



General Manager — Full-market compensation map

50TH PERCENTILE & UP • ALL RELEVANT COMPETITORS

PREPARED FOR: ULTIMATELY LONGEVITY CENTER — AVENTURA, FL 33180 • AUGUST 2026 • PREPARED BY: TALENTFLO

One of South Florida's most competitive corridors for premium wellness & longevity talent.

Aventura, FL 33180 concentrates multiple longevity-focused operators inside a single trade area – all competing for the same general-manager talent pool.

This report provides a quick-scan view of the full compensation landscape from 50th percentile through 90th+ percentile, so your team can identify where to position offers based on budget, timeline, and candidate caliber.

KEY DIRECT COMPETITORS

Next Health	Esplanade at Aventura, 19505 Biscayne Blvd, Miami, FL 33180 – the most direct competitor with a physical location in the corridor.
NeoMedicine Institute	Physician-led longevity medicine and stem cell therapy with a triple board-certified doctor.
Longevity Center of Aventura	Cutting-edge solutions for optimal wellness.
Gameday Men’s Health Aventura	Clinician-guided anti-aging and longevity care focused on energy, recovery, and long-term vitality.
Other longevity entities	Multiple additional longevity-focused operators in the immediate area.

Let's dig into the numbers.

Master compensation grid – all competitors, all percentiles. Ten grids, one quick-scan comparison, and three recommended offer strategies.

Orangetheory Fitness — Studio Manager / General Manager

FRANCHISE FITNESS · ANCHOR BENCHMARK

COMPONENT	50TH %ILE	65TH %ILE	75TH %ILE	90TH+ %ILE
Base salary	\$55,000–\$65,000	\$67,000–\$78,000	\$78,000–\$90,000	\$90,000–\$95,000
Monthly membership bonus	\$800–\$1,500	\$1,800–\$3,000	\$3,000–\$5,000	\$5,000–\$7,000+
Monthly retention / EFT bonus	\$400–\$800	\$900–\$1,500	\$1,500–\$2,500	\$2,500–\$3,000
Quarterly bonus	\$1,500–\$2,500	\$3,000–\$4,500	\$4,500–\$7,000	\$7,000–\$10,000
Annual bonus	\$3,000–\$6,000	\$7,000–\$12,000	\$12,000–\$20,000	\$20,000–\$25,000
Total OTE	\$82K–\$105K	\$115K–\$145K	\$150K–\$185K	\$185K–\$200K+

STUDIO PROFILE BY PERCENTILE

50TH

300–450 members, hitting 80–90% of targets

65TH

450–600 members, hitting 90–110% of targets

75TH

600–750 members, consistently 110–125% of targets

90TH+

750+ members, President’s Club, multi-year top performer

Restore Hyper Wellness — Studio Manager / General Manager

RECOVERY & WELLNESS FRANCHISE

COMPONENT	50TH %ILE	65TH %ILE	75TH %ILE	90TH+ %ILE
Base salary	\$58,000–\$68,000	\$70,000–\$82,000	\$82,000–\$95,000	\$95,000–\$110,000
Monthly revenue bonus	\$1,200–\$2,000	\$2,200–\$3,500	\$3,500–\$5,500	\$5,500–\$7,500
Monthly membership growth	\$800–\$1,200	\$1,400–\$2,500	\$2,500–\$4,000	\$4,000–\$5,500
Quarterly KPI bonus	\$1,500–\$3,000	\$3,500–\$5,500	\$5,500–\$8,000	\$8,000–\$12,000
Annual bonus	\$4,000–\$7,000	\$8,000–\$14,000	\$14,000–\$20,000	\$20,000–\$30,000
Total OTE	\$95K–\$120K	\$125K–\$160K	\$160K–\$185K	\$190K–\$225K

Next Health — Center Manager / General Manager

HIGHEST-PRIORITY POACH TARGET

COMPONENT	50TH %ILE	65TH %ILE	75TH %ILE	90TH+ %ILE
Base salary	\$80,000–\$98,000	\$100,000–\$120,000	\$120,000–\$140,000	\$140,000–\$165,000
Monthly membership / revenue bonus	\$1,500–\$3,000	\$3,000–\$5,000	\$5,000–\$7,500	\$7,500–\$10,000+
Quarterly performance bonus	\$4,000–\$6,500	\$6,500–\$10,000	\$10,000–\$15,000	\$15,000–\$20,000
Annual bonus	\$8,000–\$12,000	\$14,000–\$22,000	\$22,000–\$35,000	\$35,000–\$50,000
Total OTE	\$125K–\$160K	\$165K–\$215K	\$215K–\$250K	\$255K–\$310K

Your most direct competitor, with a physical Aventura location (Esplanade at Aventura, 19505 Biscayne Blvd) – NAD+ therapy, IV drips, hormone optimization, hyperbaric oxygen, infrared therapy, EB00 ozone & plasma exchange. Their GM talent pool is the highest-priority poach target.

