Make it Happen

OPEN YOUR OWN BARRE3 STUDIO
THIS IS:

Loving going to work every day.

Changing lives and shaping futures.

Building a thriving, supportive community.

Putting happy and healthy first.

Finding strength and balance.

THIS IS BEING A BARRE3 STUDIO OWNER.

“Barre3 empowers us as leaders, business owners, and entrepreneurs—and it’s also helping us find balance in life. I’m so grateful that I can do something that I’m passionate about and still be the kind of mom that I want to be to my kiddos.

- Gillian Brotherson, barre3 Willow Glen
Because we believe in finding and empowering leaders.

Sadie and Chris Lincoln spent years climbing the corporate ladder in the fitness industry. They had thriving careers, a great house, and two beautiful children—but instead of being happy, they were unfulfilled. They often worked 12+ hour days. They felt disconnected and like they never saw their children—or each other.

So in 2008, they took a leap. They sold their house (on craigslist!), moved to Portland, and opened the first barre3 studio. Their goal was twofold: To live healthy, happy, balanced lives, and to help others do the same.

The workout was a hit, and people began flocking to the studio. And then people began asking how they could open their own barre3 studio. Sadie and Chris realized the franchise model fit perfectly with barre3’s approach of empowering others to live happy and healthy. And so they went for it—thoughtfully and deliberately, taking great care to make sure they set each new owner up for sustainable growth.

Today, barre3 has more than 130 studios across the country, an online streaming platform, a digital magazine, and a strong, supportive community across the globe.

Sadie and Chris made their dream came true, and now they want to help you do the same.
Before this big career change, I used to work as a nurse. I loved being able to help people, but in doing that, I neglected to take care of myself. I was exhausted, not sleeping well, and not eating right. Barre3 has helped me find that balance I was craving. I feel grounded and healthy, and I manage stress better now.

- Kate Pederson, barre3 Tucson
At barre3, we take great care to provide our owners with the tools they need.

As a barre3 owner, you get:

**DECADeS OF EXPERIENCE AT YOUR FINGERTIPS**
Sadie and Chris Lincoln have spent more than 20 years as leaders in the fitness industry, giving them unparalleled experience in the field. Since opening the first barre3 studio in 2008, they, together with their team, have helped open more than 130 studios across the country.

**A SUSTAINABLE BUSINESS MODEL**
Barre3 is a lifestyle, not a trend, so we franchise based on people, not on numbers. We grow steadily and with purpose, giving you the tools and support you need to build a strong, stable business.
SUPPORT EVERY STEP OF THE WAY

We offer each and every owner around-the-clock support from day one. You’ll have a dedicated point person helping you from contracts to real estate to hiring. And our support isn’t limited to business brass tacks. Because we know that happiness at work starts with a balanced lifestyle, we also help you navigate work-life details, from time-management to child care. We truly care about each of our owners, and we love nothing more than to help you find balance—both at work and at home.

ONGOING EDUCATION

Our support doesn’t end when you open your doors. We offer ongoing education, including manager training, instructor workshops, internal social media channels, monthly calls, an annual owners’ summit, and so much more.
A GLOBALLY RECOGNIZED BRAND

Being a studio owner allows you to stand with an innovative, established, and highly respected brand. With studios across the country, a growing online community, and popular digital content, barre3 has become a household name, representing not just exercise but a commitment to whole-body health. The barre3 brand reaches audiences far beyond our community, partnering with industry heavy hitters like mindbodygreen and receiving features in publications like Oprah and the Huffington Post. Founder Sadie Lincoln is also an in-demand expert on the health and fitness speaking circuit.
“From the moment I stepped into the studio as a first-time client to the day I opened my doors as an owner, I have been overwhelmingly supported by a group of warm, smart, badass team members!

- Brittany Morse,
  
  barre3 Allentown + barre3 Bethlehem
OUR STUDIOS

We take great care to make sure that every barre3 studio is a welcoming, friendly space. The natural light pouring in; the benches in the lobby to foster connection and community; the bright, clean changing rooms stocked with premium products; child care to ensure that everyone can get a class in; and the fresh, highly curated retail that drives conversation are all part of what make a barre3 studio experience a luxury. Barre3 studios are more than just a place to work out—in fact, we often hear clients describe them as their "second home!"
OUR COMMUNITY

Even more than the physical beauty of the studios, the people are what differentiate barre3. To us, community is everything—and everyone. Our clients are teenagers to 70+-year-olds, women and men, fitness gurus and first-timers. Everyone matters, everyone belongs, and everyone gets incredible support from the community, both in studio and online.

“I loved the barre concept, so I started doing some research. All the other franchises made it look like a one-woman show—no support, no husbands, no kids to be found. Then I discovered barre3. I loved the fact that it was so family friendly, that they offered child care, and especially that Sadie and her husband Chris founded it together.

