

NEIGHBORHOOD barre

**DO WHAT YOU LOVE**

*LOVE WHAT YOU DO*



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# NEIGHBORHOOD barre

*franchising 2022*

# *when your dreams become a reality*



**Katy Richardson, Founder**

NEIGHBORHOOD barre™ was founded by Katy Richardson. Katy is a certified Yoga instructor and graduated from Samford University with a Bachelor of Science in Business Administration, concentrating in Finance, and a secondary degree in Accounting. She embraced a healthy and active lifestyle from a young age participating in both cheerleading and outdoor sports. Her love for cheerleading carried over into her college years where she cheered four years at Samford University. During college she found interest in non-traditional forms of exercise like yoga and pilates.

She was introduced to barre fitness in 2009 and began pursuing and training in a variety of different methods. In 2011 Katy opened the very first NEIGHBORHOOD barre™ in Knoxville, TN. Not only does she still own her original location, but you will still find her teaching daily at her studio. Katy has seen the change it has made in her own body which is why she believes NB is for every BODY.



## *our mission*

The mission of NEIGHBORHOOD barre is to offer all clients, whether beginner or advanced, a quick and effective way to transform their bodies. The studio will evoke a sense of comfort and encouragement in our clients' quest for improvement, free of judgment and comparison.

# *progressive barre, powerful results*

At NEIGHBORHOOD barre we specialize in providing a workout that is dynamic, inventive, yet approachable for all levels - beginner to advanced. Our progressive method combines traditional barre with flowing full-body transitions and optional cardio advancements. Our method produce powerful results that are hard to find in a traditional barre studio. We will truly push you to your limits, or encourage you to take it at your own pace, in a calm and inviting environment that is free of judgment and comparison.



*Not all barre studios are the same*

# THE NB DIFFERENCE

## FOR EVERY BODY

OUR WORKOUTS ARE WELCOMING TO ALL FITNESS LEVELS AND CAN BE TAILORED TO YOUR NEEDS BY PROVIDING BOTH CARDIO ADVANCEMENTS AND STABILITY MODIFICATIONS IN EVERY EXERCISE!

## TAILOR TO YOUR NEEDS

NO MATTER HOW YOU FEEL FROM DAY TO DAY, OUR WORKOUT CAN BE TAILORED TO MEET YOU WHERE YOU ARE! FEELING LIKE YOU NEED AN EXTRA PUSH? OPT FOR OUR BALANCE AND CARDIO CHALLENGES. NOT FEELING WELL AND NEED TO TAKE IT EASY? STAY IN THE BASE POSITION AND ISOLATE. IT IS YOUR WORKOUT!

## CHANGE YOUR MINDSET

WE PROVIDE AN ENVIRONMENT THAT IS WARM, WELCOMING, AND ENCOURAGING. BOUTIQUE FITNESS DOES NOT HAVE TO BE INTIMIDATING! WE TRAIN OUR STAFF ON PROPER CLIENT INTAKE TO ENSURE EVERYONE WHO WALKS THROUGH OUR DOORS IS COMFORTABLE IN OUR SPACE.

## BRING THE KIDS

OUR CHILDCARE MODEL ALLOWS OUR CLIENTS TO BRING THE KIDS AND UNPLUG FOR AN HOUR, MAKING OUR STUDIOS ACCESSIBLE TO A CLIENTELE WHO MIGHT NOT BE ABLE TO ATTEND OTHERWISE.

## UNPARALLELED RESULTS

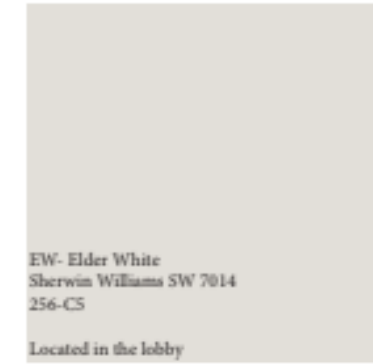
DUE TO THE CLASS FORMULA, WHICH CONSISTS OF CARDIO ADVANCEMENTS AND FLOWING FULL-BODY TRANSITIONS, WE ARE ABLE TO PRODUCE RESULTS THAT ARE HARD TO FIND IN A TRADITIONAL BARRE STUDIO! CLIENTS REPORT SEEING CHANGES IN AS FEW AS 7 CLASSES.

## MINDFUL MUSIC

ALL OF OUR CLASSES ARE SET TO AN ECLECTIC PLAYLIST THAT WILL EBB AND FLOW TO THE PACE OF THE CLASS. OUR PLAYLISTS ARE AVAILABLE ON SPOTIFY, WHICH ALLOWS MORE ENGAGEMENT FROM OUR CLIENTELE!

