



## Online Memberships

Dear Customers,

Gone are the days when every business transaction must be done in person with quill and ink. Almost every aspect of the current consumer's life is going digital. Think about it, how many forgo the crazed Christmas shoppers at the mall and, instead, opt to shop online? We're busy, and we can't always be somewhere in person. And most of us absolutely hate waiting in line. However, waiting in line is exactly what most prospective clients must do as they wait to fill out a contract and waiver for a gym membership. Many practice patience and make it all the way to the front desk, but there is a VAST majority that don't.

While most standard gym memberships come with a plethora of enticing perks--including weekly, monthly or yearly access to a facility, free classes, unlimited access to the latest cardio and weight machines, luxurious locker rooms with free lockers, fresh-cleaned towels, and in some places, even daycare or babysitting services--they start to look less enticing the more time a client has to stand in line when they just want to get on with their workout and the rest of their day.

To remedy this constant cause of consternation for both prospective members and facility staff, EZFacility is proud to announce the **addition of online memberships** to our list of features. With online memberships, clients and perspectives are able to fill out contracts and waivers from the comfort of their own homes. EZFacility users are able to set all new memberships on autopay by default, eliminating the hassle of collecting credit card information when the client first enters the facility--again, saving time!

Recent studies have found that 15 to 20 percent of new memberships are sold online. Online memberships can now be found on EZFacility's Self-Service feature which can already be hosted on a facility's website. Online memberships create opportunities to increase other revenue streams for the facility as it will drive more traffic to their website, allowing current and prospective clients to view other products and services offered as well as promotions and events.

To boost sales of online memberships, create compelling visual examples of the various membership plans the club offers as well as any benefits of joining, i.e, exclusive discounts at nationwide retailers, one month free etc. For a more personal touch, make your rates clear and add client testimonials under each plan.

The revenue gains from online memberships are insurmountable. Stay tuned for more updates, both for EZFacility's Online Memberships feature and Self-Service offerings.

Yours Sincerely,

A handwritten signature in black ink that reads 'Mike Vidal'.

Mike Vidal  
Product Owner

## EZFacility TMS Client Spotlight – The Lab: Barbell & Social Club Celebrates Its Grand Opening!

We would like to congratulate our client, The Lab: Barbell & Social Club, on the grand opening of their new location! This is a great example of a successful Club debut. On March 12, 2016 The Lab will be hosting a Grand Opening celebration, complete with a Live DJ, food and beverages, contests, prizes, special guests, and more! It's important to make an impactful first impression, and this club is pulling out all the stops. From T-shirt giveaways, gym passes and other perks, The Lab is well on its way to making a huge brand statement and creating a community for prospective clients. We love to see our clients grow and thrive and are always interested to see the innovative ways facilities choose to promote their brand. Check out The Lab: Barbell & Social Club's website and new location offerings [here](#).



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

### 1. Sharing Memberships:

Spring Season is just around the corner! Now is the perfect time to follow up on those abandoned New Year's Resolutions. Do you know that you can share memberships between family members or friends? It is really simple to set it up.

1. Open the Client profile (The person must be an active person in the system)
2. If they are a member, click on their membership tab. It's one of the green tabs at the top of the profile.
3. Look at the active membership, and click on the word "share". A new page will open up, and all you need to do is type the name of the lucky person who gets to share that membership. Once selected, just identify their relationship in the system. The membership that is shared should normally be a family membership.



There are lots of opportunities here... maybe a Spring Special for a short term shared membership? What a great way to share fitness with those we love!

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

2. Max Visits: When setting up a membership plan, this limits how many times a client, will be allowed to check into your facility within the length of each contract. For example, if you set max visits to 10, on a month-to-month contract, this would allow clients 10 check-ins per month.

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

## Blog Highlights

## Easing Rush Hour

No one likes rush hour. The crowds, the slowness, the general irritation of having other people block your way — given the choice, most people would go far out of their way to avoid it. In fact, in a recent study by The Retention People, researchers found that the one complaint members of top-performing clubs have most often is that the clubs are too busy at peak times. This, of course, is good news for clubs: Too busy equals successful. But you have to balance that kind of success with retention. If your members become fed-up with crowded spaces and inadequate facilities, they might choose to leave and you'll be stuck watching your retention rates sink.

## ACE Urges Congress To Focus on Prevention

Recently, the American Council on Exercise (ACE) submitted a letter to Congress, urging the governmental body to redefine the U.S.'s approach to healthcare. Rather than focus on treating people who are ill, our healthcare system should emphasize illness prevention, ACE argued, while also empowering sufferers of chronic disease to manage their discomfort. As the letter put it: "[O]ur healthcare system needs to shift from one almost solely focused on responding to people who are ill to investing in preventing people from getting sick in the first place and empowering those with chronic conditions to helping themselves when they can."

## Upcoming Webinars

### **EZ Essentials - Preparing For Summer Sports Leagues**

***Date and Time: Wednesday May 18th, 2016 at 3pm EST, 8pm, GMT  
Presented by: Michael Granath -EZfacility Product Trainer***

[Register Here:](#)

This webinar will cover a variety of topics including: Advertising upcoming leagues, best practices for setting up registrations, and more!

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

### **EZ Essentials - Why Big-Data is the Ultimate Hidden Treasure**

***Date and Time: Wednesday June 16, 2016 12pm EST  
Presented by: Stacy Luchs - EZFacility Product Trainer***

[Register Here:](#)

This webinar will cover a variety of topics including: using tools you already have as well as EZFacility to increase your bottom line, business best practices for organizing and using your data, ways to stop leaving money on the table each month, 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.

[Pastime Training Center: 2011](#)  
[Homerun Softball: 2011](#)  
[Ultimate Baseball Academy: 2011](#)  
[Strong Results: 2011](#)  
[Elk Grove Muay Thai Academy: 2011](#)

## Upcoming Events



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



**Athletic Business Conference & Tradeshow**  
**November 17-19 2016**  
**Orlando, FL**

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