




TRANSFORM YOUR TRAINING.

Founded in 2017 in Melbourne, Australia by fitness industry veteran Cameron Falloon, BFT offers a community-based 50-minute functional training and strength-based program across 13 workouts. BFT uses science and technology based training techniques to drive individual member health goals in an inclusive, coach-led group environment. By combining cardio with resistance programs, members benefit from training a different energy system and different muscle types every day to diversify movement patterns that aim to reduce fat and create lean muscle.

 An Xponential Fitness® Brand

Xponential Fitness is the largest global franchisor of boutique fitness brands. The company's leadership team has decades of experience in fitness and wellness franchising. We have the network, resources, platform, and playbook in place to ensure continued growth and expert support every step of the way.

THE OPPORTUNITY

- Delivers a need in the marketplace
- Science-based training technique
- Inclusive of all fitness levels
- Executive model / semi-absentee opportunity i.e. scalable
- High value proposition with reasonable price point
- Recognizable international brand

THE MODEL

- Membership based - EFT recurring revenue
- Straightforward business model - manager operated, minimal staff
- 8-week progressive training model - wide array of classes
- Xponential Fitness resources for growth & support
- Studios range between 2,200 - 3,000 SQFT
- Max class size is 36

THE MONEY

Item 7 Range | \$362,700 - \$548,600*

CONTACT INFO

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* Please see Item 7 of the 2022 FDD for explanatory notes and details.

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