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**FRANCHISE
OPPORTUNITY**

This is not a franchise offering. A franchise offering can be made by us only in a state if we are first registered, excluded, exempted or otherwise qualified to offer franchises in that state, and only if we provide you with an appropriate franchise disclosure document. Follow-up or individualized responses to you that involve either effecting or attempting to effect the sale of a franchise will be made only if we are first in compliance with state registration requirements, or are covered by an applicable state exclusion or exemption.



An Opportunity to Make a Difference

55PLUS.FITNESS is a new fitness concept from the founders of Loved Ones Senior Care. Brendan Skeen, during his time in the senior care industry, noticed the need for a niche fitness facility catering to older active adults. The franchised version of this business is perfect for those who would like to get involved in the rapidly expanding senior services sector but lack the desire or ability to commit the amount of sweat equity required to launch and operate other types of senior service franchises, such as an in-home senior care franchise. The fitness industry continues to grow in size and relevance as evidenced by, in this past year alone Orange Theory Fitness added 247 units (averaging over \$780,000 investment per franchised location) and Planet Fitness surpassed 1500 open locations with another 1000 franchises sold and in development (averaging over >\$2,000,000 investment per franchised location)

55PLUS is a fitness facility that was created for active adults 55 and older who are looking to improve and maintain their physical health while remaining socially engaged with their peers. Each 55PLUS location will have state of the art fitness equipment, clean comfortable furnishings, high quality snack/beverages, and will offer high-end retail products, including our own line of 55PLUS products. The 55PLUS fitness program consists of cardio for heart health, low impact weight training machines, diet suggestions, and classes for strength, flexibility, mobility, and more. Additionally, 55PLUS incorporates a lounge and food/beverage service area to encourage socialization to improve overall health and quality of life not just physical condition. Each and every 55PLUS will offer its members a clean, modern, comfortable, and truly judgment free environment.

The first 55PLUS location is currently in development in Suwanee, GA (Metro Atlanta) with a projected opening of Summer 2019. 55PLUS has established policies and procedures that identify and utilize best practices to foster your success. 55PLUS has contracted with strategic partners in real estate, design, construction, training, & fitness equipment to streamline the opening of your franchise while minimizing the investment required.

Through franchising, the company plans to expand across United States, and in time internationally. 55PLUS will deliver a strong concept that will combine membership-based enrollment with the simple goal of offering a sanctuary to active adults who are overwhelmed and ill at ease with the typical gym experience.

**Join 55PLUS.FITNESS
and make a difference
in your community and
in your life!**



55PLUS.FITNESS

is unlike other gym options

55PLUS.FITNESS is a fitness center for active older adults who are looking for an alternative to the available gym concepts. 55PLUS strives to provide all of our members, no matter their age or physical condition, with a clean, modern, and comfortable environment to get or stay healthy....physically, socially, and emotionally.

The physical location of the franchise model will be a fixed retail location, typically located in a strip mall. The design and layout are simple and modern in nature. The operational complexity is lessened through technology and training, yet still delivers an extremely rewarding and first-class experience to the customer. The 55PLUS management team will continue to improve the effectiveness of the operational side of the business.

The 55PLUS fitness program utilizes a circuit of equipment with low impact strength training machines, cardio equipment, and classroom space allowing for yoga and other classes. An important aspect of the 55PLUS concept is member socialization. Members gather in a lounge area with comfortable furnishings, televisions, and a Cafe55, a small food/beverage service counter featuring snacks, juices, coffee, and tea. This encourages our members to relax and creates a community feel.



Often times, fitness studios are opened by someone with a niche area of training expertise, but they typically lack the business savvy and knowledge to run the marketing and operational side of the business. Opening a 55PLUS franchise allows an individual with a passion for health and fitness who has little or no experience in the fitness industry or running a business to capitalize on the greying of America, by plugging into a proven system of marketing, administrative procedures, and management. This allows the franchisee to focus on building their club memberships and customer satisfaction.

The franchised units will range from 2,500 to 3,500 ft² of space and will be tastefully and ergonomically designed with a clean modern theme. Each location will have 1-2 bathrooms and 2-3 changing rooms (but no showers) to reduce initial build-out costs and ongoing maintenance. Location will be paramount; each space will be carefully selected but will vary depending on the location, space available, and other considerations. 55PLUS has partnered with Colliers International Real Estate to carefully examine each market and each individual location. They will examine factors such as but not limited to traffic patterns, area demographics, parking availability, anchor locations, and other trends to ensure that franchisees are signing favorable leases in a great location.



