



JOIN THE IRON NATION NOW!

ARE YOU IN?

IRON NATION IS TAKING OVER THE BOOMING FITNESS INDUSTRY WITH A MISSION TO BECOME THE MOST RECOGNIZABLE BRAND IN THE COUNTRY. THIS IS AN EXCITING OPPORTUNITY FOR PASSIONATE ENTREPRENEURS TO MUSCLE THEIR WAY INTO THE MARKET AND BENEFIT FROM OUR RAPIDLY EXPANDING AND PROVEN BUSINESS MODEL WITH A HIGH POTENTIAL FOR PROFITABILITY IN NO TIME!

With our streamlined systems, training protocols, marketing materials, and innovative ideas, we have grown to four locations in just five years! The Canadian gym, health, and fitness club industry is worth \$4.7 billion today and we set ourselves apart through atmosphere, design, equipment, cleanliness, and modern marketing!

This is a chance to join the big leagues of business ownership. It's easier than ever to run a thriving gym with less risk and more reward by plugging right into our proven systems of marketing, administrative procedures, and management. We've also created a cutting-edge interactive fitness app to help customers stay on track and achieve their goals!

We're crushing it in the fitness field and we want you to join our community of go-getters and change-makers. The time is now... Are You IN?



WE CAN GO THE DISTANCE TOGETHER



Growing Industry - With recession-proof tactics in a continuously growing industry Iron Nation is perfectly poised to be the fastest-growing fitness brand in Canada.



Profitable Model - Iron Nation has an extremely strong potential ROI with a financially sound concept that has been streamlined for profitability and proven in the industry.



Easy To Operate - The Iron Nation model is operationally structured to run smoothly with a small staff and streamlined workflows, and established process management.



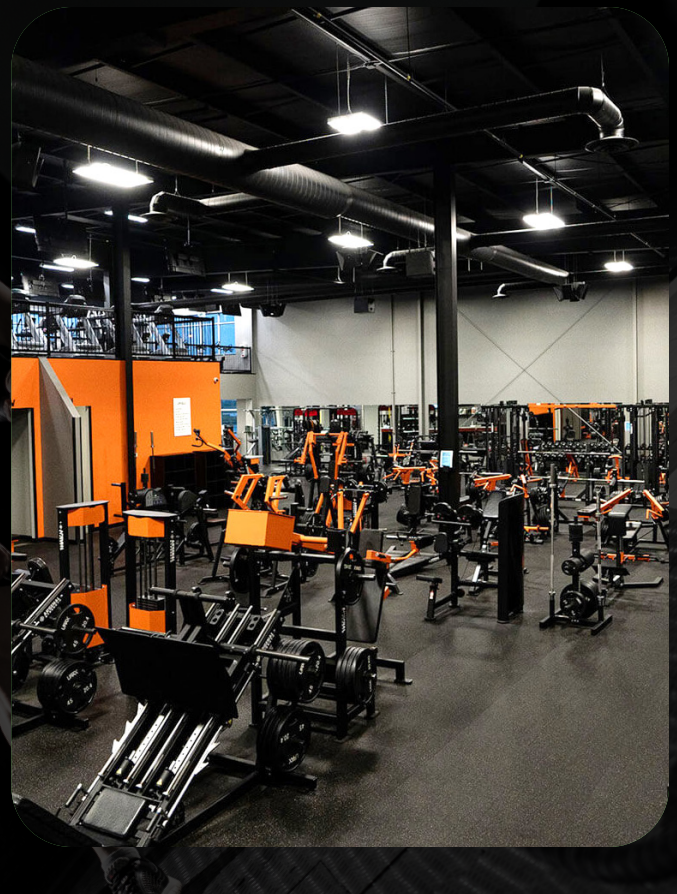
In-Demand Services - Consumers want a powerhouse fitness studio with a focus on strength training. Iron Nation Fitness fits the bill perfectly.



Unique Experience - Iron Nation provides a unique fitness experience with clean state-of-the-art facilities, personal trainers, a mobile app, and more.



Proven Playbook - The Iron Nation team has created a playbook for franchisees to follow step by step to ensure success allowing access to a wide range of benefits.



ARE YOU IN IT TO WIN IT?

We are looking to partner with fitness enthusiasts who have business backgrounds and

- » Can multitask and problem solve
- » Are eager to learn and motivated to reach goals
- » Have passion and a strong work ethic



INVEST IN YOUR FUTURE

AVERAGE INITIAL INVESTMENT:
\$2,000,000

FRANCHISE FEE:
\$50,000

ROYALTY FEE:
6% OF GROSS SALES

CORPORATE MARKETING:
1% OF GROSS SALES

LOCAL ADVERTISING:
3% OF GROSS SALES



WE DO ALL THE HEAVY LIFTING

- » Our expert training and ongoing support optimize profitability so franchisees can focus on what matters most, their gains and growth!
- » Ongoing guidance in customer-service techniques, product ordering, suggested pricing guidelines, and administrative procedures.
- » Development of advertising materials with consumer marketing plans to leverage our modern and recognizable brand.
- » Guidance in gym design, equipment selection, and location scouting with world-class designers, real estate specialists, and cutting-edge technology.
- » Specialized fitness software systems and a fully secure payment portal that is easy to use and customize for the best membership retention results.



It's time to take your life to the next level. Start the next step of your new journey by contacting us at **587-343-2009** or franchise@ironnationfitness.com today!