



**TRANSFORMATION  
CENTRE**

Over 40s Transformation Centre

Franchise Prospectus

# TABLE OF CONTENTS

- ▶ 3 Why our customers love us?
- ▶ 4 The Over 40's Transformation Journey
- ▶ 5 What We Do
- ▶ 6 A typical day for a franchisee
- ▶ 7 The growth of the company
- ▶ 8 The ideal Franchisee
- ▶ 9 Why Over 40's Transformation?
- ▶ 10 Our visions and values
- ▶ 11 Steps to owning a franchise
- ▶ 12 Getting started



# WHY OUR CUSTOMERS LOVE US?



*"All of our members find themselves in a fun, supportive, non judgemental environment, looking forward to every session."*

*Our community is full of people at all levels who desire one common goal - to be fitter, happier and healthy leading into the second half of their lives."*

*George & Melissa Saragas*

At Over 40's Transformation Centre our customers love the niche space that we've created for mature health enthusiasts to come together and improve their fitness, nutrition and wellbeing.

Over 40's Transformation Centre caters to the unique needs of our clientele, providing tailored health plans designed to improve the wellbeing of our passionate over 40's community.



# THE JOURNEY SO FAR

Prior to 2019, George and Melissa Saragas were managing and operating mainstream fitness centres throughout the Gold Coast. With decades of combined experience, they were a formidable team, transforming the fitness landscape within their community, while networking with health and wellbeing enthusiasts from diverse walks of life.

It was then that they recognised a unique gap in the market for health and wellbeing centres tailored specifically to the over 40's age bracket. There was a need in the local community for a centre that responded directly to the distinct needs of this cohort, while creating an engaging and welcoming space for members to socialise and encourage one another.

That year, Over 40's Transformation Centre opened it's flagship centre on Hope Island which grew to capacity in 3 months. Before long the dynamic duo was ready to launch their second centre in Robina a year later, and the brand has steadily grown ever since. With the success of their first two locations and a proven business model, George and Melissa are ready to onboard likeminded franchisees to share in their success. They look forward to Over 40's Transformation Centre reaching new customers and locations across the country.



# WHAT WE DO

Over 40's Transformation Centre is the first health and wellbeing facility of its kind, catering to the unique needs of a diverse, more mature clientele. As a part of their proven, exclusive system the facility offers small group personal training sessions, along with tailored training programs, nutrition, and accountability support through a combination of face-to-face sessions and accessible apps.

With this unique program members benefit from a holistic, personalised approach to their wellness. More than a traditional gym, Over 40's Transformation Centre offers a complete health experience, where members can socialise, exercise and share in their personal development journeys.

## OUR 3 STEP PROVEN SYSTEM:

PERSONALISED  
TRAINING

NUTRITIONAL  
SYSTEMS

FULL ONGOING  
SUPPORT &  
ACCOUNTABILITY



# WHAT A TYPICAL DAY IS LIKE FOR A FRANCHISEE

A typical day for a franchisee will start early in the morning; training and engaging with members at the centre. Franchisees are expected to split their time as necessary between connecting with clients, managing the day-to-day operations of the facility, training, and leading group sessions.

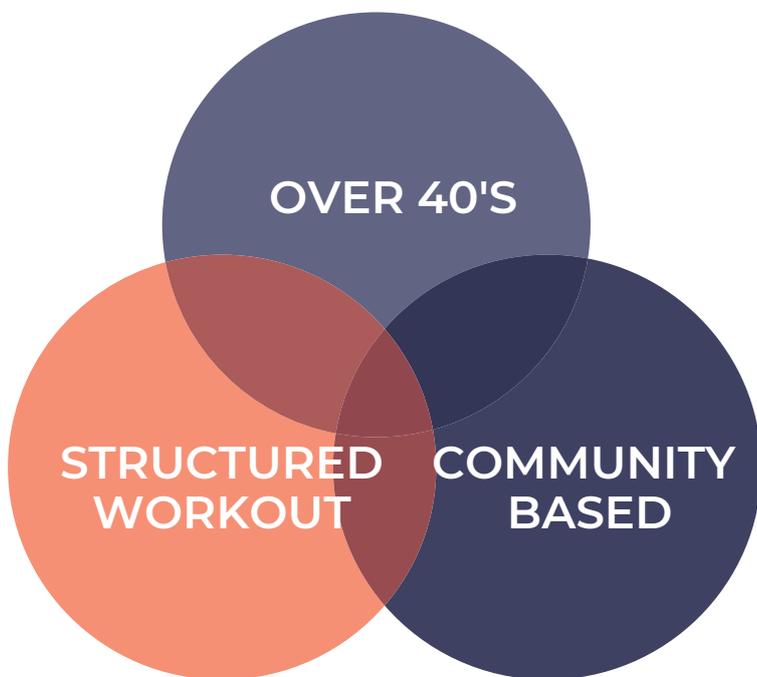
It is important that franchisees are dedicated to cultivating a community atmosphere that is inviting to new and existing members.