Fountain Life — Center Director / General Manager

VC-BACKED LONGEVITY · CEILING OF THE MARKET

COMPONENT	50TH %ILE	65TH %ILE	75TH %ILE	90TH+ %ILE
Base salary	\$110,000–\$130,000	\$135,000–\$155,000	\$155,000–\$175,000	\$175,000–\$200,000
Quarterly bonus	\$5,000–\$8,000/qtr	\$8,000–\$14,000/qtr	\$14,000–\$20,000/qtr	\$20,000–\$30,000/qtr
Annual bonus / equity vest	\$15,000–\$25,000	\$28,000–\$45,000	\$45,000–\$75,000	\$75,000–\$100,000+
Equity / options	Limited	Moderate	Meaningful	Significant
Total OTE (Cash)	\$160K–\$200K	\$205K–\$260K	\$260K–\$310K	\$320K–\$400K+

OsteoStrong — Studio Manager

BOUTIQUE SKELETAL-STRENGTH FRANCHISE

COMPONENT	50TH %ILE	65TH %ILE	75TH %ILE	90TH+ %ILE
Base salary	\$45,000–\$55,000	\$56,000–\$66,000	\$66,000–\$78,000	\$78,000–\$88,000
Monthly membership bonus	\$800–\$1,500	\$1,600–\$2,800	\$2,800–\$4,000	\$4,000–\$5,500
Monthly session / utilization	\$400–\$800	\$900–\$1,600	\$1,600–\$2,500	\$2,500–\$3,500
Total OTE	\$68K–\$88K	\$92K–\$120K	\$120K–\$140K	\$145K–\$170K

Equinox — General Manager

LUXURY FITNESS · PREMIUM TALENT POOL

COMPONENT	50TH %ILE	65TH %ILE	75TH %ILE	90TH+ %ILE
Base salary	\$95,000–\$115,000	\$105,000–\$130,000	\$130,000–\$155,000	\$155,000–\$180,000
Quarterly performance bonus	\$5,000–\$8,000/qtr	\$7,500–\$12,000/qtr	\$12,000–\$18,000/qtr	\$18,000–\$25,000/qtr
Annual bonus	\$10,000–\$18,000	\$18,000–\$30,000	\$30,000–\$50,000	\$50,000–\$75,000
Total OTE	\$130K–\$165K	\$140K–\$190K	\$190K–\$240K	\$245K–\$305K

Life Time — General Manager

ATHLETIC COUNTRY CLUB

COMPONENT	50TH %ILE	65TH %ILE	75TH %ILE	90TH+ %ILE
Base salary	\$88,000–\$105,000	\$95,000–\$120,000	\$120,000–\$140,000	\$140,000–\$160,000
Quarterly performance bonus	\$4,000–\$7,000/qtr	\$6,500–\$10,000/qtr	\$10,000–\$15,000/qtr	\$15,000–\$22,000/qtr
Annual bonus	\$8,000–\$15,000	\$15,000–\$25,000	\$25,000–\$40,000	\$40,000–\$60,000
Total OTE	\$115K–\$150K	\$128K–\$172K	\$172K–\$215K	\$220K–\$275K

