

CASE STUDY

THE ROAD TO FULFILLMENT WITH FITNESS TOGETHER®

INTRODUCING THE ANDERSENS

Kelley and Ainzley Andersen have owned their Fitness Together® studio in Eagle, Idaho since July of 2018.

Kelley served in the U.S. Navy and has worked as a police officer for over 20 years, and Ainzley has nine years of experience working in insurance. The married couple is passionate about healthy living, volunteering, and working in their community.

Opening a Fitness Together studio allowed them to combine their passions and work, into a new and rewarding business opportunity.

“The franchise just matched our personal values of changing lives through fitness. We couldn’t be happier with our choice.”

—Ainzley Andersen
Owner, Fitness Together Eagle, Idaho



FITNESS TOGETHER: THE PERFECT FIT

Kelley had previous experience in the fitness industry as a personal trainer, which shaped his first impression of the Fitness Together brand.

“The Fitness Together brand took a different approach to personal training,” said Kelley. “The Fitness Together brand training protocol is more efficient and really worked. Having a personal trainer who is knowledgeable and invested in your personal success has made all the difference for our clients.”

“We looked at many different franchise opportunities in fitness, healthy eating, and more. We kept coming back to the Fitness Together brand”, said Ainzley, “The franchise just matched our personal values of changing lives through fitness. We couldn’t be happier with our choice.”

WORLD CLASS SUPPORT ON THEIR SIDE

When Kelley and Ainzley opened their business, they weren’t alone.

The Fitness Together support team was there at every step. They were able to guide and answer every question along the way, and once Kelley and Ainzley decided to go with the Fitness Together brand, they secured an SBA loan to support the funding of their studio purchase.





“Ultimately, the Fitness Together brand had set up such a great support system for franchisees,” said Ainzley, “that we decided it was definitely worth the risk to jump in and run with this.”

CHANGING LIVES

Ainzley and Kelley remain personally connected to the idea of helping others through fitness.

“Clients are able to create bonds with their personal trainer that get them out of their shells, and push them harder than they ever thought they could go,” said Ainzley, “ We help them reach the potential they never knew they had.”

The couple recalled one client that made a great impression on them. The client had participated in a Spartan Race in the past and wanted to do so again, but felt she was not in the proper shape to compete. With the help of Kelley and Ainzley’s Fitness Together studio, she lost over 20 pounds, lost several inches, and went on to confidently compete in her Spartan Race.

“She was in five days a week,” said Ainzley. “Every morning, we were at the studio at 5:15 AM to meet her and she just hammered out her workout like you would not believe. It was awesome getting to be a part of that.”

“The difference from when I first saw her to when she was race ready, was profound,” said Kelley. “She’s a huge success.”

LOVING LIFE AS THE BOSS

The Andersens love the freedom that owning a Fitness Together studio allows them. The two are able to set their own schedules, accomplish tasks at their own pace, and make their own business decisions.

“It’s a role I’ve never been in before,” said Ainzley, “so it’s really nice to be the boss for once with my amazing business partner and husband.”

Ultimately, the couple decided to open a Fitness Together studio for the same reason their clients find so much success at their studio—a customizable, holistic approach to fitness in a private setting. Kelley and Ainzley are able to honor their passions, build strong relationships within their community, and change the lives of those around them.

“The Fitness Together concept has a foundation around its holistic fitness approach—and its effectiveness because of that approach—that a lot of other gyms and fitness franchises can’t claim,” said Kelley. “I can put on that shirt with the Fitness Together logo and feel like the clients that come to us are getting what they paid for. We’re going to help make a difference in their lives.”

Kelley and Ainzley Andersen found professional and personal fulfillment through owning a Fitness Together studio—and you can too. Start the journey today, and learn more on how to best take advantage of this fantastic business opportunity.

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