— Lauren Truslow, barre3 Columbia
OUR PHILOSOPHY

There’s a lot out there. At barre3, we don’t claim to be the silver bullet to being healthy and fit. There are many ways to achieve fitness, but we have a greater vision. Yes, we’re all about toning and shaping and shedding pounds, but our mission is to make this world a healthier and happier place. As Sadie says, exercise isn’t the answer. It’s an important piece of the puzzle, and we’re proud to deliver body-sculpting, muscle-burning workouts, but being healthy is about so much more than a toned body.

We ask the questions that counter the typical idea of fitness. We shake it up. The barre3 philosophy is built on three equally important pillars: exercise, nourish, and connect. Healthy isn’t just about how hard we work out or the numbers on the scale. It’s about nourishing our bodies and making connections in order to lead a healthy, balanced life. By focusing on whole-body health—and the 23 hours a client isn’t in the studio—we empower our clients to feel their best from the inside out.
OUR WORKOUT

Our signature three-step sequence tones and lengthens all major muscle groups, delivers an energizing cardio boost, and builds strength—all with zero pain or negative impact on the body. Our modifications make it possible for virtually everyone—from the super-fit athlete to the first-timer—to get a satisfying, body-shaping workout they can do every day, forever. Since barre3 mixes athleticism, grace, and the latest innovations designed to balance the body, our workout is always evolving and adapting to fit our clients’ needs.

“International I struggled with chronic back pain and was in a pretty bad place. After a few weeks of barre3, I started to gain strength and confidence. Best of all, I learned how to tell the negative voice in my head telling me “I can’t” to shut up.

— Kendall Prendergast, Seattle WA client
OUR SUPPORT NETWORK

Barre3 is committed to supporting our owner partners every step of the way—through pre-opening and beyond. Here are just a few of the ways we’re there for you:

Site-selection consultation
Design and construction
Studio operations
Launch strategy from pre-sale through grand opening
Sales, marketing, and branding
Instructor recruitment
Comprehensive instructor training and development
Barre3 sequencing and innovative techniques
Retail selection and optimization
Work/life balance coaching
Goal setting

“Me ultimate goal was to own my own business, so I started doing some research—that search led me to barre3. When I went on the barre3 website, it immediately hit me in my gut: I knew that barre3 was supposed to be my path. I started by visiting a studio, and I felt like I was home the minute I walked in the door.”

— Liz Hay, barre3 Needham
WHO WE’RE LOOKING FOR

One of the things we love about our franchise owners is that each and every one is a true individual, bringing a unique perspective to studio ownership. But there are a few key traits each owner must have:

A passion for barre3. You’re taking classes regularly, subscribing to our online workouts, participating in our company-wide programs, and following us on social media. You not only understand the brand, you live it.

A magnetic personality. Our owners are go-getters with a get-it-done attitude. One of our barre3 mottos is Make It Happen, and each and every one of our owners embodies that philosophy.

Business savvy. We look for candidates who understand and can adapt to different business scenarios. This doesn’t mean you need to have a resumé packed with traditional experience, but it does mean you should understand and be comfortable navigating business basics around finance, marketing, and operations.

Strong leadership skills. As an owner, you will lead and grow your own team of instructors, front-desk staff, and childcare workers. It’s important that you feel confident developing this team in a thoughtful, positive manner, encouraging both a strong work ethic and commitment to work-life balance, and empowering them to thrive in their roles.

Capital to make this a long-term endeavor. All candidates must be able to demonstrate that they have the necessary capital to open a studio (see details on page 16).
B3 TERRITORIES

Barre3 uses demographic information along with geographic details to establish territories that are suited to support a studio. Our support staff works to ensure that our territories maximize the potential for each location.

B3 STUDIO LOCATIONS AND CORE DEMOGRAPHIC

When considering a location, our goal is to find a space you’re excited to go to every single day! We’re focused on securing real estate that’s located in an area where our clientele is abundant. Our core demographic is female between the ages of 25 and 45. These women are young professionals who have disposable income and fall into the primary new consumer/early-adopter category, working women who fall into a high-income bracket, and stay-at-home moms who fall into the top-tier income bracket. We are motivated to continue to grow in areas where we currently have studios and there is room to expand, as well as new markets that don’t yet have a barre3 studio.

“When I opened my own studio, I was petrified of getting up in front of a large group of people and teaching. Now, I feel giddy when I’m teaching. It’s so much fun to see people shaking and changing.”

— Tori Fox, barre3 Raleigh
Barre3 is recognized on the SBA registry, which helps to facilitate financing to small-business owners.

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Note: All barre3 instructors receive a $5,000 discount on their franchising fee.
It’s our job to find the right people first—people who trust the process and will take the tools provided and run with them. We’ll give you a blueprint, access to 24/7 resources, ongoing training, and an incredibly supportive owner community, but ultimately we empower you to make it happen.

Ready to take the next step? Contact growwithus@barre3.com

I couldn’t be more proud to be a barre3 studio owner or more grateful to be a member of this unbelievable tribe of leaders making lives healthier and happier.

- Alicia Sokol, barre3 Washington, D.C.

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.