Barry's — Studio Manager

BOUTIQUE STUDIO · PREMIUM BRAND

COMPONENT	50TH %ILE	65TH %ILE	75TH %ILE	90TH+ %ILE
Base salary	\$62,000-\$72,000	\$68,000-\$80,000	\$80,000-\$92,000	\$92,000-\$105,000
Monthly sales bonus	\$1,200-\$2,000	\$2,000-\$3,200	\$3,200-\$4,500	\$4,500-\$6,000
Quarterly bonus	\$2,000-\$3,500	\$3,500-\$5,500	\$5,500-\$8,000	\$8,000-\$12,000
Annual bonus	\$5,000-\$8,000	\$8,000-\$14,000	\$14,000-\$22,000	\$22,000-\$30,000
Total OTE	\$88K-\$110K	\$95K-\$120K	\$120K-\$148K	\$150K-\$185K

solidcore — Studio Manager

BOUTIQUE PILATES

COMPONENT	50TH %ILE	65TH %ILE	75TH %ILE	90TH+ %ILE
Base salary	\$52,000-\$62,000	\$58,000-\$72,000	\$72,000-\$82,000	\$82,000-\$95,000
Monthly sales / revenue bonus	\$1,000-\$1,800	\$1,800-\$2,800	\$2,800-\$4,000	\$4,000-\$5,500
Quarterly bonus	\$1,500-\$2,800	\$2,800-\$4,500	\$4,500-\$6,500	\$6,500-\$9,000
Total OTE	\$72K-\$95K	\$80K-\$108K	\$108K-\$135K	\$135K-\$165K

Rumble / F45 / Club Pilates / StretchLab

BOUTIQUE TIER — TOTAL OTE BY BRAND

BRAND	50TH %ILE OTE	65TH %ILE OTE	75TH %ILE OTE	90TH+ %ILE OTE
Rumble	\$72K-\$92K	\$82K-\$108K	\$108K-\$128K	\$130K-\$155K
F45 Training	\$62K-\$82K	\$68K-\$90K	\$90K-\$112K	\$115K-\$140K
Club Pilates	\$55K-\$72K	\$68K-\$88K	\$88K-\$108K	\$110K-\$130K
StretchLab / AKT	\$48K-\$65K	\$60K-\$82K	\$82K-\$98K	\$100K-\$120K

Luxury Med Spa / Aesthetic Clinic — Director

ADJACENT TALENT POOL • HNW CLIENT EXPERIENCE

COMPONENT	50TH %ILE	65TH %ILE	75TH %ILE	90TH+ %ILE
Base salary	\$72,000-\$90,000	\$88,000-\$108,000	\$108,000-\$130,000	\$130,000-\$155,000
Monthly commission (treatments + product)	\$2,000-\$3,500	\$3,500-\$5,500	\$5,500-\$8,000	\$8,000-\$12,000
Quarterly / annual bonus	\$6,000-\$12,000	\$12,000-\$22,000	\$22,000-\$35,000	\$35,000-\$50,000
Total OTE	\$108K-\$140K	\$138K-\$178K	\$178K-\$225K	\$230K-\$290K

Visual OTE comparison — quick scan

BAR LENGTH ∝ TOP OF RANGE · \$0-\$420K

	50TH %ILE	65TH %ILE	75TH %ILE	90TH+ %ILE
StretchLab / AKT	\$48-65K 	\$60-82K 	\$82-98K 	\$100-120K
Club Pilates	\$55-72K 	\$68-88K 	\$88-108K 	\$110-130K
F45 Training	\$62-82K 	\$68-90K 	\$90-112K 	\$115-140K
OsteoStrong	\$68-88K 	\$92-120K 	\$120-140K 	\$145-170K
solidcore	\$72-95K 	\$80-108K 	\$108-135K 	\$135-165K
Rumble	\$72-92K 	\$82-108K 	\$108-128K 	\$130-155K
Orangetheory	\$82-105K 	\$115-145K 	\$150-185K 	\$185-200K+
Barry's	\$88-110K 	\$95-120K 	\$120-148K 	\$150-185K
Restore	\$95-120K 	\$125-160K 	\$160-185K 	\$190-225K
Med Spa Director	\$108-140K 	\$138-178K 	\$178-225K 	\$230-290K
Life Time	\$115-150K 	\$128-172K 	\$172-215K 	\$220-275K
Next Health	\$125-160K 	\$165-215K 	\$215-250K 	\$255-310K
Equinox	\$130-165K 	\$140-190K 	\$190-240K 	\$245-305K
Fountain Life	\$160-200K 	\$205-260K 	\$260-310K 	\$320-400K+
ULTIMATELY TARGET →	N/A	\$180-210K 	\$215-250K 	\$260-300K+