Supported By a Team of Professionals

A member of 55PLUS.Fitness field support staff will visit each franchisee according to the following schedule:

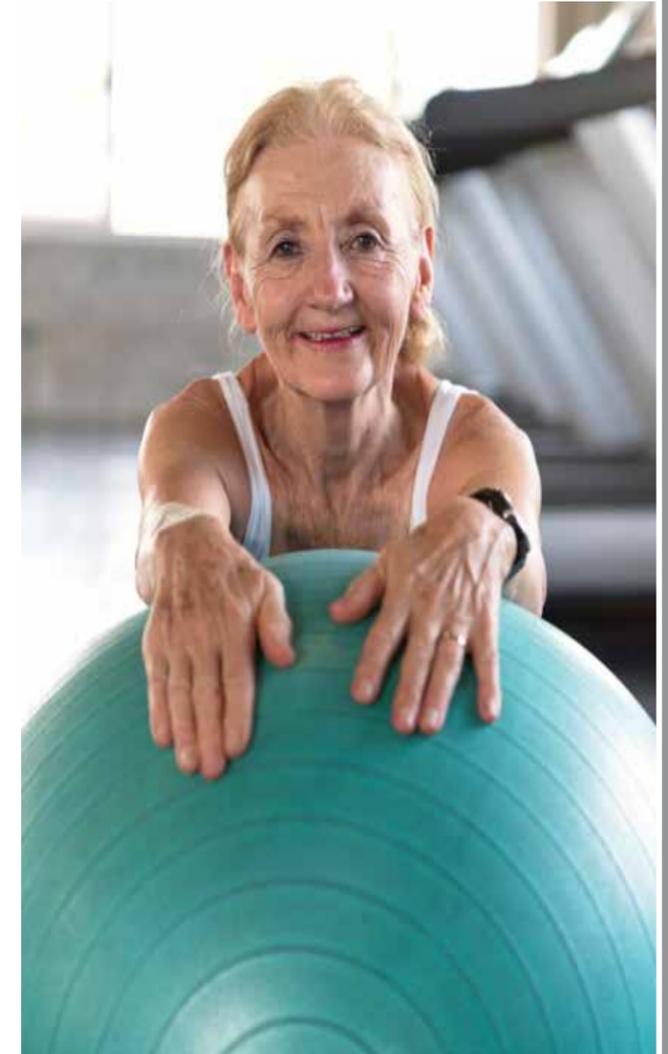
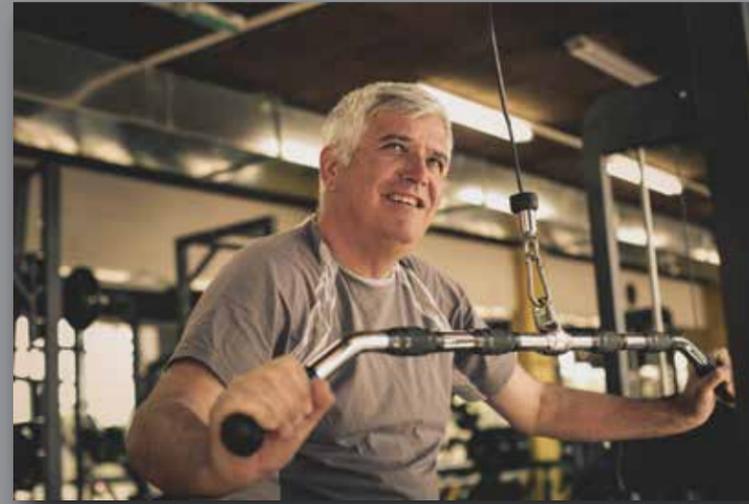
Year 1 –	Monthly
Year 2 –	Bimonthly
Year 3 and Thereafter –	Quarterly

55PLUS will hire one field supervisor for every 20-25 franchises in the field. This is a support model which will allow for a higher quality of support and guidance than what is typically provided by most franchisors. The Franchisor has incorporated a formalized mechanism for ensuring quality control among franchisees that will be implemented by the field support staff. Members of the corporate franchise operations staff will perform supervision of field support staff and their duties.

In addition to field support, members of the 55PLUS corporate staff or a designee will provide the services listed below. 55PLUS will assign a specific person to cover each of these support areas (one person can be assigned to more than one task). The names of support staff members who are officers, directors, or have significant management responsibility in conjunction with franchisees will be disclosed in the 55PLUS.fitness Franchise Disclosure Document.

Operational Support

The Franchisor will provide ongoing training and support in many areas critical to the success of the franchisee's business, including unit operations and maintenance, customer-service techniques, product ordering, human resources, suggested pricing guidelines and administrative procedures.



Marketing Support

55PLUS has developed advertising materials and strategies for the benefit of all members of the franchise network. It will also supply franchisees with consumer marketing plans and materials for use at the local or regional level and retains the right to approve all local advertising materials that the franchisee chooses to develop. Eventually, all marketing materials and collateral may be uploaded on to an intranet that would provide the franchisees the ability to download documents whenever needed.

