



Dear Customers,

2017 was a great year for us. We fixed 669 bugs, made 282 Improvements, added 213 new features, and completed major epics. The excitement of a new year is certainly on our minds, but before moving on to our next line of goals, we want to share our accomplishments.

Our 2017 epics consisted of the following features:

- **Email Verification** - When adding an email address into a client's profile, a verification email will be sent to the client to verify their email address at which point they can manage their email subscriptions.
- **Package Plans** - Ability to quickly sell packages using a 3-step wizard and other enhanced options.
- **Self-Service** - More options for what client notifications are enabled, more branding choices when setting up your Self-Service site, and can utilize additional formatting for the Welcome Message and Payment Terms & Conditions.
- **Redesigned Online Registration** - Better responsiveness to mobile devices and better iFraming to your website.
- **API** - This lets developers integrate your EZF data and functionality into your websites or applications. APIs include Clients, Sessions/Reservations, Bookings, POS, EZLeagues and more!

For every goal that was met in 2017 we were able to move closer to tackling new objectives for 2018. We hope you are excited as we are for these new prospects.

Here is what we have on the horizon for the EZFacility software platform:

- QuickBooks Online Integration
- Time-Based Packages
- Public Self Service Option
- Online Registration/ Self Service Integration
- Recurring Pre-Defined Items

Thank you for all your wonderful support and input for 2017. We look forward to all we can accomplish together for 2018.

Yours Sincerely,



Mike Vidal
Product Owner

EZFacility Client Spotlight –

Jaime Cavazos
EZFacility Expert
Cavazos Sports Institute

Jaime began training athletes in 2005. He served as a kinesiology instructor at UTPA in addition to being head coach for Division 1 Schools athletic teams. He is a certified Strength and Conditioning Specialist, owner and founder of Cavazos Sports Institute. Congrats on all your accomplishments, Jaime! We are happy to have you as part of the EZFacility community.



"At first I was very hesitant to try a software program to run my facility. After failing with a previous program that was not easy to use at all, a friend recommended EZFacility and said that I would not regret it. I have been using EZFacility for over a year now and it is fantastic! I use it for online registrations, sending newsletters, checking client payment status, tracking monthly financial reports.. and so much more. Truly a great, easy program with 24/7 customer support."

Check out Cavazos Sports' website [here](#).

Trainers Corner- Stacy Luchs

Tips and Best Practices from our Training Department

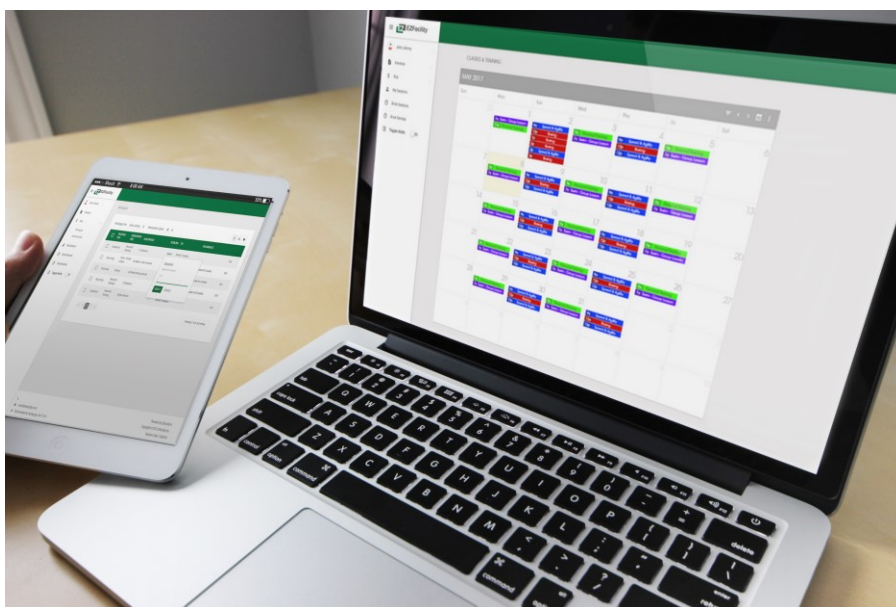
The new year is a great time to make some new plans for your business as well. One of my favorite things to do at work is to think outside the box when using our software. There are so many hidden opportunities!

