



How MINDBODY provides support and scalability for Stretch U

- ★ **Business Name:**
Stretch U
- 📍 **Location:**
San Diego, California
- ⚙️ **Industry:**
Wellness
- 📍 **Number of Locations:**
8 established,
3 opening soon

Stretching is an essential part of fitness and wellness. Just ask Jake Horton, President of Stretch U, one of the first assisted stretching organizations in America.

What began as a business plan for a college class soon captured the attention of other partners and investors, and before long, the first [Stretch U](#) location opened in Oklahoma in 2010. Stretch U definitely isn't your typical gym or fitness business - it provides assisted stretching sessions that include proper postural techniques and as many as 108 different positions. Even after a single session, clients are amazed at how great they feel.

When Jake and the Stretch U team were approached about franchising a new location in San Diego, they ran into a bit of a snag - but were dedicated and motivated to overcome the challenges standing in the way of a successful, multi-location business.

The Problem:

Franchising and a lack of resources

After the first Oklahoma studio was well received and gained popularity, Jake and the other Stretch U managing partners looked at branching out. Soon, they were approached by another prominent wellness organization specializing in message services about franchising opportunities.

The outlook here seemed very exciting, but after opening the first franchised Stretch U studio, Jake and the team realized they didn't quite have what they needed.

"We didn't have the resources to support the franchise studio," Jake said. "So we pulled back from there, and our core founders began opening independent studios."

After eight years and trials with nearly every kind of business strategy, the Stretch U team found that this independent studio model was the best for their business. But they were still lacking certain tools and resources.

MINDBODY has so much awesome content on how to run a business and how to use their software to do so.

Jake Horton, President, Stretch U

The Solution:

MINDBODY software and MINDBODY University

This is where MINDBODY came into play, and with the help of MINDBODY software tools and educational resources through [MINDBODY University](#), Jake and the team were able to grow the Stretch U empire in the way they had envisioned.

"Had we had these resources back in 2011, we probably could have crushed it out of the park a lot earlier than we did," Jake said. "MINDBODY has so much awesome content on how to run a business and how to use their software to do so."

The Results:

Growing the Stretch U empire, with a sharp eye on all locations

After deploying MINDBODY in 2013, Stretch U expanded to include seven more locations, and Jake and the team are preparing to open three more studios in the coming months. By taking advantage of MINDBODY University resources, as well as MINDBODY software tools like staff tracking, historical data trends, and strategic planning, Jake and the Stretch U team were able to maintain consistency across the different studio locations.

"MINDBODY made it easy," Jake said. "They took all the heavy lifting out of it. The MINDBODY team can configure everything for you, and now we have a bird's eye view of all of our studios. It gives us great peace of mind that we can look at things and control things through MINDBODY. I have friends in the industry, and I always advocate for MINDBODY because I know how easy this software can make things for you."

If you're ready to grow your fitness and wellness business, MINDBODY is here to help.



For more educational resources, including webinars, guides, conference presentations and online courses, visit www.mindbodyonline.com/resources.

To learn first-hand how MINDBODY can position your business for success, schedule a guided tour today at www.mindbodyonline.com/fitness, or give us a call at 877-755-4279.

