



Franchisee Name:

Club Telephone Number:

Club Address, City Zip code:

New Franchisee Opening Procedures Checklist

New Franchisee and Club Information	Presale Captain:	
	Club # from Paramount:	
	Corporate Support Rep:	
	Presale Set Up:	
	Presale Date:	
	President/CGO	Derek Riley – C: 954-449-4708/ O: 955-449-4708 Email: Derek@zoogym.com
	VP of Operations	Bill Vitek – C: 630-417-0718 Email: BillVitek71@gmail.com
	Brand Support Liaison	Amy Riley- C: 717-858-1234/ O: 954-449-4709 Email: Amy@zoogym.com
	Client Liaison/ Administrative Assistant/Director of Corporate Support	Alyssa Hernandez- O: 954-449-4702/ C: 786-236-5099 Email: Alyssa@zoogym.com
	Content Creator/Ad- Manager Pre-Sale	Robbie Peters - 954-298-4655 Robby@blitz45fitness.com
University Registration	Call Derek Riley to set up date and register for University in Ft Lauderdale, Florida. This is mandatory prior to opening. NO EXCEPTIONS!	
IT/Webmaster	Jim Riordan- 954-449-4710 Email: Jim@zoogym.com	

Vendors Section

Financial Services	Paramount Acceptance Call for training-Pulse system/Lead tool	Matt Misner – Cell 801-647-8998/888-415-1058 ext. 182 Email: Mattm@paramountacceptance.com
	Health Club Experts	Paul Bosley – 800-788-3884/Cell 561-702-5505 Email: Paul@healthclubexperts.com
	Navitas Credit Corp.	Jason Durgin – VP – O.904-543-2575 C. 978-835-3983 Email: Jdurgin@navitascredit.com
	Macrolease Corp. (Lease Precor equipment)	Stephanie Taylor – O. 561-450-8454/C. 561-901-5261 - Email: Stayor@macrolease.com
	Hitachi Capital Financing (Referred by Precor)	Carolyn Collins – Cell 251-752-3278/952-698-5534 Email: Ccollins@hcavs.com
	Direct Capital	Molly Farrell- 603-373-1984
Legal Music Licensing for gyms	Rockmyrun.com	619-860-0004
Web Page	IT/Webmaster	Jim Riordan- 954-449-4710 Email: Jim@zoogym.com
Club Insurance, Personal Training & Bonding	E/G of Florida	Cassandra Thompson – 954-565-3939 ext. 307 Email: Cassandra@egflorida.com
Signs/Banners & Neon Stripping		Contact your local vendors
Telephone, Internet & Computers	Call vender in your area	
Flooring	Carpet/Patcraft	Ernesto Carrera – 305-389-6032 Email - Ernesto.carrera@patcraft.com
	Rubber, Wood, lockers	Fitness Finishes/Drew White -404-304-0086 Email: drew@fitnessfinishes.com

Vendors Section Cont.

Strength, Cardio, Tanning & Sauna Equipment	Core Health @Fitness Core Health	Startrac-Heath Debish- 352-804-3711 Email: hdebish@corehandf.com
	Precor	Rod Karstetter – 610-213-5665 Email: Rod.Karstetter@precor.com
	Perform Better (Flooring and Functional Training Equipment)	Conrad Hibbert – Cell 401-829-8490/800-556-7464 Ext. 121 Email: Conradh@performbetter.com
	Matrix	Seth Robinson- 678-209-9381 Email: seth.robinson@matrixfitness.com
	Hex Tanning	Linda Bommarito- 800-556-3201 Email: linda@hextanning.com
	Sunlight Saunas	Bri- 913-890-2817 ex 180 Email: bbrewer@sunlighten.com
Free Weights (if not ordered by equip. venue)	UMAX Strength	Steve Gelbond- 916-276-1840 Email: sgelbond@umaxstrength.com
	Hampton Fitness Products	Rob Hornbuckle- 805-339-9733 ext. 116 Email: robhornbuckle@hamptonfit.com
Balls, Bands, Mats, Etc.	Spri Products	Go online and order from Catalog www.spri.com
Security / 24 Hour Access	Local Vendor	
Emergency Health Services	Think-Safe AED's	James Moroney- 888-473-1777 Email: jmoroney@thinksafe.com
Promotional Products	Local Vendor	

