



LET'S **MOVE**!

*"With competition and the cost of acquiring new members on the rise, our focus on member retention has never been more important. From the way we tour a prospective member to orienting our new members, we consciously guide people into the BTS group fitness experience. This has resulted in over 60% of all traffic going to group fitness. The resulting member retention results are proof that this system works. Our retention of group fitness members is 75-80% compared to less than 50% for the equipment members"*



*Gordon Johnson  
Owner, 3 Gold's Gyms*

# THANKS BTS!

**For more information call: 1-800-729-7837 x230**