

Overview of the franchise of Step into Life - Sans Souci



**The opportunity to
have a healthy lifestyle, work
from home whilst helping other
people**



Award Winning Business

2006 – Rookie of the year #1
2008 – Franchise of the Year NSW
2008 – Franchise of the Year National
2010 – Franchise of the year NSW



Some Info About Step into Life Franchise

Step Into Life Australia was voted one of Business Review Weekly (BRW) magazine Fastest Growing Franchises
This is your opportunity to be a part of a dynamic, fast moving business in an industry that is booming.



Overview Of The Business

1. Operating for 8+ years
2. Strong Family and Mature membership
3. Average age 43 (since 2005)
4. Average Lifespan of a member 1.3 years (since 2005)
5. Average age 44 (current)
6. Average lifespan 2.84 years (current)
7. Current Membership 60 - 40 Females & 20 Males
8. Average sessions per week = 128
9. Average turnover for past 4 years \$115,000 ex gst.

Know Your Local Area



The demographic in Sans Souci is that of strong family base and maturity 95% of the member base are local people although there is a percentage of long term members that travel from Sutherland, Gymea and Strathfield to come here, but most are local people with good education and income. There is a strong 2nd and 3rd generation of Greek population in the area but there is not one nationality that would stand out within the membership.

The location is ideal for Group Personal Training and is highly sort after. Good parklands and ample beach with water bubblers, toilets and RCC have in place a limit of 3 group outdoor training groups at one time. Step into Life Sans Souci has held a permit since inception in 2005.

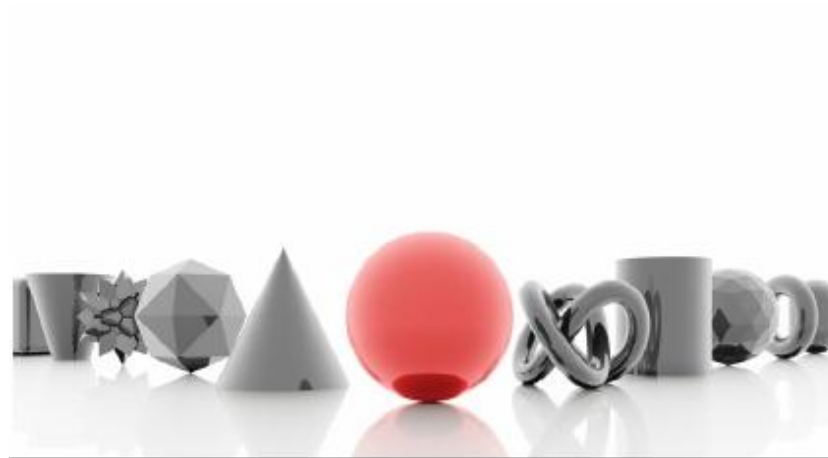
The 16 Foot Sailing Club car park acts as a perfect wet weather venue and the management and staff are extremely accommodating and there is no charge for usage. Also Sans Souci Public School is a secondary wet weather venue and at a small charge we have often used the school hall or COLA shelter.

Your Investment



This business is growing and is currently valued at
\$49,950.00

Urgent Sale Going Overseas



What You Get...



1. Client Base 60
2. Data base of 300+ people
3. Solid good reputation
4. Relationships built with allied health professionals
5. Long term Council relationship
6. Local Brand Awareness
7. 2 trailers
8. Fully equipped
9. Stretch boards
10. Heart rate boards
11. Wheel clamps x 2
12. Trailer head lock x 1
13. Flying banner
14. Real Estate advertising board
15. Office equipment
16. Stationery
17. Internal SiL training days
18. Refreshers (manuals/procedures/programs)
19. Support from other Franchise owners
20. My support in making a smooth transition
21. Annual Conference
22. Annual Marketing calendar broken into quarterly business planning
23. Opportunity to be a SiL Master Trainer
24. Contribute your ideas for lesson plans
25. Receive approved lesson plans
26. Set a timetable that suits your lifestyle
27. 11 hours field work
28. Ability to have flexible working hours
29. Family friendly working hours/home office
30. Have a pool of reliable Assistant Trainers (2)
31. Or be Self Employed
32. Ample free car parking at venue
33. 1 trailer left at car park for long periods of time for advertising
34. High Exposure Venue
35. Multiple terrain - use of parkland, sand & water for training programs
36. Away from residential area = no noise issue
37. Popular local fun runs e.g. St George Athletics Club, Brighton Dash & Sri Chinmoy fun runs start and finish at the venue, Sutherland 2 Surf

The Road Ahead



We would like to share further information with you about the business, however to qualify for this confidential information we need from you

1. To sign a confidentiality agreement regarding the financials of the business
2. To prove or show you have access to funding to buy the business
3. That you passionately want to make a difference to the health and lives of others whilst enjoying a great lifestyle and the freedom of working your own business

Support and Security



- ✓ Complete Support From Head Office
- ✓ Complete Support From Jan Frapiccini (current owner)
- ✓ Full transitional Support up to 60 days
- ✓ Secure Ongoing Income
- ✓ Freedom & Flexibility

Next Step



Your Next Step Is To Simply...

Call this No. **0401 745 922**

For full financials.