Time Frame	Task	Task Description	Date Completed
Immediately New Business Start Up	Real Estate/Lease	Obtain Site approval from Derek Riley. Send fully executed lease to Zoo Corporate	
	Email	Call Jim at Zoo Corporate to set up. (954)449-4710 Jim@zoogym.com	
	Form Your Corporation	www.legalzoom.com - Online assistance, your CPA or Attorney	
	Accounting	Contact a local CPA or use QuickBooks Pro Apply for Tax ID# through an Accountant or IRS Apply for State Employment ID Apply for Sales Tax Number	
	Health Club Registration	Your state may require bonding. If applicable, you are required to post bond or exemption forms. Compliance is your responsibility. Check your state requirements regarding tax on membership agreements, state registrations and bonding laws. Presale may not begin without this requirement. Check with consumer protection division in your state concerning membership contract compliance.	
	Blueprints, Interior Paint, Floor Coverings, Furniture/Fixtures	Carpet from Patcraft only. 10146 Linea 46221 Gold 46532 Black. Get paint colors, electric and air requirements from Derek at Zoo Corp. Interior Pain colors: Gold – Custom Mississippi	
	Mirrors	Check local vendors or contractor for installation and pricing.	
	Business Classification Upon Permitting	Try and classify your business as Retail Weight Loss Center (helps with Permits) - we are not general assembly business due to our retail nature.	
	Insurance	Obtain Club liability insurance, personal training insurance (if applicable), and Bonding insurance. You will also want to obtain Commercial Business Insurance to cover your assets and salaries within the leased space should loss result.	

Time Frame	Task	Task Description	Date Completed
Immediately New Business Start Up	“Coming Soon “Posters	Order and hang “Coming Soon” posters in windows.	
	Order and Install Banner	<p>Banner should be as large as city codes will allow and proof must be approved by Derek & prior to purchase.</p> <p>EXAMPLE FOR COED:</p> <p style="text-align: center;"> Another Zoo Health Club 1st 200 Members Phase 1: Join now for only \$10.00 per month Phone Number www.zoogym.com HIRING ALL POSITIONS </p> <p>Discuss the way your banner and offer is to read with Presale Captain Derek Riley.</p> <p>Remember the “Another” is diagonal cursive and very small in the left corner. Make sure that you can interchange the offer. Be sure to get a proof first and have it approved by Derek Riley.</p>	
	Demographic Analysis	Contact Harrison Dreiling – 470-317-2267 Harrison@muscleupmarketing.com and gather area Demographics. Review with Derek Riley when ordering postcards and flyers.	
	Presale Goal	Collect 200-500 names and set 300 reservations.	

Time Frame	Task	Task Description	Date Completed
Immediately	Membership Agreements, Bank Draft Set-Up, Credit Card Set-Up and Equipment	Electronic and manual membership agreements should be ordered from your processing company 45 days prior to your Presale and received in the club prior to your Presale Set Up . Be sure to ask how to process your membership agreements after the club opens. Set up training time.	
	Key Tags	Key tags are to be ordered from Alyssa Hernandez at Zoo Corp. 45 days prior to your Presale and received in the club prior to your Presale Set Up . alyssa@zoogym.com-954-449-4702 . Ask about different colors for different memberships	
	Kid Fit Area	Suggested equipment purchased from local vendors - TV/DVR/Changing Tables, Toys, Cleaning Supplies, Books	
	Competitive Analysis	It's a good idea to go to all clubs within a 3-5-mile radius of your club and find out their services, pricing and types of memberships that are sold. (Discuss with corporate)	
	Demographics Reports	Work with corporate to determine your Direct and Shared Mail routes for postcards and other medium. Demographics include single/multi-family homes, income levels, medium house price, age, percentage of homes with children, etc.	
	Hiring Manager and Staff	<p>Make sure to have the following forms available. Generic Employment Forms (Staples, OfficeMax, etc.), 1099 Employment Eligibility Verification Forms (http://uscis.gov/formsfee/forms/i-9.htm) and W-4's forms (www.irs.gov/pub/irs-pdf) can be found online.</p> <p>Need to submit a hiring ad in the paper and/or Craigslist. Make sure to put up a hiring sign in your front window.</p> <p>Pay structure is "TBD" per location. Ask Corporate for input. The Five Main Objectives when hiring: (1) Able to do the job? (2) Willing to do the job? (3) Manageable once on the job? (4) Can they sell, willing to sell, able to learn (5) Dynamic and Confident.</p> <p>Discuss with corporate.</p>	

