

CUSTOMER SPOTLIGHT: **BALANCED BODY**

Q&A with **Fernanda (Fay) Grove**

DETAILS



Corporate Director



US Fitness Group



46 Locations



Balanced Body
Customer Since 2003



Elevate the Status of Your Club with Balanced Body

? Why did you decide to partner with Balanced Body? Whether you are a classically or contemporary trained Pilates professional, they have products that will please you. Balanced Body also offers products beyond Pilates apparatus such as the Core-Align, Bodhi and MOTR. The addition of these “beyond Pilates” services to our mindful movement program has helped increase our revenue and stay competitive. Balanced Body also has excellent customer service and a great educational department. I cannot think of a better partner for a mindful movement department.

? What benefits has Balanced Body

brought to your business? I think working with Balanced Body gives us additional credibility in the industry and to our members. Balanced Body is a known and recognized name with a great reputation. I think we also help strengthen Balanced Body’s place in the industry as we bring a large amount of credibility to the partnership. US Fitness Group plus Balanced Body makes for a very strong partnership.

? What are the benefits of offering Pilates to your members? We are always thinking about ways to improve our clients’ movement and quality of life efficiently, and Pilates helps us achieve that goal. The customer

retention with our Pilates and mindful movement services is impressive. Most of our trainers have clients that have been training with them for over 10 years faithfully, helping us with member retention. Balanced Body’s education department has been a vital partner in supporting our goal for excellent training.

? Why should other club operators consider working with Balanced Body? Balanced Body offers quality and durable products, premium customer service and superb education. Pilates and mindful movement programs will help with member retention and will elevate the status of the club.

For more information, visit balancedbody.com, call 800.745.2837 or email chanin.cook@balancedbody.com.