Franchisee Purchasing

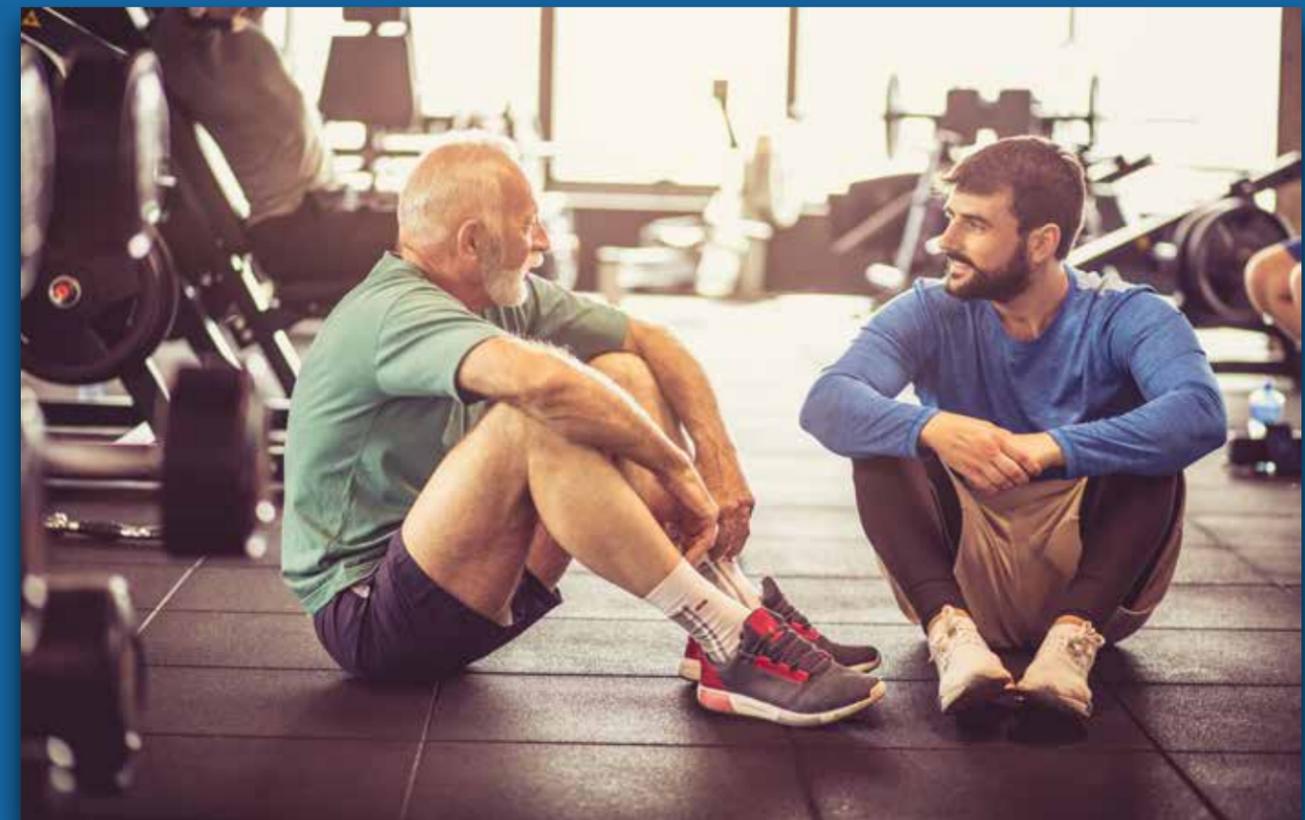
The Franchisor or its affiliate have negotiated and will continue to secure new discounts on behalf of all of its members, passing these savings on to the franchisees. This will include elements such as apparel, business supplies, marketing materials and other needed items for operating a 55PLUS location.

Accounting/Audit/Legal

Reporting directly to administration, this department is responsible for the financial and legal oversight of franchisees. 55PLUS will be providing support and guidance to franchisees on how to manage their books, however franchisees will need to hire their own CPA and legal professional for their individual business.

Ongoing Research and Development

55PLUS management and leadership will continue to research methods and techniques for franchise operations (including purchasing and promotional schemes) that enhance unit-level profitability.



The Next Step

Join an emerging concept serving the increased need for better, senior fitness facilities. Join the growing number of franchise owners who have taken control of their futures. Join 55PLUS.fitness.

To take the next step toward independent business ownership in the fitness industry, please fill out the form located at:

<http://www.55plusfranchise.com>

Or, if you have specific questions, please contact us, and we will guide you toward the decision that could make an enormous difference - for you, your family, and your community.

We appreciate your interest in the 55PLUS.FITNESS franchise opportunity and look forward to hearing from you soon!

