



SOFITCO  
*FITNESS OUTFITTERS*

Fit to Equip.



## **9 WAYS TO SELECT THE RIGHT FITNESS EQUIPMENT FOR YOUR FACILITY**

EASY TIPS TO HELP YOU CHOOSE THE CORRECT SPECIALIZED, COMMERCIAL WORKOUT EQUIPMENT...EVERY TIME!





Making the right fitness equipment decision is critical to the success of your facility. That decision is a lot more complicated when you're responsible for running a specialized fitness center, including one at a university, corporate facility, multi-family housing location, municipal, non-profit, country club, sports teams, or medical/wellness center.

These 9 easy tips are designed to help you select appropriate equipment for your own commercial, non-membership fitness facility...equipment that both adds value to your facility and protects your investment. Whether you're building or upgrading, these handy hints will help make sure you have equipment that meets your center's unique needs and keep exercisers coming back.

*When looking for fitness equipment, be sure to consider:*

## 1. A wide variety of commercial equipment

You have to focus on making your fitness facility one that users want to frequent. You serve a wide variety of exercisers—young and old, male and female, fit and not-so-fit. Each one is unique, and you have to meet those diverse needs. Plus, users like to branch out and cross-train on different equipment. One time, they might be into running on the treadmill...the next they turn to an elliptical or stepper/climber for a great workout. It's up to you to keep up with their never-ending hunger to try new things by offering a wide array of fitness alternatives, including both cardio and strength equipment. A healthy mix of ellipticals, treadmills, and cycles is ideal for your center's cardio machines. For strength, include a diverse selection, as well.

## 2. New, state-of-the-art equipment

Users want a fitness center with the newest, best maintained fitness equipment (whether or not it's free of charge). They won't accept less or spend time with inferior equipment. That means upgrading your commercial fitness equipment regularly to keep exercisers coming back for more.

Also include a full complement of fitness equipment to provide a total body workout for all fitness levels. The most popular cardio equipment includes treadmills, ellipticals and stationary bikes. Cardio equipment with built-in TVs will enhance the participant experience. Include a variety of strength machines and free weights. Also think about incorporating core conditioning and functional training equipment, which has been steadily growing in popularity.





### 3. Your space requirements and layout

When planning your layout you want to make sure there is enough space for:

- ✓ Current fitness equipment
- ✓ Additional equipment installed in the future
- ✓ Users to walk around without bumping into something
- ✓ Stretching and working out safely, effectively and comfortably

No matter if you're re-designing or expanding an existing fitness facility or equipping a new build, you need to determine the appropriate space, fitness equipment, placement, and infrastructure requirements for your facility and lay it out appropriately. It helps if you join forces with an equipment supplier that will team up with you to create a digital design that helps you visualize your finished fitness center layout and make sure you have appropriate amount of equipment for your facility size and client base, along with suitable electrical and low voltage placement.

### 4. Sufficient equipment

There's nothing more frustrating (and discouraging) than having users show up to your fitness center and see that all of the machines they want to use are taken. So, make sure your facility has enough of the high-demand pieces, such as treadmills and ellipticals, so there are sufficient machines for everyone to use at all times...equipment that's made to last through years of heavy use.

### 5. Installation and regular maintenance

Fitness equipment cannot simply be purchased and forgotten. You have to ensure that the equipment supplier will stand behind their equipment from start to finish...for the long haul. They should install your equipment correctly the first time and every time.

Downtime and "out of order" signs on equipment lead to irritation and frustration for you and your users. Regular preventive maintenance and servicing are necessary to keep the equipment working properly and safely for the life of your equipment. So be sure that your equipment supplier will provide you with ongoing service and maintenance of your workout equipment. You need someone to respond to your calls promptly and effectively repair your fitness equipment when needed.





To minimize downtime and maximize customer satisfaction, your service technicians should:

- ✓ Diagnose and communicate on the repair issues
- ✓ Prepare a detailed proposal for the repair needs and costs
- ✓ Swiftly move to complete the work needed

You want equipment that comes with a preventative maintenance program designed to keep it in the best condition possible, with a specific plan that provides your fitness facility with a regular servicing schedule. Preventative maintenance will help extend equipment life span, decrease equipment downtime, and provide your clients with well-tuned fitness equipment.

