



## ***Behold The Power of a Fully Branded Mobile App***

Dear Customers,

Mobile apps are here to stay. There are over 6 billion mobile subscribers worldwide and approximately 75% own smartphones. The easy accessibility of high speed internet on cellular phones makes it possible for the user to download different apps to perform various functions and fulfill everyday needs. Today, consumers are making more educated decisions and purchases as a direct result of this instant access to information. Businesses cannot afford to ignore this paradigm shift in consumer behavior-- with the fitness industry being no exception. As more and more fitness enthusiasts navigate towards using apps to complement their workouts and help them achieve their fitness goals, it's become exceedingly clear that health clubs NEED to have a fully branded, customized app to optimize the overall client experience and establish themselves as a trusted source of reliable information and support. With a fully branded app, health clubs can add value and convenience for members, increase revenue, and boost retention.

Starting this quarter, EZFacility will be offering clients a fully branded app, customized specifically for their facility. [Click here](#) to receive more information.

### **How can a mobile app add value and convenience for customers?**

A mobile app brings almost the entire customer experience into the palm of a client's hand. With just a tap, a client is connected to your club and can easily navigate through your various offerings and services. For example, apps can encompass features such as club card check-in, registration, schedule tracking, session purchases, and bill pay. A client can also make club purchases, refer friends, receive push notifications and keep up-to-date on club news and event information anytime and anywhere. The easier you make connectivity between your club and members the more value your members will place on your products and services.

### **How can a mobile app increase retention levels?**

With so many more fitness-minded people searching for and using fitness apps, having an app specific to your gym will establish your facility as a reliable source of information and support. There are many ways that an app can boost retention. First of all, the very first thing members will see every time they look at their phones is your logo—keeping your brand top of mind. Additionally, an app can allow the ability to track specific fitness goals so members will continue to feel a sense of accomplishment as they meet them. Furthermore, an app will bolster more social interactions between staff and members, creating a sense of community both online and at your facility. It's important to make sure clients feel valued rather than just a number. Creating a community accomplishes this by cultivating personal relationships and establishing a place that people look forward to visiting. The more meaningful, memorable and positive you make the customer experience, the higher member satisfaction and loyalty will be. An app will help deliver an experience competitors can't match.

### **How can a mobile app increase revenue?**

Aside from boosting retention levels and the number of referrals--resulting in a steady influx of new members-- a mobile app can affect your bottom line through various revenue streams as well. These streams include but are not limited to: personal training offers, member referral programs, class packages, day passes, drop-ins, and more. Another important cost benefit of an app is that it eliminates the need for physical membership cards. The app acts as a membership card itself by creating a

barcode unique to the client that can easily be scanned at the front desk. This is a great incentive for client's to download the app straight from the get-go as it simplifies the check-in process for both parties. Furthermore, the client will have immediate access to all your club's news, events, and social media platforms, creating an even easier way to get and stay connected to all parts of the club experience. Recent studies show prospects that download a facility's app are much more likely to become members---thus making the gym app a crucial recruitment tool.

As new technologies are developed and adapted for consumer behavior, more possibilities to increase revenue and client engagement will arise. To stay ahead of the curb, start with a customized, mobile app that can be updated and optimized for the most successful client engagement and connectivity between club and members

Yours Sincerely,



Mike Vidal  
Product Owner

## EZFacility TMS Client Spotlight – West O Fitness to open brand new location in early 2016!

We would like to congratulate our client, [West O Fitness](#), on the grand opening of their new location set for this January/early February! We love to see our clients grow and thrive and we are always interested to see the innovative ways facilities choose to promote their brand. Take note of West O Fitness's marketing strategy to host a pre-sales event as well as announce the opening on various social media platforms. These are great methods to encourage clients—both new and old—to get involved and invested. Check out West O Fitness's website and new location offerings [here](#).