Time Frame	Task	Task Description				Date Completed
<p style="color: red; text-align: center;">Immediately</p>	<p style="text-align: center;">Ads for Hiring</p>	<p>Ad for Hiring</p> <div style="border: 1px solid black; padding: 10px; margin: 10px auto; width: 80%;"> <p style="text-align: center;">HIRING OF INITIAL STAFF</p> <hr style="width: 50%; margin: 0 auto;"/> <p style="text-align: center;">HEALTH CLUB SALES/MGR. NAT'L CO-ED OR LADIES CHAIN HIGH-VOLUME CLUB.</p> <p style="text-align: center;">BASE/SAL/COMM + BONUS Fax/Phone resumes to (your number here)</p> <p style="text-align: center;">Place ads 3 weeks in advance starting with the Saturday before set-up week. Enter your phone number/fax/email</p> </div>				
	<p style="text-align: center;">Ads for Hiring</p>	<p>Your Health Club Name</p>	<p>Your Health Club Name</p>	<p>Your Health Club Name</p>	<p>Volunteer Ad: Your Health Club)</p>	
		<p>We are looking for trainers, weight loss consultants, sales, and management personnel. Experience preferred- but will train.</p>	<p>- Sales consultant -Receptionist -Experienced managers. We are looking for enthusiastic, motivated, individuals with a strong desire to be successful.</p>	<p>Sales: Seeking fit minded individual for career position for expanding Co-Ed or Women's Health Club. Sal + Comm. Contact (name - phone number).`</p>		

Time Frame	Task	Task Description	Date Completed
<p>Immediately</p>	<p>Presale Space - Preview Center</p>	<p>Provided by landlord. Contact Real Estate Department</p> <ul style="list-style-type: none"> • Look at renting kiosk in local mall. • Space adjacent to club. 	
	<p>Telephone Service</p>	<p>Have phone numbers assigned immediately. You don't need lines installed to be issued a number. Be sure to include call forwarding. For CO-ED clubs, it is a good idea to have 3 phone lines installed. When obtaining new phone service in your club, make sure to install two lines with line 1 rolling over to line 2. Purchase two phones with two lines, preferably one phone should be cordless.</p> <p>Options for answering phones:</p> <ol style="list-style-type: none"> 1. Have a phone number directed to your cell phone to answer live. 2. Have a line installed in the temporary space then transfer the number once the club is open for workouts. <p>Have an answering service answer your calls and use your cell phone during presale</p> <p>Create Voice Mail per Voice Mail Message Script (found in Support Zone). Contact / e-mail every lead generated using the Return Call Script every day.</p>	

Time Frame	Task	Task Description	Date Completed
12 Weeks Out	Presale Captain and Travel	<p>Print out Presale Telephone Presentation 1st 100 Member Call Script from Support Zone and train with Presale Captain before answering any calls. (NEVER give prices over the phone) or set up answering service with presale captain. Schedule, secure travel, and car rental with/and for Presale Captain. Set up hotel accommodations - we suggest that you barter with the hotel manager and offer an exchange of free 3-month memberships to their employees for room accommodations. You will be able to upgrade these employees to a full membership and offer corporate rates.</p> <p><u>Before Presale</u></p> <p>Contact corporate for any needed assistance with vendors, contractors, and presale questions.</p> <p><u>Presale Set Up</u></p> <p>Contact Corporate Support for details</p> <p>On-Site Sales Staff</p> <ul style="list-style-type: none"> • Books, reservations, networking for corporate members, referrals, prospecting, paperwork procedures, confirming appointments, setting up tables/chairs, balloons, contract, presentation books, pens, pads, etc. <p><u>Presale</u></p> <ul style="list-style-type: none"> • Captain arrives Sunday before presale and leaves on Thursday afternoon. • Captain helps all memberships first two days. Slowly begins to turnover club to owner/manager. • Captain supervises all employees and staff and assists team in the overflow of sales. • Calculate dollar value of all membership agreements sold. 	

