

Return on Investment | STOTT PILATES®

500 sq. ft. Reformer studio ●●●

Key Assumptions~ *within 1st year* of implementation of STOTT PILATES program:

- Based on 6 instructors averaging 10 billable hours each a week
- Instructor compensation at approximately 50% of gross revenue

class type	number of participants	sessions per week	cost per person	weekly revenue
Private	1	35	\$ 50	\$ 1,750
Semi-Private	2	15	\$ 35	\$ 1,050
Group Reformer	4	10	\$ 25	\$ 1,000
Totals per week		60		\$ 3,800
		Annual Revenue (50 weeks)		\$190,000
		Annual Instructor Fees		\$ 95,000
		Annual Net Profit		\$ 95,000
		Gross Profit per Week		\$ 1,900
		Weeks to Recover Investment		10
		Year One Return on Investment		487%

~ Key Assumptions based on The Claremont Club Actuals

Total Investment Costs

Step One	\$15,020	◀ Essential Level Training + SPX Max™ Reformer equipment
		◀ 4 Reformers + 12 Instructors
Step Two	\$ 4,475	◀ Intermediate Level Training
		◀ 12 Instructors
Total Equipment & Training	\$19,495[†]	

All training costs and course material fees may be recouped from the fees paid by the participants attending training courses

Cost of training does not include Instructor Trainer's travel costs, accommodations, and per diems

Certification exams are an additional fee per participant

[†]Leases available (subject to credit approval). Contact one of our Sales Consultants for details about this simple, cost-effective way to finance your long-term Pilates training and equipment needs.

*USD. All pricing shown in USD for example only.
Note: these are examples only, individual results may vary.

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800 sq. ft. studio
[fully equipped]

Key Assumptions~ *within 1st year* of implementation of STOTT PILATES program:

- Based on 6 instructors averaging 20 billable hours each a week
- Instructor compensation at approximately 50% of gross revenue
- Model is based on complementary Group Matwork Class scenario with anticipated progression to fee-based Pilates equipment classes

class type	number of participants	sessions per week	cost per person	weekly revenue
Private	1	60	\$ 50	\$ 3,000
Semi-Private	2	20	\$ 35	\$ 1,400
Group Reformer	4	18	\$ 25	\$ 1,800
Totals per week		98		\$ 6,200
Annual Revenue (50 weeks)				\$310,000
Annual Instructor Fees				\$155,000
Annual Net Profit				\$155,000
Gross Profit per Week				\$ 3,100
Weeks to Recover Investment				19
Year One Return on Investment				266%

Total Investment Costs

Mat-Plus™ Training	\$6,300	
Course Materials	\$1,460	< 25% off manuals required, 50% off DVDs
Equipment	\$2,242	< 25% off required equipment not including shipping
Reformer Training	\$8,350	
Course Materials	\$1,746	< 25% off manuals required, 50% off DVDs
Equipment	\$12,017	< 25% off required equipment not including shipping
CCB* Training	\$8,350	
Course Materials	\$4,775	< 25% off manuals, 50% off DVDs
Equipment	\$12,885	< 25% off required equipment not including shipping

Total Equipment & Training \$58,125†

*Cadillac, Chair & Barrels

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