

3 SECRETS TO PROFITABLE CLUB DESIGN

01

Create Results with a Business Plan

- Design follows the business plan.
- A business plan offers you a competitive advantage.

02

Design Elements

- Design attracts memberships and retention.

03

Build or Remodel Efficiently to Save on Cost

- Save money in build out and renovations.
- Ways to reduce costs.



A business makes more profits by increased revenue.

If expenses don't rise equally as much. A business can make more profits by decreasing expenses and keeping the same or increasing revenue.

Design affects profits.

In that a new design or renovation will cost a certain amount of money, and capital spent ends up in debt affecting monthly expenses.

So, the goal is simple.

Create a design that generates excitement and maximized revenues. Also, create a design that is at a fraction of the cost, reducing debt and expenses. Another term for this is "Profit Designing."

That results in increased profits. This applies to new designs and renovations.



SECRET # 1

Design follows the business plan. If you do not have a business plan, then create one. A business plan will show that you have done the research and found out what programs and facilities will be in most demand by your market thus giving you the most potential revenue. This is maximizing your revenue per square foot.

The business plan will also take into account the competition that exists, what they offer, and how your offering will be a competitive advantage. For renovations, a business plan will show what changes will be made that will be more in demand by the marketplace and how space may be repurposed.

Important – if there is a service offering that is not currently available in your area (for example, boxing) that you can have a competitive advantage in, make sure to research the demand in your area. It may not be offered for good reason!

SECRET # 2

Design to create an environment that puts people in a joining - and then maintaining a membership state of mind. So, the more inviting, non-intimidating, and exciting the environment the more it will favorably affect profits.

There is a term for this, “the eye buys” which means if people like what they are seeing, they are much more likely to “buy”. Make sure to focus on the key parameters below:

- **FIRST IMPRESSIONS**

The “first impression” must be a design priority. So much happens in the very first few moments when someone enters a space. The mind (consciously and subconsciously) is taking in all kinds of visual sensations (it’s like taking pictures on your phone and they automatically get stored) – good or bad – and making a judgment of its findings. This applies to any type of facility - a large multi-purpose club or small studio.

What do people see when they first come in? Are they overwhelmed and intimidated by seeing too many people on display exercising? Design your lobby allowing some privacy when people come in. Let them ease into the club experience.

These are the design features that need to work together in a memorable statement of professionalism, making people want to be part of this space. This includes engaging accent lighting, attractive flooring, desk laminates with contemporary quartz top, branding with an empowering logo, attractive yet comfortable furniture, and of course smiling faces from your staff.

Welcome!



- **CLEANLINESS**

Another priority is cleanliness and clutter-free. The goal is an exceptional clean club for this is a key reason many people do not join or keep a membership.

Also, clutter such as on top of a desk or the exercise floor drains energy from a space, and one thing for sure, people are looking for when coming into a club is energy!

• LOCKER ROOMS AND BATHROOMS

Lockers and/or bathrooms are another priority. Make a statement in these areas. Dynamic lighting and finishes but also a softer soothing environment. Touch-free toilets and sinks are a must.



• TECHNOLOGY

It is essential to have a technology-friendly club. Provide apps (as well as in-club monitors) for ease of access to classes, programming, fitness information, and virtual workouts.

SECRET # 3

How to create an environment covered in secret # 2 but do so while drastically saving money on a buildout or renovation. If you want to substantially reduce costs in an ever-increasing construction cost world, priorities have to be made.

• WOW FACTOR

Spend where a wow factor makes a difference. Spending money on certain features or accent make a big impression and less can be spent elsewhere. Prioritize lobby and locker areas and less elsewhere.

The first impression – a great inviting and exciting statement here carry throughout the club and less can be spent elsewhere. For renovations, spending money to make the most noticeable and favorable changes and “impressions” are key.

Note: Obviously, spending money on efficient mechanical systems can save money in the long run - and this is one of these expenses that are not “seen” yet so important- but no “bang for your buck” here.

Go to Google and look for “lobby images” and if you see a style, you like to show it to your interior designer or architect. Then have them go about creating something similar keeping costs low. If your budget is tight stay away from custom lighting and architectural features there are other cost-effective options.

Accents such as a wall of wood or mosaic tile can stand out even if it is a smaller size – the contrast can be attention-getting and is a cost-saving to what you need to spend elsewhere. Think about a dynamic backlit logo. This is exciting and less can be spent elsewhere. The amount of tile in the locker rooms is always a substantial cost. Consider half walls of tile instead of full walls with a dynamic contrast paint color. Large graphics can inexpensively add to the positive experience of any area of your club.

- **REDUCING COSTS**

Price shop for everything. This cost-saving practice takes time but can save substantial dollars. Make sure your architect or interior designer is shopping for the pricing of materials, finishes, and lighting. Prices for similar-looking fixtures can vary considerably. Prices are going up which makes price shopping more important than ever.

Go to bid from established contractors or sub-contractors – and make sure you have detailed drawings for accurate “apples to apples” prices. Knowing where to spend money so it will do your profits the best is an art and science – and takes experience.

Clearly the more you spend does not automatically mean the more you make in profits. However, the more you intelligently spend on your design will mean more profits.

Want to discuss your project with an
experience health club designer?
Call 954.888.5960

