

## **SURVIVOR BOOTCAMP INC**

### **FAQ's**

#### Do I need to be a fitness certified fitness instructor to own a BootCamp location?

No! You do not need to be a certified fitness trainer however our model requires that only recognized fitness trainers teach our program. So you may elect to become a certified trainer yourself or hire someone that has their certification.

#### Why invest in a Franchise and not do this myself?

Be in business for yourself but not by yourself. Owning your own business is fun and exciting. It gives you an opportunity to make your own schedule. 90% of independent businesses fail within the first year. With a Survivor BootCamp Franchise, you will have the support and guidance to help you succeed. We have templates that will help you keep track of your business progress and guide you in the right direction.

#### How much money can I make?

Profitability depends on several factors, including your ability to manage the business, class volume, and operating cost. These factors, and more, all affect the profit a franchisee can generate.

We strongly suggest you visit with existing franchisees to discuss sales, operating costs, and profitability. When we begin serious discussions regarding our franchise programs, we will provide you with the appropriate Franchise Disclosure Document that may contain certain historical financial performance information.

#### Is my territory protected?

If you are awarded a Survivor BootCamp Franchise, you will have an exclusive territory. This is not some loose "first right of refusal" but a powerful, protected territory. If territories around you are for sale, you will have the "first right of refusal" on these areas. We want to give you every opportunity to grow your business.

#### Where is the training held?

Your intense 1-week training will take place in Vancouver, BC.

#### Who will conduct the fitness-training program?

You can elect to become a certified trainer, which is a 2 months process. Or you can elect to hire a certified fitness trainer. What is the pay to your fitness trainer? Please review local rates.

#### Why is small group fitness an advantage?

We offer small class sizes so that our clients get our attention and get the personal touch. We want to know all their ailments and what modifications they need. We pride ourselves on knowing every single client.

What happens if it rains or I live in a province that has snow?

We will help you choose a location that has shelter and light so you can be outdoors and in comfort all the time. Our model is based upon 8 months of classes therefore in months where weather does not permit outdoor training a franchisee may use this time to plan, prepare, network or offer the program indoors to corporate clients, sports teams etc.

Is this service for everyone?

Absolutely! BootCamp is for everybody. We pride ourselves on being able to customize our class to individual needs. We push people when they need pushing and are not afraid to tell people, to "cool it" when they are overdoing it. It is definitely a balance but it can be learned.

How long does it take clients to feel or see a difference from the training program?

We find in general, that it takes sedentary to moderately fit clients 3-5 days to start feeling better. Trainers see a physical difference in clients in little as 2 weeks. Attitude and endurance plays a big role in determining how people are doing.

Is it difficult to find great trainers to pick up the classes I can't teach?

We can help you make informed employee decisions and advise you on what qualifications to look for when employing someone.

Does my location have to look identical to other BootCamp locations?

No. We believe each area is unique and we want to emphasize its perks.

Do I need to start full-time right away?

While full-time effort definitely helps in building sales, it is possible to start with just two class times, the 6 am and the 6 pm time slots.

What sets us apart from other companies?

We offer small group fitness that is 100% customer service driven. Our quality assurance for each client is very important. We offer classes that are capped at 15 full-time clients so they get the best possible experience from our company. Our motto is "You (the client) are not Anonymous!"