



## **Notice of Price Adjustment for 2023**

To all our valued clients and friends,

21 Years in business is a huge milestone and one I never thought I'd see - yet here we are celebrating in a very different world than 2002! Certainly, I am proud of all we've achieved but find we can't move forward or even continue to provide the same services and level of quality that you expect without bringing our founding prices to today's costs in step with a rise in inflation, cost to operate including a pay raise for instructors and increasing monthly overhead for our amazing space. As many of you know, in 2020 our industry was greatly impacted by a pandemic and we still struggle to overcome the loss of business nearly 3 years later. I also recognize the importance of staying competitive while providing online options as well in today's fitness world. Please know that the decision and need to notify all of you of this minimal price adjustment was arrived at with careful consideration and will affect each of you differently based on the flexible payment options we've always provided. Additionally, some package types may be eliminated to streamline our offerings while upgrading your membership access and benefits. These updates will take effect in your January/February EFT payments.

Here's a summary of what you can expect and each of you will be notified via of your price adjustment and package options.

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- Members joining between 2002 - 2013, those on quarterly promo payment plans, & spouse 50% off benefits will change:  
*\$12 monthly increase that will **include access to AOK! FIT.TV in your AOK! APP**.* You'll find cardio, strength, signature exclusives like The Accumulator and the Phase 20\21 program! You'll now have more AOK! anywhere you are with a tap of a button in your AOK! APP! This added value with minimal will still keep your founding rates lower than today's current pricing plus all the benefits of AOK! On the go!

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The following member types will be adjusted:

- Members currently on Auto-Fit 36 Memberships paying \$63/69 per month - New monthly Rate \$79
- Members currently on Auto-Fit 24 paying \$73/79 per month - New Monthly Rate \$89
- Members currently on Auto-Fit 12 at \$83/89 per month - New Monthly Rate \$99

*These are current rates on the same package types but you will also **now have access to AOK! FIT.TV in your AOK! APP**.* You'll find cardio, strength, signature exclusives like The Accumulator and the Phase 20\21 program! You'll now have AOK! anywhere you are with a tap of a button in your AOK! APP!

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*Auto-Fit Members 12/24/36 or \$22/\$99 members or those bought in at \$79-\$119 per month to start will NOT see any price change automatically instead until 1-30-23 you'll have the option to add AOK! Fit TV in APP to your membership for just \$15 per month (minimum 3 months required but you can cancel anytime after 90 days is up) This is a 50% savings off our current monthly access cost of \$30 per month and a limited time offer exclusively for members. Please email at [aokfitness@gmail.com](mailto:aokfitness@gmail.com) if you'd like to take advantage of the special offer.*

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### Individual Category Membership Type Elimination

It's always been our mission at AOK! to provide our clients with the benefits of a complete fitness program that includes cardio, strength and flexibility. The industry emphasis and evidence of the results & injury prevention of a cross-training program calls for the elimination of the following package types:

#### Single category access will be eliminated ie. Yoga only or Group Fitness Only.

- You will be upgraded to Auto-Fit 36 pricing for the remainder of time on your current agreement at \$79 per month. At the conclusion of your current term, you may change your package to any other Auto-Fit 12/24 or continue with the Auto-Fit 36 renewing for that term and cost monthly. You could also choose with 30 days notice prior to your renewal date to opt-out of Unlimited Access Packaging and choose a month to month option, Flex Pass or Drop-in rate at that time. I think you'll love the added class options for yourself.
- You may also add AOK! FIT TV for a promo rate of \$15 per month with a minimum of 3 months if you'd like. This 50% savings offer ends 1-30-23

All Other Membership Types including Annual/6 Month etc may also add AOK! FIT TV for a promo rate of \$15 per month with a minimum of 3 months if you'd like. This 50% savings offer ends 1-30-23 EFT is required or you can pay for a year at \$180 total.

One further important reminder to update your payment info to Checking Account info by Feb1st 2023 to avoid the annual credit card usage fee of \$50.

Please note: All agreements and their associated policies remain in force. Any questions, please EMAIL to [aokfitness@gmail.com](mailto:aokfitness@gmail.com)

I want to thank you for taking the time to read thoroughly. I appreciate your understanding in acknowledging that this was not easy but necessary for AOK!, my team of amazing instructors and for myself to continue to stay in business. I've learned that total transparency is always best - I want to honor everything I promise but I need to keep the doors open as costs are on the rise. For my staff that have to pay for subscriptions to teach Buti, High monthly etc. These fees add up, continuing education is required and I want to respect their time and costs too. Music and Venue licenses and platforms to support your journey especially AOK! FIT TV requires fees as well - with your support, we can be competitive yet still stay at a lower cost than competitor programs as AOK!, grows while offering more variety than ever before both in-studio and wherever you are!

Thank you truly, I look forward to the future with a little less stress because of your commitment to AOK!

Sincerely,

Kim Flaherty, Owner

AOK! Fitness