# *build YOUR studio*

Our Architect stays up to date on the latest studio trends and walks you through a design process that allows for customizations like murals, dark to light color scheme, and special touches that allow every studio to truly reflect its neighborhood.



# *you are never in this alone*

## **DAILY, WEEKLY, AND MONTHLY SUPPORT**

OUR OPERATIONS TEAM WILL WORK WITH YOU FROM PRE-OPENING AND BEYOND TO ENSURE YOU NEVER FEEL LOST OR ALONE. WE ASSIST YOU IN SETTING BIG, BUT ATTAINABLE GOALS, COACH YOU ALONG THE WAY, AND HELP YOU PLAN FOR SUCCESS.

## **A COMMUNITY OF LIKE-MINDED INDIVIDUALS**

ALL OF OUR JOURNEYS ARE DIFFERENT, BUT WE ARE ALL HERE FOR THE SAME REASON - TO BUILD A COMMUNITY AND CHANGE PEOPLE'S LIVES FOR THE BETTER. OUR FRANCHISEES MEET REGULARLY TO DISCUSS BEST PRACTICES AND OUR MARKETING PLANS. MANY OF US ARE AT DIFFERENT STAGES IN OUR BUSINESS, SO IT IS BENEFICIAL TO HAVE A GROUP OF OWNERS WHO YOU CAN GO TO WITH QUESTIONS OR THOUGHTS.

## **EXPERTLY TRAINED INSTRUCTORS**

EVERY STUDIO IS ASSIGNED A MASTER TRAINER TO ENSURE YOUR INSTRUCTORS ARE EXPERTLY TRAINED AND UP TO STANDARD WITH NEIGHBORHOOD BARRE EXPECTATIONS. YOUR TRAINER IS THERE EVERY STEP OF THE WAY TO SUPPORT YOU WITH LEADING YOUR TEAM, AS WELL AS HIRING, AUDITIONING, AND CONTINUING EDUCATION OF YOUR INSTRUCTORS.





# ***owner snapshot***

**Every owner, market and studio is different.** We recognize that owning a business is not a one size fits all experience, which is why we build every owner an individualized road map to meet their personal and professional goals.

The below fees are for the purpose of preparation and planning, but your investment ranges considerably depending on your market.

## INITIAL INVESTMENT

**Franchise Fee:** \$35,000

**Minimum Liquid Capital:** *(Varies based on specific location needs)* \$10,000-\$30,000

**Estimated Total Investment:** *(Varies based on specific location needs)*  
\$85,000-\$350,000

## ONGOING FEES:

**Royalty Fee:** 6% Gross Sales, Paid Monthly

**Marketing Fee:** 1% Gross Sales, Paid Monthly

The best reason to explore an nb franchise? Expected return on investment allows for uncapped opportunity in a reasonable timeframe, typically within 6-24 months.



# ***owner snapshot***


Our owners enjoy an economical initial investment, a recurring revenue model, strong profit margins, and the support of our team. We are proud to provide *more* support at every stage of your needs than any other comparable franchise!

**Your next step?** Let's talk about your goals, timeline, territory and financing options!

BOOK YOUR CUSTOMIZED SNAPSHOT AND PLAN- THIS IS A COMPLIMENTARY AND NO OBLIGATION WAY TO SEE IF THERE IS A FIT!

If you have any questions about the above requirements, financing options, or franchise processes or really anything about owning a nb location, feel free to reach out directly. We understand it can be overwhelming to determine exactly what's needed and the opportunities that are available on your own... especially as it relates to funding/financing. We've helped future franchisees just like you find many ways to invest successfully.

Our Franchise Manager, Jessie, is not only an expert on helping you determine how to make studio ownership a reality- she's also a franchise owner herself and happy to navigate funding options and financial questions, alongside what it looks like to thrive as an owner!

The background features a large, stylized white graphic of the letters 'N' and 'B' on a blue background. The 'N' is formed by a vertical bar on the left and a rounded shape on the right. The 'B' is formed by a vertical bar on the left and a rounded shape on the right. The overall design is clean and modern.

At NEIGHBORHOOD barre, we are in the business of changing lives for the better. Better strength, better endurance, and better confidence. As a studio owner, you are provided with the processes, coaching, and companionship to pursue your dream of turning what you love into what you do.

Are you ready to take the next step?  
Schedule a call with a franchise consultant.

**CONTACT:**

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THIS INFORMATIONAL PACKET IS NOT AN OFFER OF A FRANCHISE, WHICH CAN ONLY BE DONE THROUGH THE FTC AND STATE FILED DISCLOSURE DOCUMENT.  
WE ONLY MAKE A FORMAL OFFER OF A FRANCHISE WHEN SOMEONE HAS SUCCESSFULLY COMPLETED OUR FRANCHISE APPROVAL PROCESS.