## 6. Motivating users with wi-fi and TV

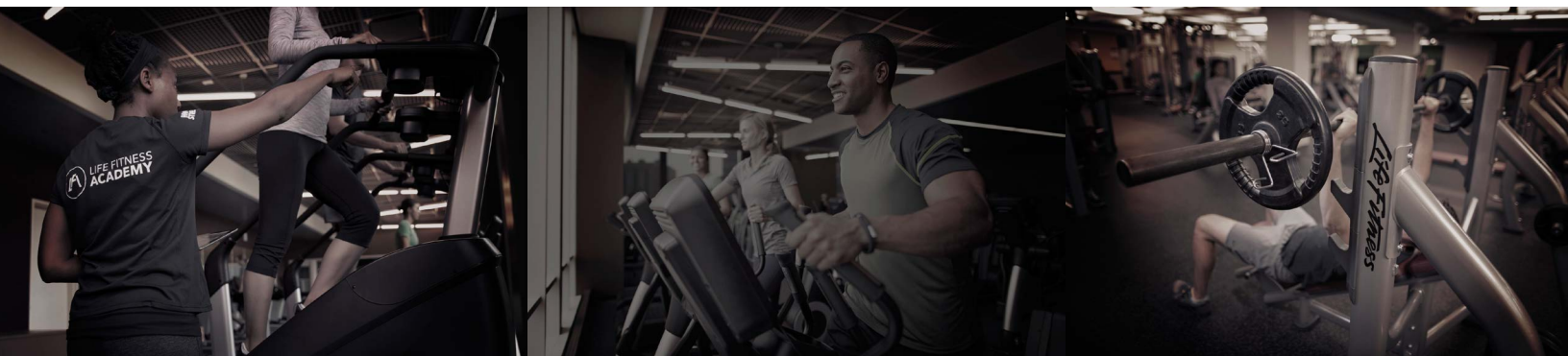
You want to deliver a facility that provides reasons to keep coming back to work out. Having TVs throughout the gym and cardio equipment with in-console entertainment options give exercisers a chance to catch up on their favorite shows or sporting events while they exercise. Wi-fi allows them use their smartphones, too. It's up to you to provide audio/visual placement for the best ergonomics, viewing, and aesthetics.

## 7. Your budget needs...financing or leasing

When it comes to the financial side of things, each facility has its own unique needs. You should work with a fitness equipment outfitter that understands the needs of specialized, commercial fitness centers in your area and can help decide if financing or leasing best fits with your budget objectives. Plus, your supplier should be able to help you arrange the appropriate equipment leasing and financing options. The vendor should work with several financial companies that specialize in leasing and financing of fitness equipment. They should be able to the right solution from a variety of financing and leasing program options to meet the unique needs of your business operation.

## 8. Equipment from top manufacturers

You want the best in premium commercial fitness products, including equipment from top manufacturers like LifeFitness and StarTrac. You want to work with a supplier that will help you find innovative cardio, strength, and group fitness solutions to help set your facility apart... to motivate all exercisers at all levels and keep them engaged.





## 9. A company with the best professional customer service, value and experience

The absolute best way for you to find the right specialized commercial gym equipment for your facility, (along with the correct amount of gym equipment that you will need), is to find and work with a reputable company that specializes in collaborating with people like you. A company who truly specializes in working with specialized commercial facilities is far different than a fitness equipment retail store, a commercial commission sales rep or one of the hundreds of websites that sell several brands of gym machines and other gym equipment to anyone who wants to purchase it.

You want to work with a specialized outfitter who has the proven experience in meeting the needs of workout facilities in university, corporate facility, multi-family housing location, municipal, non-profit, country club, sports teams, or medical/wellness center. They will have the knowledge to advise you in all aspects of building, upgrading or adding to your facility.

Look for a new gym specialist company who is able to provide you with well-honed insight built on years of industry experience, has established relationships with various manufacturers that gives them excellent buying power, and is readily available to you throughout your purchasing experience. The right new specialized equipment supplier will be able to provide you the right commercial gym equipment along with consulting and other services to help your gym become (or continue to be) a great success.

Your first step in finding the right commercial gym equipment is to contact a specialized, commercial, non-membership outfitter (like SOFITCO). It's the difference between choosing a skilled architect and craftsman to build your home or using unskilled laborers. And it can make a huge difference to you and to the success of your new gym...and keep exercisers coming back for more



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