



**FRANCHISE** Lens

# **FITNESS FRANCHISE FDD COMPARISON REPORT**

A Standardized Analysis of Franchise Disclosure Documents  
for U.S. Fitness Franchise Opportunities

**39 Franchise Brands Analyzed  
2025 FDD Data**

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*Note: Individual franchise profiles for all 39 brands begin on page 15. Page numbers are approximate and may vary slightly based on rendering.*

## Legal Disclaimer

### **IMPORTANT: THIS REPORT IS FOR INFORMATIONAL PURPOSES ONLY**

This report is not financial, legal, or investment advice. The information contained herein is compiled from publicly available Franchise Disclosure Documents (FDDs) and is provided solely to assist prospective franchisees in their preliminary research.

**No Guarantee of Accuracy:** While every effort has been made to accurately extract and present data from FDDs, errors may occur. Figures may vary by state, year, and individual franchise agreement. Some data points may have been updated by franchisors since the FDDs were filed.

**No Performance Guarantees:** Past performance data, where disclosed, is historical and does not guarantee future results. Financial performance representations are those made by franchisors and have not been independently verified.

**Independent Due Diligence Required:** Readers must conduct their own independent verification of all information. Before making any franchise investment decision, consult with qualified legal, financial, and business advisors.

**FDD Updates:** Franchisors are required to update their FDDs annually. Information in this report reflects 2025 FDDs and may be superseded by newer filings.

*This report does not constitute an offer to sell or a solicitation of an offer to buy a franchise. No endorsement or recommendation of any franchise opportunity is made or implied.*

## [How to Use This Report](#)

### **What is a Franchise Disclosure Document (FDD)?**

A Franchise Disclosure Document is a legal document that franchisors in the United States are required to provide to prospective franchisees at least 14 days before any binding agreement is signed or payment is made. The FDD contains 23 specific items of information about the franchisor, the franchise system, and the terms of the franchise agreement. FDDs are filed with state regulators and are publicly available.

### **What This Report Does**

This report extracts and standardizes key data points from the FDDs of 39 fitness franchise brands. It presents this information in a consistent format to facilitate side-by-side comparison. The report covers initial fees, ongoing fees, investment requirements, outlet counts, and financial performance representations where disclosed.

### **What This Report Does Not Do**

This report does not rank franchises, make recommendations, provide investment advice, or suggest which franchise may be suitable for any individual. It does not analyze litigation history, territory rights, training programs, marketing obligations, or renewal and termination terms. It does not project future earnings or performance.

### **Reading the Tables**

**"Not Disclosed"** indicates that the franchisor did not provide this information in their FDD, or the information was not extractable from the document. This is not necessarily negative; franchisors are not required to disclose all information.

**Investment ranges** reflect the low and high estimates provided by franchisors. Actual costs may fall outside these ranges depending on location, real estate, and other factors.

**Fee percentages** are typically calculated on gross sales. Some franchisors use alternative calculation methods or have tiered or fixed fee structures, which are noted where applicable.

## What This Report Is - and Is Not - Designed For

### **This report is best suited for:**

- Early-stage comparison of fitness franchise opportunities
- Filtering concepts based on investment range and fee structure
- Understanding differences in royalty models and ongoing fees
- Identifying which franchisors provide Item 19 financial performance disclosures
- Reducing the time required to review multiple FDDs individually

### **This report is not designed for:**

- Final franchise investment decisions
- Legal or compliance review
- Territory availability or exclusivity analysis
- Profitability forecasting or earnings projections
- Replacing professional legal, financial, or franchise advisory services

*This report should be used as a starting point for due diligence, not as a substitute for independent verification or professional advice.*

## Scope Definition

### FDD Items Included in This Report

**Item 1 - The Franchisor:** Basic information about the franchisor including legal name, state of formation, year founded, and years in franchising.

**Item 5 - Initial Fees:** The initial franchise fee and any variations based on veteran status, multi-unit agreements, or other factors.

**Item 6 - Other Fees:** Ongoing royalty fees, marketing/advertising fund contributions, technology fees, and other recurring fees.

**Item 7 - Estimated Initial Investment:** The total estimated range of initial investment required to open and operate a franchise location.

**Item 19 - Financial Performance Representations:** Where disclosed, historical financial performance data such as average unit volumes. Not all franchisors elect to provide Item 19 disclosures.

**Item 20 - Outlets and Franchisee Information:** Current number of franchised and company-owned outlets, openings, closings, and transfers.

### FDD Items Excluded from This Report

The following FDD items are not analyzed in this report: Item 2 (Business Experience), Item 3 (Litigation), Item 4 (Bankruptcy), Item 8 (Restrictions on Sources), Item 9 (Franchisee Obligations), Item 10 (Financing), Item 11 (Franchisor Assistance), Item 12 (Territory), Item 13 (Trademarks), Item 14 (Patents/Copyrights), Item 15 (Obligation to Participate), Item 16 (Restrictions on Sales), Item 17 (Renewal/Termination), Item 18 (Public Figures), Item 21 (Financial Statements), Item 22 (Contracts), Item 23 (Receipt).