## Trainers Corner-Tips and Best Practices from our Training Department

**1. Taxes:** That dreaded word we as consumers hate to hear, but, as a business owner, it's something we need to include. In EZFacility it's very simple to set up taxes if you plan on taxing *everything* which would include memberships, packages, merchandise, etc. However, if you only want to tax specific products or services, there are a few more steps required.

In EZFacility, when you make a tax rate, the system automatically applies that tax rate to *everything* in the system. If you want to just tax one set of items then you must also make a 0% tax rate and attach that tax rate to a revenue category. Once you attach the 0% tax



revenue category to the items you do not want taxed, you will have set up the system with taxes properly.

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

**2. Time Intervals On Your Schedule:** If you run a sports or fitness facility, you are well aware that classes don't always fit neatly into a 30 minute or hour long interval schedule. In fact, many facilities prefer to run classes on 15 or 45 minute intervals. As you build your schedule in EZFacility, you may notice that the only perceivable choices available are hour and half-hour sessions. Fear not! EZFacility allows for a customized interval schedule, allowing you to schedule classes on 15, 45, 10 and even 5 minute intervals. To change your scheduling options, simply ask your EZ trainer (if you are in the initial setup process). You may also contact our incredible support team either by phone **+1 (866) 498-3279** or by submitting a [request form](#) and one of our representatives will happily change these settings as desired.

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

## Blog Highlights

### [Do You Need a Redesign?](#)

On a recent trip to an out-of-state conference, I was lucky to have friends in the area who offered me a couple of free guest passes to their gym. I gratefully accepted the passes and had several terrific workouts at that facility — but I wished I could have blindfolded myself while there. Although the staff were friendly, the instructors top-notch, and the machines and equipment state-of-the-art, the facility itself was so visually and aesthetically displeasing that it felt oppressive to be in there. I couldn't wait to get back to my own beautiful, thoughtfully designed gym.

### [The Core is Core](#)

So, here's a question: How many of your facility's offerings have to do with helping your clients strengthen their core? If you answered, "A lot," that's a good start, or so would say some industry leaders who believe focusing on the core is the best possible strategy right now — for both fitness businesses and clients. If you answered, "All of them," you're at the forefront of a new trend: facilities that make core-training the foundation of their entire business model.

## Upcoming Webinars

### **EZ Essentials - The Season of Selling**

**Date and Time: Wednesday January 13, 2016 3 pm EST**  
**Presented by: Brett Miro - EZFacility Product Specialist**

This webinar will cover a variety of topics including: preparing for mass sign-ups at the start of the New Year, digital agreements, follow-Ups, client retention, and more!

[Register Here](#)

The demonstration will be immediately followed by a **Q and A** session.

## **EZ Essentials - The New Rules of Client Engagement**

**Date and Time: Wednesday February 10 , 2016 3pm EST**

**Presented by: Peter Grogan & Michael Granath - EZFacility Product Trainers**

[Register Here](#)

This webinar will cover a variety of topics including: client follow-ups, ensuring above and beyond customer support, providing the best client experience, and more!

The demonstration will be immediately followed by a **Q and A** session.

## **EZ Essentials - How to Become a Marketing Master**

**Date and Time: Wednesday March 16, 2016 3pm EST**

**Presented by: Danielle Comeau - EZFacility Marketing Coordinator**

[Register Here](#)

This webinar will cover a variety of topics including: building your brand, finding your clients/audience, working collaboratively and successfully with your sales team, and more!

The demonstration will be immediately followed by a **Q and A** session.

## **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.

[Lifesource Training Studio: Q4 2010](#)

[Ultra Sports Centre: Q4 2010](#)

[NY Nationals Sports Academy: Q4 2010](#)

[City of Ozark: Q4 2010](#)

[Motivational Fitness: Q4 2010](#)

## **Upcoming Events**



**IHRSA 35th Annual International Convention & Trade Show**  
**March 21 - 24, 2016**  
**Orlando, Florida**



**USIndoor's 16th Annual Conference & Tradeshow**  
**May 2-5 2016**  
**Las Vegas, NV**

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