



Real Results:

How MINDBODY supported a single downtown gym when it grew to 3 locations

★ **Business Name:**
Real Results Fitness

📍 **Location:**
Las Vegas, NV

⚙️ **Industry:**
Fitness

📍 **Number of Locations:**
3

When your business is all about bringing real results to the people in your community, but you're located in one of the nation's biggest tourist destinations, how do you stay true to your purpose? You serve both locals and out-of-towners, of course! That's how Real Results Fitness in Las Vegas, Nevada, operates, and it's what allowed the business to expand into three locations: a downtown gym, a fitness partnership with Zappos and inside the Plaza Hotel and Casino.

But, when your business is spread across three different spots — two of which are owned by other companies, use different business models and cater to different audiences — how do you create a consistent brand? You come up with a plan and use MINDBODY to help execute it.

The Problem:

Aligning Real Results Fitness across 3 different locations

The owners of Real Results Fitness didn't start out aspiring to expand their brand into an ecommerce company and a luxury hotel. According to co-owner Marc Floyd, the two additions both came from the personal relationships Real Results' first owner had.

"One of our founders, Paul Rosenberg, trained the CFO and HR head of Zappos for seven years," he explained. "Same with Plaza – he trained the CEO, the president, the owner and the owner's son. These relationships were born way back when and allowed us to expand our business today."

After successfully starting their gym in downtown Las Vegas, Real Results pitched a corporate wellness project to Zappos in 2014.

"They turned us down and tried to do it themselves," Marc said. "But they struggled and realized they didn't have the ability to do it, so they came back to us in 2017."

Plaza also approached Real Results, but their objective was slightly different. The hotel had just renovated its gym and wanted Real Results to manage it.

Marc and Real Results had one condition: If they were going to operate in these other locations, all of the gyms needed to use MINDBODY.

The Solution:

Incorporating MINDBODY across all gyms

Marc is currently a co-owner, but his first role with Real Results was in IT. He worked closely with MINDBODY during the gym's beginning, which was why he was so adamant about Zappos and Plaza using the software throughout the partnerships.

"Just being involved with MINDBODY and understanding all the things they can help us do has helped us grow and build our business," he said

Each of the businesses use the software a bit differently. The Real Results downtown location takes full advantage of MINDBODY, utilizing features like a branded app. Zappos does the same, although the branding here aligns with both the gym and the retailer. As for Plaza, Real Results uses MINDBODY to help manage bookings, classes and everything else.

Just being involved with MINDBODY and understanding all the things they can help us do has helped us grow and build our business.

Marc Floyd, Co-Owner, Real Results Fitness

The Results:

A unified experience consistent with the Real Results brand

"I love MINDBODY, and there's multiple things I love it for," said Marc. "It's been an intricate part of my life for the past five years. Without them, we'd be a completely different business."

Though Plaza's gym is just getting off the ground, the strength of Real Results' downtown location and its partnership with Zappos signal only good things to come. Thanks to the gym owner's relationships and the power of MINDBODY software, Real Results was able to establish connections and expand in a unique way while remaining true to its original brand.



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