

Tax Breaks Every Fitness Business Owner Should Know

It's never too early for fitness business owners to take stock of the purchases and investments they've made over the previous year. These expenses aren't just about supporting your fitness organization—they may also earn you significant deductions on your taxes.

We've put together a checklist of some of the most common and overlooked places you can look for tax breaks within your gym or fitness studio. Checking these items off your list can ensure you don't leave any money on the table during tax season.

Equipment

If you made investments in any equipment, you're in luck! These can earn you deductions on items like:

- Machines including treadmills, ellipticals, water rowers, etc.
- Free weights
- Yoga mats
- Other equipment like pilates platforms, BOSU® balls and other balance trainers, benches, TRX® Suspension Trainers, and more

Music and videos

The sound and video systems you use to amp things up during class could provide deductions as well:

- Sound systems or streaming music subscriptions
- Exercise and instructional videos

Employee expenses

Purchases you make to support your employees may qualify as write-offs, including:

- Staff uniforms that feature your business logo and are only worn at the gym or studio
- Professional services to support the company, such as a lawyer, accountant, or bookkeeper

Insurance and marketing investments

The necessary insurance on your business and staff, as well as investments made to market your gym or fitness studio can earn you a higher return as well. This includes:

- Insurance costs, including general liability, workers' compensation, and individual liability insurance for your personal trainers or instructors

Marketing services and materials, including business cards, banners or flyers, website development, social media advertising, and other services

Training and education

If you or your staff members took a class or certification course, the cost of these investments can be deducted. However, this is only applicable for the current business and its services and not any outside pursuits. Potential write-offs to consider here include:

The cost of CPR and other safety courses for trainers and staff

Certification courses, including those for instructors and trainers

Even subscriptions to fitness magazines or journals, as well as membership fees for professional organizations (like [National Commission for Certifying Agencies](#)) can [qualify for deductions](#)

Business meals, services, and other expenses

The services you use or trips you take to support your business can also earn you deductions, including:

Business lunches, which are 50% deductible, and snacks or coffee for gym staff, which are counted as office kitchen expenses, and are [100% deductible](#)

Business travel and related expenses, including food and lodging

[Internet and cell service](#)

While it's important to double-check potential deductions in light of recent changes to tax laws, nearly any necessary expenditure you make for your gym or studio could earn you a deduction.



To find out more about supporting your fitness business's finances, reach out to the experts at [Bench](#) or check out additional resources at business.mindbody.io/education.