

2024



PILATES STUDIO

REFORMER REDEFINED

FRANCHISE BOOKLET





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Why HIIT Pilates?

Established in 2020, HIIT Pilates was born out of a desire to create a 50-minute workout for time-poor people of all fitness levels and abilities - combining the best of personal training circuits and reformer pilates. With over 10 years in the fitness industry, Founder Carla Sconce knows how important it is to create a safe and supportive environment to get the most out of each and every person. HIIT Pilates instructors not only choreograph epic classes, they motivate and modify class plans to ensure every class is strong, functional and life-changing.

Our studios are community-focused, sharing our love of strength training and movement with people of all ages and backgrounds. We're inclusive. We inspire people. We support our members and our local communities. We love what we do, and we want you to be part of our growth!

This is your opportunity to be your own boss, following a proven formula of success. We give you the framework, we lead you and walk with you each step of the way. We strive to be the best and we'll bring out the best in you too.





Our Method

The HIIT Pilates approach is based on science. By adopting HIIT our workouts increase metabolism, shed body fat and tone the body. Our programming includes:

- Strength
- Cardio
- Endurance
- Core control
- Flexibility
- Balance & agility

HIIT Pilates signature classes - Strength, Sweat and Synergy - start with 12 minutes of HIIT, followed by a whole-body reformer workout to sculpt strong, lean muscles and improve core stability. Our Stretch classes include 30 minutes of choreographed reformer followed by 20 minutes of stretching. All classes are 50 minutes in duration.



Founder & Director

Meet Carla



Founder, Carla Sconce, has been a Pilates devotee since her late teens. However, Carla didn't aspire to be in the fitness industry. In fact, in her early twenties, you would have found her in New York City, interning at a bridal magazine, with her mind on becoming a magazine editor. When she returned to Australia in 2009, she found there were limited editorial roles and moved into the events space. It was here that she learned all about project management and business.

After becoming a mother, however, it became clear that event management wasn't a career mapped out for work-life balance, nor was it something she was passionate about. So in 2013, after the birth of her second child, she underwent formal training to become a Pilates instructor, laying the groundwork for her trajectory into business ownership.

HIIT Pilates was born out of a passion for Reformer Pilates, and a serious desire to sweat! After years of students commenting that they loved her harder style of Pilates, but missed their cardio; and a similar number of new students coming to Reformer after injuring themselves in the gym, in 2019 Carla decided to create a 50-minute workout that combines the best of High-Intensity Interval Training with the full-body conditioning of Reformer Pilates.

Since launching in July 2020 with HIIT Pilates Rosebery, Carla has opened additional studios in St Leonards (May 2021) and Waterloo (August 2022) and created a nationally accredited Reformer Teacher Training Course which has seen over 50 graduates since it launched in February 2022.

In addition to her Pilates Reformer and matwork training, Carla has a BA in Law and Communications, and is a certified Personal Trainer, with further certifications in Group Fitness, Barre Attack, Zenergy Yoga Therapy, Pilates for Children, and Pre and Postnatal Pilates.

Roles and Responsibilities

We are here to assist you in achieving maximum success and growth in your franchised business. By working together for the common good we achieve a better outcome for everybody.



As the Franchisor we will:

- Provide initial franchise partner induction training.
- Determine the range of services offered and recommended pricing.
- Source Approved Suppliers for equipment and upkeep.
- Manage the HIIT Pilates website and set up social media pages for franchise partners.
- Provide advice on methods and procedures for the day-to-day operation of the business, including administration support, technical support, sales support and customer service.
- Provide ongoing training as required.
- Manage the strategic growth of the business.



Roles and Responsibilities

As the Franchise Partner you will:

- Provide an excellent standard of service to your customers including running challenging classes, delivered in a safe and effective manner, and catering to all abilities.
- Independently promote your franchised business within your local area.
- Maintain the corporate Image of the HIIT Pilates franchise in every detail of the business including the studio, signage, invoices, business stationery, advertising and marketing and uniforms.
- Recruit and manage staff.
- Order all stock from approved suppliers to you to ensure that your products comply with our image and standards.
- Maintain your stock and equipment in first-class condition.
- Pay franchise fees and all accounts on time to strengthen HIIT Pilates and preserve the businesses integrity in the marketplace.
- Communicate relevant information in accordance with this manual and with our Agreement.
- Inform the head office of any problems occurring within your business.



Financials

To invest in your HIIT Pilates business, an initial franchise fee of \$50,000 + GST is payable.

Our Management team will work with you to find the best location for your studio, guiding you through the process of lease agreements and local Council applications required for Change of Use to fitness premises.

Once the best premises are secured, HIIT Pilates manages a turn-key fit-out including procuring all equipment and merchandise needed to launch your studio.

All costs payable by the franchisee. Depending on the size of the premises, the fitout and equipment costs start from \$140,000 + GST.

Ongoing monthly royalty payments of 10% on earnings are payable to HIIT Pilates Pty Ltd. Marketing and social media plans are guided by Head Office, working closely with you to ensure you invest your marketing budget in the right direction.





01



CAN I CHOOSE MY OWN LOCATION?

Of course! However, please keep in mind HIIT Pilates franchise territories are defined as the site of the studio. Each studio will have a catchment of approximately 30,000 people. Head office will ensure there is a minimum distance between sites to ensure each location has a population catchment suitable to support its growth.

02



DO I NEED PRIOR EXPERIENCE RUNNING A BUSINESS?

Not at all! While it may be beneficial to have previous experience running a business, it is not a critical part in becoming a HIIT Pilates franchise partner.

03



HOW LONG IS THE FRANCHISE AGREEMENT?

The period, or term, granted under the HIIT Pilates agreement is 5 years with an optional right to renew the agreement for an additional 5 years.

Franchising FAQs

04



WHAT DOES HIIT PILATES ASSIST ME WITH?

Absolutely, at HIIT Pilates, we're your partner from the very beginning! Guiding you towards success every step of the way. Our comprehensive Initial Franchise Partner Induction Training through the HIIT Pilates Academy sets the stage.

We help you define services and competitive pricing, source reliable equipment suppliers, and manage your online presence. We provide operational support across administration, technical areas, sales, and customer service.

With continuous support, you'll stay at the top of your game.

Plus, we actively aid in your business's strategic growth both in-studio and online. Including a steady stream of trained graduates from our HIIT Pilates Academy and local connections to allied health professionals.

Join HIIT Pilates for a journey to success with a trusted partner.

05



WHAT IS THE ROI FOR A HIIT PILATES STUDIO?

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OWN A STUDIO



Next Steps

Have more questions? Ready to jump in?

Book a time to talk to HIIT Pilates Founder, Carla Sconce. Email today!

✉ hello@hiitpilatesstudio.com