

## PRODUCT BACKGROUNDER

### Overview Description

After more than ten years of experience in the health and fitness industry, Troy West has created a functional and unique center that utilizes proper equipment layout, educational opportunities, and artistic inspiration to stimulate not only the body, but also the mind. An important component is member education. Troy works everyday to educate his clients in personal fitness, health and nutrition.

When Troy decided to open his own facility, he did a thorough competitive review of the Portland-area marketplace. He found a segment of the market was not being filled. With the current trend of mass-marketed “big box” gyms and small boutique clubs, he uncovered a need – a gym for the professional who values physical fitness, needs a central location with amenities, and requires a high standard of customer service.

Currently, there are eleven fitness club facilities in downtown Portland. Based on national statistics, it is an underserved market. Portland has 150,000 potential clients and the eleven facilities can manage a maximum of 36,000 people. The time and place is perfect for Empower to enter the marketplace.

Empower Health and Fitness sells a variety of club membership packages. Members can choose the package that fits their needs best. Month-to-month, 3-month and 1-year club memberships are available, for as low as \$37.50 per month. All packages include full access to cardio and lifting equipment, private showers with towel service and a luxury client lounge. Other services are offered to members at an additional price.

### Service Offerings

#### Empower Services

Empower’s comprehensive list of services are:

- A variety of cardiovascular equipment, each integrated with a personal audio/video system: treadmills, stationary and recumbent bicycles,, elliptical cross trainers
- Circuit weight machines for functional training
- Classic free-weight lifting equipment and area
- Stretching and flexibility area
- Sauna



## Services continued

- Personal lifting and workout stations
- Private personal training
- Group personal training
- Private massage therapy
- Chiropractic services
- Acupuncture
- Life coaching
- Spa services
- Non-emergent medical services
- Energy therapy
- Physical therapy
- Business/Executive coaching
- Large aerobic room offering group cycling, mat pilates, yoga, group strength training classes, seasonal sports conditioning and 'boot camp' style classes
- Fitness concierge service for home fitness and/or gym design assistance, off-site personal training, fitness travel plan help, access to adventure classes, hiking, climbing and other member interests.
- Luxury client lounge with LCD TV Education Center
- Private showers with towel service
- Classes on nutrition and exercise
- Health and fitness reference library
- Nutritional program with certified nutritional counselor
- Unique interior and architectural design
- Wireless internet
- Low stress, artistic and healthy environment

## A Different Kind of Place

Trained in the large 'big box' environments, Troy West had a vision to do it differently... with the client in mind. And he started living his vision when he created Empower Health and Fitness. Finally, there's a place to get healthy for the 40-plus age group – and in an environment that stimulates not only the body but also the mind.

## Troy's Vision