Side-by-side OTE summary — all competitors

COMPETITOR	50TH %ILE OTE	65TH %ILE OTE	75TH %ILE OTE	90TH+ %ILE OTE
StretchLab / AKT	\$48K-\$65K	\$60K-\$82K	\$82K-\$98K	\$100K-\$120K
Club Pilates	\$55K-\$72K	\$68K-\$88K	\$88K-\$108K	\$110K-\$130K
F45 Training	\$62K-\$82K	\$68K-\$90K	\$90K-\$112K	\$115K-\$140K
OsteoStrong	\$68K-\$88K	\$92K-\$120K	\$120K-\$140K	\$145K-\$170K
solidcore	\$72K-\$95K	\$80K-\$108K	\$108K-\$135K	\$135K-\$165K
Rumble	\$72K-\$92K	\$82K-\$108K	\$108K-\$128K	\$130K-\$155K
Orangetheory Fitness	\$82K-\$105K	\$115K-\$145K	\$150K-\$185K	\$185K-\$200K+
Barry's	\$88K-\$110K	\$95K-\$120K	\$120K-\$148K	\$150K-\$185K
Restore Hyper Wellness	\$95K-\$120K	\$125K-\$160K	\$160K-\$185K	\$190K-\$225K
Med Spa / Aesthetic Director	\$108K-\$140K	\$138K-\$178K	\$178K-\$225K	\$230K-\$290K
Life Time	\$115K-\$150K	\$128K-\$172K	\$172K-\$215K	\$220K-\$275K
Next Health	\$125K-\$160K	\$165K-\$215K	\$215K-\$250K	\$255K-\$310K
Equinox	\$130K-\$165K	\$140K-\$190K	\$190K-\$240K	\$245K-\$305K
Fountain Life	\$160K-\$200K	\$205K-\$260K	\$260K-\$310K	\$320K-\$400K+
ULTIMATELY TARGET →	N/A	\$180K-\$210K	\$215K-\$250K	\$260K-\$300K+

Recommended positioning — by strategy

ULTIMATELY LONGEVITY CENTER

OPTION A · VALUE HIRE

Step-up candidates

Target: 50th-65th percentile talent

Base salary	\$95,000-\$115,000
Monthly bonus (mbr + rev)	\$2,500-\$4,000/mo
Quarterly KPI bonus	\$3,000-\$6,000/qtr
Annual profitability	\$8,000-\$18,000

TOTAL OTE **\$145K-\$180K**

BEST FOR

Promoting an OTF top performer, OsteoStrong star, or boutique multi-unit SM into their first "big" GM role.

RISK

Higher ramp time; needs coaching / support infrastructure.

OPTION B · MARKET COMPETITIVE

Proven operators

Target: 65th-75th percentile talent

Base salary	\$120,000-\$145,000
Monthly bonus (mbr + rev)	\$3,000-\$5,500/mo
Quarterly KPI bonus	\$5,000-\$9,000/qtr
Annual profitability	\$15,000-\$35,000
Signing bonus	\$10,000-\$15,000

TOTAL OTE **\$185K-\$235K**

BEST FOR

Pulling proven GMs from Restore, OTF (top performers), Life Time, or lower-performing Next Health managers.

RISK

Moderate; may still lose to Equinox / Next Health offers.

OPTION C · PREMIUM / MUST-WIN

Top-of-market talent

Target: 75th-90th percentile talent

Base salary	\$140,000-\$165,000
Monthly bonus (mbr + rev)	\$4,000-\$7,000/mo
Quarterly KPI bonus	\$7,500-\$12,000/qtr
Annual profitability	\$25,000-\$55,000
Signing bonus	\$15,000-\$25,000

Equity / profit-share 1-3% phantom equity or profit pool (vests 3-4 yrs)

TOTAL OTE **\$240K-\$300K+**

BEST FOR

Recruiting directly from Next Health, Equinox, Fountain Life, or a luxury med-spa director with a book of HNW clients.

RISK

Low execution risk; high cost; must have the revenue model to support it.