This report does not include earnings projections, territory rights analysis, training program details, marketing obligation specifics, or litigation narratives.

## Executive Snapshot

*The following summary presents factual observations from the 39 fitness franchise FDDs analyzed in this report. No conclusions or recommendations are made.*

### Report Coverage

This report analyzes 39 fitness franchise brands operating in the United States, representing a combined total of approximately 9,431 franchised outlets as reported in their 2025 FDDs.

### Initial Franchise Fees

Initial franchise fees among the analyzed brands range from \$20,000 to \$113,050, with a median of \$50,000. Many franchisors offer reduced fees for veterans, existing franchisees, or multi-unit commitments.

### Total Initial Investment

Estimated total initial investments range from \$65,000 to \$6,716,000. This wide range reflects the diversity of fitness concepts, from compact personal training studios to large-format gyms.

### Ongoing Royalty Fees

Among franchisors charging percentage-based royalties, fees range from 5.0% to 8.5% of gross sales. Some franchisors utilize fixed monthly fees or tiered structures instead.

### Item 19 Financial Performance Representations

Of the 39 franchisors analyzed, 18 (46%) elected to disclose financial performance data in Item 19 of their FDD. Among those disclosing average unit volumes, reported figures range from \$250,461 to \$4,307,728.

*Note: Franchisors are not required to provide Item 19 disclosures. The absence of Item 19 data does not indicate poor performance.*

## How Readers Commonly Use This Report

*This report is designed to support early-stage franchise research and comparison. It is not intended to guide investment decisions or replace independent due diligence.*

Readers commonly use this report in the following way:

### **1. Review Table 1 to understand investment ranges**

Many readers begin with Table 1 (Initial Fees and Investment Requirements) to understand the range of capital requirements across different franchise concepts.

### **2. Review Table 2 to compare ongoing fee structures**

Table 2 (Ongoing Fees) is often used to compare royalty models, marketing fund contributions, and fixed versus percentage-based fee structures.

### **3. Refer to Table 3 for disclosure context and system scale**

Readers frequently use Table 3 (Item 19 Disclosures and Outlet Data) to see which franchisors disclose financial performance information and to understand relative system size and recent outlet trends.

### **4. Identify a small subset of franchises for further review**

Based on individual preferences and constraints, readers often focus on a limited number of franchise brands for deeper examination.

### **5. Review individual franchise profiles selectively**

The individual franchise profiles are typically reviewed only for brands of interest, allowing readers to focus on detailed fee terms, investment ranges, and outlet data in a consistent format.

*This approach allows readers to extract value from the report efficiently while maintaining appropriate context and independence in their decision-making process.*

## Master Comparison Tables

**Table 1: Initial Fees and Investment Requirements**

Brand Name	Initial Fee	Investment (Low)	Investment (High)
9ROUND	\$24,900	\$149,449	\$416,300
Anytime Fitness	\$42,500	\$458,826	\$907,607
Bar Method	\$42,500	\$304,304	\$511,232
barre3	\$50,000	\$408,675	\$650,851
Basecamp Fitness	\$42,500	\$513,073	\$832,511
BODY20	\$65,000	\$265,345	\$455,974
BODYBAR	\$60,000	\$389,964	\$759,356
Club Pilates	\$65,000	\$65,000	Not Disclosed
CRUNCH	\$35,000	\$928,000	\$6,716,000
CycleBar	\$60,000	\$410,809	\$1,110,193
D1	\$59,500	\$480,557	\$933,432
F45 Training	\$60,000	\$349,200	\$786,100
Fit Body Boot Camp	\$54,600	\$211,850	\$388,800
Fitness Together	\$40,000	\$221,458	\$524,484
FS8	\$60,000	\$343,700	\$781,600
Gold's Gym	\$40,000	\$1,793,500	\$4,537,000
I LOVE KICKBOXING	\$24,900	\$111,049	\$383,700
JETSET Pilates	\$60,000	\$413,100	\$806,900
KIDSTRONG	\$45,000	\$448,100	\$600,000
MADABOLIC	\$50,000	\$295,540	\$583,300
MaxStrength Fitness	\$54,900	\$437,597	\$638,992
OHM Fitness	\$49,000	\$378,500	\$890,000
ORANGETHEORY FITNESS	\$59,950	\$821,622	\$1,377,160
OsteoStrong	\$35,000	\$275,682	\$615,740
Pilates Addiction	\$65,000	\$238,697	\$646,547
PLANET FITNESS	\$20,000	\$1,525,000	\$5,221,500
Pure Barre	\$60,000	\$314,411	\$629,345
RETROFITNESS	\$29,000	\$2,037,316	\$3,241,991
SNAP FITNESS	\$39,500	\$430,800	\$889,900
Stretch Lab	\$65,000	\$269,019	\$610,224
Stretch Zone	\$59,500	\$138,745	\$320,099
Strong Pilates	\$59,000	\$373,145	\$811,500
Studio Pilates International	\$50,000	\$510,150	\$874,150