

---

Own a business that reflects  
your passion and lifestyle.

**STRENGTH  
NATION**

---

# Strength Nation Franchise Prospectus

---

## STRENGTH NATION

# Introducing Strength Nation

Strength Nation is New Zealand's premium gym franchise, created by fitness professionals for real communities.

What began as a simple, contract-free gym in Greytown has evolved into a scalable, values-driven brand loved by its members and trusted by its operators.

With a strong presence in regional New Zealand and a reputation for exceptional service, Strength Nation delivers a class-led, community-first model that meets the needs of modern gym-goers, from teens to parents to active older adults.

Every decision we've made, from staffing to systems, is designed to support a healthy, sustainable business that puts people first.



**BUILT BY** *Ambition*

## STRENGTH NATION

20+  
YEARS OF  
EXPERIENCE

10+  
YEARS IN  
BUSINESS



## Meet the Founders

AJ and Matt bring over 20 years of combined experience in the health and fitness industry, with backgrounds in personal training, gym ownership, competitive CrossFit, and commercial property development.

They've built, operated, and scaled multiple gyms from the ground up, including turning around underperforming facilities and boosting membership by over 50% in under six months.

Their strength lies in hands-on knowledge: from programming and staff management to floor plans and member retention.

Unlike many franchise systems, Strength Nation is still run by its original founders, meaning Franchise Partners gain direct access to real experience, not just theory.

Whether you're new to gym ownership or ready to scale, AJ and Matt are the kind of franchisors who know what it takes, because they've done it themselves. They've spent the last 10 years refining a lean, class-led business model that members love, and operators can run efficiently.

## Why Strength Nation

We're not another 24/7 gym franchise. Strength Nation delivers a premium member experience with simple, proven systems that make the business easier to run and easier to grow.

Strength Nation is built for Franchise Partners who want to run a high-value, community-focused gym, without the bloated overheads or outdated models. With no lock-in contracts, all-inclusive memberships, and purpose-built spaces for group fitness, our gyms feel local but operate like a national brand. Now, we're offering Franchise Partners the opportunity to own their own Strength Nation, backed by smart systems, high retention, and genuine support.

### All-inclusive memberships

No upsells, no tiers.  
One price, everything included.

### Class-first culture

Purpose-built group training zones with centrally designed programming.

### Lean operations

Run your gym with just 2 staff and smart tech that does the rest.

### High retention model

Free intro sessions and monthly reviews build trust and results.

### No lock-in contracts

8-week minimum commitment keeps it flexible, fair, and member-friendly.

### Private sauna access

A premium touch that sets us apart and drives retention.

# The Strength Nation Model

We've built a gym model that delivers a premium experience, without the premium complexity. Every system is designed to keep operations simple, costs low, and members coming back.

This is a smarter way to run a gym — lean, member-focused, and built to scale.

---

## **Membership**

- Flat-rate, all-inclusive pricing
- Intro session + 4-week review system
- No joining or cancellation fees
- 24/7 member access via app or key tag

---

## **Facility Design**

- Fully equipped commercial gym space
- Private sauna rooms in each facility
- Strength Nation Club: a separate, purpose-built class zone
- Circuit, barbell, yoga, spin and stretch programming included

---

## **Operations**

- Run with as few as 2 staff
- ~65 staffed hours per week
- QR check-ins and online sign-ups
- GymMaster CRM and digital tools

---

## **Personal Training**

- Low-cost rent model for contract trainers
- Trainers benefit from built-in lead flow via intro sessions
- Code of Conduct ensures consistency and professionalism



## Training & Support

### Initial Training

- Two weeks of onboarding covering operations, systems, and service delivery
- In-gym placement to build confidence and learn the day-to-day
- Programming, staffing, tech systems, and business admin support
- Equipment layout and fit-out assistance

### Ongoing Support

- Centrally programmed classes are delivered weekly
- Templates for intro sessions, reviews, and PT handovers
- Marketing support, social media assets, and campaign guidance
- Access to our brand developer and operations team

## Your Strength Nation Life

Owning a Strength Nation franchise offers the flexibility to shape your business around your lifestyle. Whether you're training clients on the floor or leading a small team, you'll enjoy variety, purpose, and direct impact.

### A Typical Day Might Include:

- Greeting and engaging with members
- Running morning or evening classes
- Managing staff or coaching contractors
- Member sign-ups and intro sessions
- Planning community events or promotions
- Admin tasks using GymMaster CRM

Some Franchise Partners stay hands-on, while others hire and scale. You make the choice, and the model supports both.





## Territory & Growth Opportunity

Strength Nation thrives in regional and community-driven locations, where loyalty, service, and culture matter most.

### Priority Areas for Expansion:

- Christchurch
- Wellington
- Mount Maunganui
- Palmerston North
- Taupō
- Hawkes Bay

These regions reflect the same local character and growth potential as our successful gyms in Cambridge, Carterton, and Masterton.

We also have a future site earmarked in Wellington and long-term aspirations to expand into Auckland and Australia.

### Proven Growth Momentum:

- Rapid expansion from one to three gyms in under three months
- Two Franchise Partners (Carterton and Cambridge) have already transitioned from within the business
- Ongoing enquiries from prospective members, trainers, and developers across New Zealand

This is your opportunity to secure an exclusive territory and build a standout local business with national brand backing.

# STRENGTH NATION



## Fees & Royalties

**Initial Franchise Fee**  
\$20,000

**Initial Training Fee**  
\$5,000

**Group Marketing Fund**  
\$500  
PER MONTH

**Launch Marketing**  
\$5,000 – \$10,000  
DEPENDING ON LOCATION AND  
COMPETITOR DENSITY

**Local Advertising Spend**  
\$1,000  
PER MONTH

**Royalty**  
8%

## FAQs

### What are the term options?

The standard term is an initial period of 5 years and 2 further terms of 5 years (15 years total).

### What financial information will I receive?

A closer look at financial simulations are provided later in the application process. In the meantime, we have provided some initial and ongoing figures as a guide.

### How long will it take before I operate?

We estimate that from the time you sign the agreement to when you are ready for your first customers will be approximately 6 months.

### How do territories work?

Your territory is exclusive, which means regardless of the number of other Franchise Partners around you, you are the only Franchise Partner who can advertise and market in your area.

### Who looks after advertising?

Our approach is that Franchise Partners are given the freedom to market to their customers at an organic and local area level. National advertising and marketing campaigns are organised through Head Office for efficiencies and cost advantages.

# THIS IS YOUR MOMENT

Strength Nation is your chance to own a business that reflects your passion, standards, and lifestyle.

Let's build a gym that delivers results, creates community, and gives you freedom.



[BOOK YOUR CALL ↗](#)

Book your call today and take the first step toward owning your Strength Nation.

**STRENGTH  
NATION**