

## Case Study

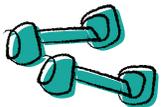
# GYMGUYZ + Mindbody

# About the Business

**GYMGUYZ®**



*Headquartered in  
Plainview, NY*



*Industry: Personal Training*



*Number of locations\*: 251*

## GYMGUYZ uses Mindbody to get franchisees up and running quickly

As a mobile personal training business, GYMGUYZ knows a thing or two about movement. So, when they found great success on the road, there was no question that they needed to move upwards and expand. But moving towards franchising wasn't without the possibility of growing pains. How do they make sure that franchisees stay true to their core brand and vision?

\*GYMGUYZ defines location by population. An area with a population of 100,000 is one location.

# The Problem

## Expanding with consistency

Like so many Mindbody clients, GYMGUYZ began with an idea and the tenacity to bring it to life. Josh York, founder and CEO, came up with the idea when a client came in late and said, "I wish you could come to my house. I just don't have any equipment." That thought stuck with him all day, creating a light bulb moment for York.

"I said, 'Man, how great would it be if I got a van stocked with all the necessary equipment, enough to literally provide convenient, customized, and creative workouts for 365 days a year and serve clients anywhere?'" York recalled. "We could literally bring the workout to you."

The vans are equipped with state-of-the-art equipment, everything you need for a workout, from dumbbells and kettlebells to agility ladders and stability balls. "There's a reason why our Net Promoter Score is at a 94," York said. "We provide the highest level of customer service to our clients."

GYMGUYZ has been with Mindbody since 2013, when it was a single location in Josh York's parents' dining room on Long Island. Soon after, the idea became bigger than Josh. As it grew, GYMGUYZ decided to start franchising in 2014. That brought a lot of opportunity for expansion, but also introduced new challenges when it comes to consistency.

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—Josh York, CEO and Founder

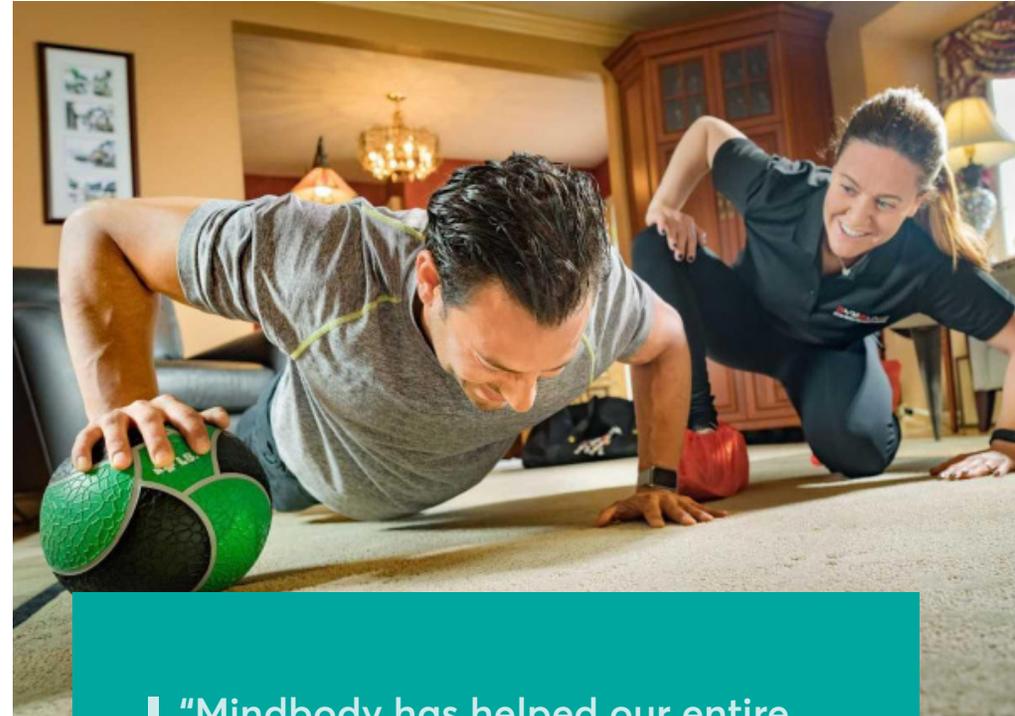
# The Solution

GYMGUYZ started to franchise because it wanted to allow people to be in business for themselves, but not by themselves. By offering a blueprint and turnkey operation, franchisees start with everything set up from sales, marketing, and accounting to their Mindbody account.

"We use Mindbody so each franchisee can have a product they can get up and running with," York explained. "Mindbody has helped our entire franchise community to scale."

With some help from their dedicated account rep, GYMGUYZ has a template of Mindbody ready to go for each new franchise location including a custom onboarding program, which includes a call with each new location to help them understand the software.

"Mindbody is like family," York said. "The support is fantastic. The team goes above and beyond to make sure that they're providing the most exceptional service. Service is everything when it comes to the business of people."



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—Josh York, CEO and Founder

# The Results

## New areas, new clients, same experience

For Nina Marcus, GYMGUYZ Director of Operations, Mindbody's custom onboarding program has streamlined the process of getting new GYMGUYZ franchisees up and running. Because of Mindbody's onboarding and support, franchisees are calling Marcus less. "I used to get 100 calls a week, which I'm not getting anymore."

Once they are onboarded with Mindbody software and hitting the road, the support doesn't stop for the franchisees of GYMGUYZ.

While each branch operates independently, GYMGUYZ has a support staff that will travel to them and a support system available in New York as well as the 24/7 assistance of Mindbody's customer support team.

For the corporate team in Long Island, the biggest objective is always making sure GYMGUYZ continues to thrive in the years ahead. The lifeblood of future growth is new clients, of course, and they use client indexes in Mindbody to know how it's going with each potential personal training client.

They've divided their client indexes into stages, including leads they're communicating with, leads who haven't converted yet after their free assessment, and leads who have gone a while without any interaction with GYMGUYZ.

"Mindbody helps us know who's an active prospect and who's not really—who we can target," says York. That's the kind of smart forecasting that just might help bring a GYMGUYZ van to a home, office, pool, park, or setting of your choice near you in the future.

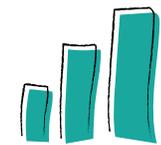
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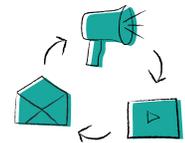
# Story Summary

## Easily executing their vision

GYMGUYZ needed a solution that supports their vision and unique business model to help easily fill, book, and manage appointments. With Mindbody, GYMGUYZ can sustainably scale and ensure the brand is thriving in the years ahead.



*GYMGUYZ  
easily onboards  
new locations.*



*With the help of  
Mindbody, GYMGUYZ  
builds custom client lists  
for marketing.*