Base salary comparison — all percentiles at a glance

COMPETITOR	50TH BASE	65TH BASE	75TH BASE	90TH BASE
Orangetheory Fitness	\$55K-\$65K	\$67K-\$78K	\$78K-\$90K	\$90K-\$95K
Restore Hyper Wellness	\$58K-\$68K	\$70K-\$82K	\$82K-\$95K	\$95K-\$110K
Barry's	\$62K-\$72K	\$68K-\$80K	\$80K-\$92K	\$92K-\$105K
solidcore	\$52K-\$62K	\$58K-\$72K	\$72K-\$82K	\$82K-\$95K
Life Time	\$88K-\$105K	\$95K-\$120K	\$120K-\$140K	\$140K-\$160K
Equinox	\$95K-\$115K	\$105K-\$130K	\$130K-\$155K	\$155K-\$180K
Next Health	\$80K-\$98K	\$100K-\$120K	\$120K-\$140K	\$140K-\$165K
Fountain Life	\$110K-\$130K	\$135K-\$155K	\$155K-\$175K	\$175K-\$200K
Med Spa Director	\$72K-\$90K	\$88K-\$108K	\$108K-\$130K	\$130K-\$155K
ULTIMATELY (REC'D) →	—	\$120K-\$140K	\$140K-\$160K	\$160K-\$175K

How the variable money works — and what makes candidates move

COMPETITOR	MONTHLY VARIABLE	QUARTERLY VARIABLE	ANNUAL VARIABLE	% VARIABLE OF OTE
Orangetheory Fitness	\$1,200-\$5,000	\$1,500-\$7,000	\$3K-\$20K	35-50%
Restore Hyper Wellness	\$2,000-\$5,500	\$1,500-\$8,000	\$4K-\$20K	35-45%
Next Health	\$1,500-\$7,500	\$4K-\$15K	\$8K-\$35K	35-45%
Equinox	Minimal monthly	\$5K-\$18K/qtr	\$10K-\$50K	30-40%
Life Time	Minimal monthly	\$4K-\$15K/qtr	\$8K-\$40K	30-40%
Fountain Life	Minimal monthly	\$5K-\$20K/qtr	\$15K-\$75K+	35-50%
ULTIMATELY (REC'D) →	\$3K-\$7K	\$5K-\$12K	\$15K-\$55K	35-45%

DECISION DRIVERS BY PERCENTILE — WHAT MAKES CANDIDATES MOVE

50TH	More money	Title / scope elevation	40-60% comp increase + GM title
65TH	More money + ceiling	Brand prestige / client caliber	25-45% comp increase + premium positioning
75TH	Ownership / autonomy	Equity / wealth creation	15-25% comp increase + equity + founding narrative
90TH+	Legacy / build something	Equity / significant upside	Match cash + meaningful equity + visionary leadership team

%ILE	PRIMARY MOTIVATOR	SECONDARY MOTIVATOR	WHAT CLOSES THEM
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"What do I need to offer?"

IF TARGETING...	MIN OTE TO POST	TARGET OTE AT PLAN	STRETCH / UPSIDE OTE	KEY LEVER
OTF / boutique fitness GMs	\$150,000	\$180,000–\$200,000	\$225,000	Comp jump + elevated brand
Restore / recovery GMs	\$170,000	\$195,000–\$220,000	\$250,000	Same space, bigger vision + comp
Equinox / Life Time GMs	\$195,000	\$220,000–\$250,000	\$285,000	P&L ownership + equity
Next Health / longevity GMs	\$215,000	\$240,000–\$270,000	\$310,000	Must beat current + equity + autonomy
Fountain Life / VC-backed	\$250,000	\$275,000–\$310,000	\$350,000	Equity parity + founding team story

Read it as a funnel: the posted floor opens the top of the funnel; the plan number is where a real offer lands; the stretch number is what keeps a must-win candidate engaged through the final round.

To open the candidate funnel at 50th percentile and up:

01

Floor the posting at \$150K-\$180K OTE

Captures hungry 50th-65th percentile performers from OTF, Restore, Barry's, and OsteoStrong who see a life-changing opportunity.

03

Lead with variable-comp upside (35-45% of total OTE)

Top performers want to control their income through performance.

02

Structure comp so the ceiling is \$250K-\$300K+

Keeps 75th-90th percentile candidates engaged through the process.

04

Equity / profit-share is your unfair advantage

Over franchise models (OTF, Restore, F45) where GMs can never own a piece.

The Aventura market demands premium positioning. With Next Health already operating at 19505 Biscayne Blvd and NeoMedicine Institute offering physician-led longevity services in the same trade area, your GM must be capable of competing for the same HNW client on Day 1 – and your compensation must reflect that expectation.