

BREAK-EVEN MEMBERS

57

COSTS

Fixed Costs	\$8,500
Variable Costs	\$4,050

PER MEMBER

Average Revenue Per Member (ARM)	\$183.33
Variable Cost Per Member (VCM)	\$33.75
Contribution Margin	\$149.58

TARGETS

Profit Target / Month	\$7,500
Members for Profit	107
Current Members	120
Gap to Profit Target	13 ahead

UTILIZATION

Weekly Visits	300
Visits / Member / Week	2.5

You are 63 members above break-even. Your gym has a strong profit buffer. Focus on retention and quality.

SERVICE MIX MODEL

TIER	PRICE/MO	MEMBERS	REVENUE
Tier 1 (Base)	\$129	50	\$6,450
Tier 2 (Mid)	\$179	40	\$7,160
Tier 3 (Premium)	\$249	20	\$4,980

PT / Add-Ons	\$349	10	\$3,490
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Total Modeled Revenue	\$22,080
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Modeled ARM	\$184.00
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30-DAY ACTION PLAN

Lever to Prioritize	Increase ARM
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Change to Implement	Launch premium tier at \$249/mo
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Metric to Track Weekly	Average revenue per member
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Review Date	March 21, 2026
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