

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)	\$149	50	\$7,450
Tier 2 (Mid)	\$199	40	\$7,960
Total Modeled Revenue			\$15,410
Modeled ARM			\$171.22