

2018 AFFILIATE GYM EQUIPMENT CHECKLIST

Did you know that box owners spend anywhere from \$20,000 to over \$50,000 on equipment when opening their gym? To help reduce initial startup costs, we recommend purchasing equipment in the following phased approach.

Must-Haves

- 3/8 inch rubber flooring**
- Abmats**
- Bumper plates**
2.5 lb, 5 lb, 10 lb, 15 lb, 25 lb, 35 lb, 45 lb
- Barbells**
Men's, women's and practice bar
- Barbell storage**
- Barbell clips**
- Chalk**
- Chalk buckets**
- Foam rollers**
- Industrial fan**
- Jump ropes**
- Lacrosse balls**
- Medicine balls**
10 lb, 14 lb, 20 lb
- Mobility bands**
- Kettlebells**
9 lb, 18 lb, 35 lb, 44 lb, 53 lb
- Plyo boxes**
20"x24"x30", 12"
- PVC pipes**
- Rig**
Racks and pullup bars
- Rings**
- Rowers**

Phase II

- Air Bikes**
- Benches**
- Climbing ropes**
- Crossover symmetry**
- Dumbbells**
5 lb, 10 lb, 15 lb, 20 lb, 25 lb, 30 lb, 35 lb, 45 lb, 55 lb
- GHD**
- Slam balls**
10 lb, 20 lb, 25 lb, 30 lb, 35 lb, 45 lb, 50 lb
- Tractor tires**
- Weight belts**
- Yoga mats**

Phase III

- Ab wheel**
- Additional matting**
- Agility ladders, cones**
- Jerk blocks**
- Plate storage**
- Parallel bars**
- Peg board**
- Pinch blocks**
- Sledge hammers**
- Sandbags**
- SkiErgs**
- Sled**
- Specialty barbells**
- Weight vests**
- Yokes**

Purchasing Tips

1. Package deals aren't always the best

Though easiest, a lot of package deals may not offer what you need to properly outfit your box. In some instances you may be able to tweak the package so that you get the equipment you want and need for the same discount package price.

2. Purchase from companies with great reviews

A lot of companies are attempting to get in on the affiliate gym trend. Unfortunately, this means new companies that want to get into the market with "competitive" pricing are constructing a lot of low quality equipment. Do your research and choose your equipment from companies that have great reviews and are well known in the affiliate box scene.

3. Buy only what you need

Many boxes follow what they call the "Rule of Three," meaning that a class should be broken into three groups. For example, you would only need 5 sets of equipment for a class of 15 individuals.

4. Ditch the lease

Most start-ups will benefit from avoiding any capital leasing options that can suck the life out of your gym's cash flows. Some equipment companies such as Rigquipment Finance offer growth projects such as leasehold improvements. These can be beneficial in some situations, but including equipment in your start-up budget and financing it yourself is the best and most affordable way to go.

As you plan and budget for the opening of your affiliate gym, make sure to choose a member management software that will do the heavy lifting for your business. Learn how Zen Planner's Software Suite can help your box grow and retain athletes during a live demo with one of our Software Specialists.

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