As trainers, one of the coolest things we hear from long time clients is "Oh, wow, I did not know you could do that!" So, here are a couple of fun, business-building ideas available to you within EZ for 2018.

Complimentary Sessions or Packages- Did you know that you can offer a free session or class, and track those conversions? Simply create a package, select the comp option, make it free, and then run the **Trial Conversion Report** to see who ended up making a purchase after being offered a free class! One of the best parts of the complimentary package is that there is a tiny blue corner that appears on the calendar when someone books into a class with that package so it is very easy to see who is interested in your programs!



Personalized Birthday Messages- There is a report of birthdays for the current month and the next, why not create an email for clients who have upcoming birthdays. Who doesn't like to be remembered on their birthday? Even better, include a coupon. Yes! You can create and add coupons in EZFacility. You can even send them out in a blast email to groups of your customers. \$5.00 off a package, or 10% off anything! How about a free smoothie? "Yes, thank you! I would love a free smoothie, or anything else you would like to give me on my birthday!" People love freebies!



Target Marketing- Utilizing tags within EZFacility can bring major benefits to your client organization. (Hint, they are in the **Additional Tab** button on a client profile.) Identify your customers and give them tags. Are they college students only coming in the summer? Are they only coming on weekends? Use the pre-defined tags in EZ, or create your own to identify your specific clientele or demographic. What can you offer to that specific group? A new class? Asking them to provide feedback on a new class or product? Organization is key.



Would you like some **new customers**? How about creating your own referral program? Send an email blast to your customers and let them know that if they get their friend to download the MemberMe + app and request a trial lesson (This is just an example; the options are endless!) they will get a benefit you choose for sending in 10 customers. The **Referral Report** is available for you to track people who join as clients from referrals of current clients. Hint, use **Categories** to easily locate these new clients.

Wait, you don't have an app? Give us a call, we can help you out. How cool is it to tell your clients that

they can find your business in the app store of their mobile device?

We hope you try some of these new ideas and find success with them.

For a more in-depth walk-through, learn more by visiting our [Support Center](#).

Blog Highlights



5 Tips to Boost Retention & Revenue with a Branded Mobile App

The more engaged your members are, the more likely they are to stick to their fitness routine and your business. But how do you build stronger member engagement that encourages loyalty and retention to drive business results?



The Top 8 Successful Facility Secrets

How likely are your members to keep coming back to you if you expose them to misinformation? Fitness trends are constantly changing, you want stay up-to-date with the most current health and wellness news. It's not enough to rely solely on your own professional education. In order to stay ahead of the game, you should be in the know on what professional journals, publications and your clients themselves are saying. Being on top of these funnels of information will allow you to become the fact checker, refute any misinformation printed by these publications, and establish yourself as an expert. If clients feel you are the most reliable source, they will turn to you for advice on proper fitness, exercise and nutrition practices.

Recommended Webinars

EZ Essentials - Build Stronger Client Relationships With A Branded Mobile App

Our partner, MiGym, has worked with hundreds of fitness and sports facilities to create personalized client app experiences and, in this webinar, will teach you how a branded app can help develop client loyalty and retention for your facility.

[Watch Here](#)

Still have questions? Reach out to us at support@ezfacility.com.

EZ Essentials - Redesigned Self Service

[Watch Here](#)

Still curious about our improvements to the Self-Service module? This webinar focuses on the best practices of Self-Service, including an overview of

Self-Service, setting up Self-Service in your TMS Admin, navigating the Self-Service portal and more!

Still have questions? Reach out to us at support@ezfacility.com.

5 Year Anniversaries

Our sincerest "thank you" to all of our customers, both new and old – we greatly appreciate your dedication and look forward to serving you for many years to come.

[Sage Fitness Studios- Astoria](#)

[University of Toronto Mississauga](#)

[Carolinas Baseball Center](#)

[1 on 1 Fitness Plus](#)

[Reunion Metro District](#)

[Agape Hoops](#)

[Anoka Ramsey Community College](#)

[CMTC](#)

Upcoming Events



SHOT SHOW

January 23rd-26th, 2018

Las Vegas, NV



IHRSA

March 21st-24th, 2018

San Diego, CA

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