandemic, the shift to home fitness was already a rising trend, now with Covid-19, it has just accelerated this trend even further. Consumer preferences are changing fast.

Industry experts are projecting that over \$10 billion in value of the fitness club industry is now being redirected to home fitness. Home fitness is the new booming category and we are just seeing the start of it.



What's the typical investment for the company to get a franchise with you?

Muhssin: Franchisees can get started with an investment as low as \$49,599

What are the company's franchisee selection criteria? Do you offer training to them?

Muhssin: As a franchisee, you are managing a team of professional personal trainers who do all the fitness training. You do not need prior fitness experience to be a franchisee. We're looking for franchise owners who will be business owners and work "on the business" and not be stuck "in the business". You can do this full time or part time and even let it be a "side hustle". With such a lean and low overhead business model, it really allows you to go at your own pace.

We provide a comprehensive training program that covers all aspects of the business and also have a ton of "done for you" marketing. Also, our technology really streamlines the operations of the business so you can focus more on the things that matter and not the nitty gritty details.

What are the brand's further national growth plans? What are the brand's expansion plans in the future?

Bary: Honestly...we would like to continue to expand our national and international reach. We want to grow our market until we're a household name in home fitness. With the sudden shift in the market due to Covid-19

HOW IT WORKS

A user-friendly experience with a modern interface enables an in-home personal trainer to be booked in just a few clicks.



we are seeing a record number of franchise applications. We are even getting candidates that want to reserve territories.

Broker and consultant groups are reaching out to us regularly. They are telling us that no one is looking to get into a brick and mortar franchise now, so all eyes are on home based models and they want to present Send Me a Trainer to their clients.

This excites us and further supports our expansion and growth plans.

Is there anything else that you'd like to share with us about Send Me a Trainer?

Muhssin: ...but it is not just about being a home based franchise that sets us apart. Technology has evolved and we have seen the

growth in technology and technology-enabled businesses.

However, when you look at the current offerings in the "franchise world", to the modern entrepreneur who is looking to start a franchise, this technology component is not there. In addition to being home based, we are a technology driven franchise. The modern business owner can now own a technology enabled on-demand business as a franchise. It's changing the entire concept of business ownership in the franchise world.

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