# THE GROWTH OF THE COMPANY

Since launching in October of 2019, our flagship Hope Island location grew to capacity in 3 months. A year later, our second facility opened in Robina and continues to support a growing community of members. We are now looking to expand into new locations and build brand awareness throughout Queensland.

The Over 40's Transformation Centre has a robust marketing strategy and clear vision for successful growth across the state and country. Long term growth plans also include potential expansion into New Zealand and other international markets.



# THE IDEAL FRANCHISEE

An ideal Over 40's Transformation Centre franchisee is someone with a passionate interest in health and fitness. Despite catering to a mature clientele, franchisees from all age groups are welcome.

Experience with an older cohort and consideration for their unique health needs and goals is crucial to the success of franchisees entering this niche operation.

Owner operators should be community-minded and passionate about forming a positive and energetic community around their centre. Franchisees should be interested in growing with the brand and have a keen willingness to develop professionally under the guidance of Head Office.

Our franchisees should share aligned values and remain dedicated to upholding the reputation and standards of the brand. Over 40's Transformation Centre is a lucrative prospect for those seeking the opportunity to own and operate their own niche health and wellbeing facility.



# WHY SHOULD YOU CHOOSE AN OVER 40'S TC FRANCHISE

At Over 40's Transformation Centre, we are proud to offer our franchisees a highly profitable business model with low monthly (and no hidden) fees.

All franchisees are fully supported by head office from the moment they enter into the franchise agreement. Taking the guesswork out of the launch of their Over 40's Transformation Centre, full assistance is provided in locating and securing the lease on a suitable facility.

Comprehensive initial training and ongoing support is also provided to franchisees, who benefit from the guidance and experience of reputable professionals who have been in the industry for decades.

Over 40's Transformation Centre is the first specialised health and wellbeing facility established to cater to the personalised needs of a mature clientele. As such, franchisees are afforded a rare opportunity to grow their operation in a market without competition, while making a positive impact on the local community. Purpose-built, proven systems guarantee client results and user-friendly compatible apps allow trainers and members to tailor individual programs with efficiency.



# OUR VISION & VALUES

Vision: We look forward to bringing the Over 40's Transformation Centre experience to more locations and members across Australia and abroad.

Values:

Dedication – We are driven by a dedication to personal growth and achievement. We celebrate the success of our clients and individually support them to reach their goals.

Community – We believe in creating a holistic, positive environment where members can form authentic relationships with their trainers and peers.

Accountability – We know accountability is a crucial factor in long-term success. We share our members goals and work closely to keep them motivated and engaged.

Results – Our proven systems, tailored programs, and digital tools are designed to maximise health outcomes for every Over 40's Transformation Centre member.



# STEPS TO OWNING A FRANCHISE

Our lucrative business model has been refined over years of successful practice in the fitness and business management industries. Designed to propel the growth of new franchisees, Over 40's Transformation Centre's franchise process is simple, straightforward, and profitable for all parties.

Buying a franchise is an important investment and we know that the prospect of beginning a new venture can be daunting, but with our support owning your own successful health and wellness centre has never been easier. If you are ready to take the next step in your franchise journey or want to know more, reach out. We can answer any questions and guide you through our simple franchise process.





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Thank you  
for your continued interest in a Over  
40's Transformation Centre  
franchise

If you would like to find out more  
get in touch with our team today

**Over 40s Transformation Centre**

**INFO@OVER40TC.COM.AU**