Time Frame	Task	Task Description	Date Completed
12 Weeks Out		<p>Presale Captain's Compensation/Expenses</p> <p>Presale Week</p> <p>Team Captain is paid a salary of \$500.00, and sales commissions are determined and based on membership pricing.</p> <p>DOUBLE CHECK the below.....°</p> <ul style="list-style-type: none"> • Airfare, Rental Car/Transportation, Hotel provided by club owner • Airfare - Coordinate with captain as to the flight schedule • Rental car or you may provide a vehicle of your own • Hotel - no outside entrances for women <p>Captain to ensure safety</p> <p>✓ There may be times when you can barter nights for free memberships</p> <p>✓ We prefer to stay where breakfast is provided.</p> <p>Lunches are to be provided; evening meals optional</p>	
	<p>Order Presale Post Cards and Flyers</p>	<p><i>Post Cards - 20,000 shared/10,000 direct</i></p> <p><i>Flyers - 20,000</i></p>	
	<p>Door Hangers</p>	<p>Order - enough to cover 1-mile radius from club</p>	
	<p>Bandit Road Signs</p>	<p>25 (For Sale size signs) - wording same as banner</p>	
	<p>Coupon Ads</p>	<p>Schedule ads in coupon type distribution for all phases:</p> <p>Val Pak, Money Mailer, etc.-try to get front or back page</p>	

Time Frame	Task	Task Description	Date Completed
12 Weeks Out	Target Market Campaign	<p>Start Target Market Campaign”</p> <ul style="list-style-type: none"> • Social Media • Business to Business • Medical • Corporate • Schools • Military • Senior Citizens • VIP Cards • VIP Lead Holder 	
	Cardio Equipment	<p>Order Equipment</p> <p>See vendor’s section: We recommend elliptical, recumbent bikes and treadmills</p> <p>Order Date: _____</p> <p>Scheduled Delivery Date: _____</p>	
	Free Weight Equipment / Balls and Bands	<p>We recommend 2lb - 25lbs dumbbells for women and 5lb - 100lb for co-ed</p> <p>Order Date: _____</p> <p>Schedule Delivery Date: _____</p>	
	Pin Select Equipment	<p>See Vendors Section</p>	
	Carpeting	<p>Order carpeting to ensure timely delivery/installation. Unless recommended contractor is used.</p>	
	Presentation Books	<p>Presentation books must be ordered from corporate office contact Alyssa</p> <p>Order Date: _____</p> <p>Scheduled Delivery Date: _____</p>	

Time Frame	Task	Task Description	Date Completed
8 Weeks Out	Your Processing Vendor	Install ECS software and set-up training for staff. Verify if Credit Card collection process is set up and ready for Presale - MasterCard, Visa, Discover and American Express	
	Staff Training	Copy Presentation Book and Presentation Book Script and give to each employee and role play. Discuss this with your Director of Presale. Discuss adequate staffing for Presale with Captain or Corporate.	
	Staff Uniform	Order your apparel and your giveaway t-shirts for your 1st 200 members.	
	Purchase/ Rent Presale Supplies	<ul style="list-style-type: none"> • 5' Tables – Director of Presale to determine number needed • 15-20 folding chairs • 4-6 Clipboards, find your club colors if possible • 4 different color highlighters • Cash box with \$200 in various change • Each table needs: <ul style="list-style-type: none"> Plastic tablecloth and skirt in club colors Calculators Stapler and staple remover 2 black dry erase markers, expo 2 chisel with ghost duster marker board erasers and cleaner 2-3 boxes of black ink pens Waste basket with bag Post it note pads • Party decorations – Stars, ribbon, balloons, helium tank Misc. office supplies: 3- hole punch, employment applications, paperclips, tape, etc. • Toilet paper and paper towels • Water/drinks for team to be kept in a cooler • Colored Sharpie Markers • File folders • Measuring tape (one that seamstress use) and a basic scale or smart scale • First aid kit with cold packs. Also get life savers candies (individually wrapped) for diabetic members • Blank legal-size envelopes, the cheaper the better 	
	Flyers	Distribution of 5,000 flyers per week. 1-mile radius. Tape flyers to door or place brochure/flyer holder on door.	

