

8 Signs That Let You Know it's Time to Open a Second Location

You've opened your own business and seen great success.
Now your eyes are set on expansion.

Are you ready to consider opening a second location?



You're turning away new customers

If you haven't accepted walk-ins in ages, it's definitely time to expand. You can't rely on regulars alone for income. Like it or not, those customers won't be with you forever. A steady stream of new clients is vital for maintaining your business.



Your open slots are booked far in advance

Tying in closely with tip number one, if you have no room for clients until several months down the road, you need a second location. Increasing your availability improves customer satisfaction, and you'll see more repeat business.



You're running out of space or inventory

Constantly sold out of logo tees or fitness gear? Are members fighting for space during every class? A second storefront may be the answer to your conundrum. You can spread your inventory and clients across two locations for more breathing room.



You've got clients coming from far away

Do some people spend an hour in rush-hour traffic to get to your location? Are some only able to come on weekends because of their work schedule? A more accessible location could help them attend more regularly, and drive loyalty.



Your market research gives the all clear

Have you found a spot with great foot traffic, easy car access, and a good supply of potential clients? It might be perfect for a new location. Do in-depth research to estimate your revenue and make a strong marketing plan before taking the plunge.



You have effective leaders on your team

Have you developed staff who can share the vision and mission of your company with new team members, without your constant oversight? Get comfortable handing over the autonomy needed for a team member to lead a new location with confidence.



You can easily duplicate your current processes

Have you created streamlined systems for every part of your business? Is your front desk a well-oiled machine? Do you have an effective lead generation and follow-up process? Make sure you have up-to-date training manuals, too.



Your business is built to attract buyers

Does your general ledger tell the story of a healthy business with an upward trajectory? If you're consistently showing profitability, with organized documentation to prove it, it may be time to grow.

Our marketing tools—intro offers, dynamic pricing, and automated multichannel campaigns—help you find more customers to grow your business. Branded app and point-of-sale features easily scale to accommodate you as you expand.

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