Time Frame	Task	Task Description	Date Completed
8 Weeks out continued	Signup sheet	Place a signup sheet on front door with pen attached to accumulate leads. Must include name and phone number.	
	Newspaper Ad	Place ½ page ad in local paper announcing – 1 st 200-member rate	
	Bag Drop Campaign	1-mile radius – 1,000 bags/week	
	Distribute Door Hangers	1-mile radius – 3,000 door hangers	
	Newspaper Ad	Newspaper ad/insert – get approval from Corporate	
	Coupon Ads	Coupon distribution – get approval from Corporate support on proof.	
	Order Signage	Contact a local vendor	
6 Weeks Out	Sauna (Optional)	Bri – 877-292-0020 ext. 180 bbrewer@sunlighten.com Order date: _____ Scheduled Delivery Date: _____	
	Tanning (Optional)	Hex Tanning - Linda Bommarito – 800-556-3201 linda@hextanning.com	
	Set-Up Presale Area	<ul style="list-style-type: none"> • First 200 New Members Poster placed on wall at front entry area for easy access to new members to sign on their way out. Place a sharpie marker in between the two posters with a ribbon long enough to reach each corner. • Fold and roll T-shirts with logo side out and a ribbon around it to look like a present. Color code specific ribbon color to specific size • Make arrangement (contract) packets in the following order to staple together: Agreement (contract) on top followed by the refer a new member sheet/program card, guest pass cards and a black envelope. Must print these forms and they will be found in the Support Zone. • Have membership application form and key tags available to be placed separately. • Decorate club: Balloons with ribbon or hang from the ceiling, rent a helium tank, put up any colorful posters, etc. • Set up each table with: Tablecloth and skirt, calculator, stapler and remover, 2 expo black markers with eraser, 1-2 boxes of black ink pens, 20-50 agreement packets, membership application forms, key tags, pitch book, 1 chair for salesperson and 2-4 folding chairs. 	

Time Frame	Task	Task Description	Date Completed
3 Weeks Out	Set Up Week	Staff Training	
	Post Card Drop Occur	YES NO	
	E-Mail Blast	YES NO	
	Final Decorating Touches	Blow up Balloons and place everywhere. Outside the door, windows, on the equipment, on your cars outside, etc.	
	START OF SELLING	SELL, SELL, SELL	
	Continue target market campaign	<ul style="list-style-type: none"> • Social Media • Business to business • Medical • Corporate • Schools • Military • Senior Citizens • VIP Cards • VIP Lead Holder 	
	ADP Payroll Services	Set up Payroll Services if needed	
After Presale until Opening	Flyers	Distribution of 5,000 flyers per week- 1-2-mile radius	
	Bag Drop Campaign	1-2-mile radius – 1,000/week	
	Distribute door hangers	1-2-mile radius – 3,000 door hangers	
	Newspaper Ad/Insert	YES NO DATE: _____	
	Coupon distribution ads	YES NO DATE: _____	
	Banner	Change Banner Line	
	Post card drop	YES NO DATE: _____	

Time Frame	Task	Task Description	Date Completed
Grand Opening	Continue Target Market Campaign	<ul style="list-style-type: none"> • Social Media • Business to Business • Medical • Corporate • Schools • Military • Senior Citizens • VIP Cards • VIP Lead Holder 	
	Flyers	Distribution of 5,000 flyers per week – 1-2-3-mile radius	
	Bag drop campaign	1-2-3-mile radius – 1,000/week	
	Distribute door hangers	1-2-3-mile radius – 3,000 door hangers	
	Newspaper Ad/Insert	YES NO DATE: _____	
	Coupon distribution ads	YES NO DATE: _____	
	Banner	Change Banner Line – Grand Opening	
After Presale until opening	Post Card Drop	SELL, SELL, SELL	
	CLUB OPENS FOR BUSINESS	SELL, SELL, SELL SERVICE, SERVICE, SERVICE	