

# What makes PWFC different.

Fitness Businesses come and go but PWFC has been a success story for an incredible 15 Years. Here are 5 reasons we continue to be a great choice to achieve your health and wellness goals.



## Convenience

- Our location whether you are in the building or a just a pedway walk away, the proximity makes a huge difference in the frequency you will workout
  - Even at our busiest moments there is always equipment available. Our members are extremely courteous and usually on a timeline so equipment is not occupied for long, allowing for time efficient workouts.
  - PWFC is open extended hours, 365 days a year for personal workouts unlike some facilities that only allow access during limited times.



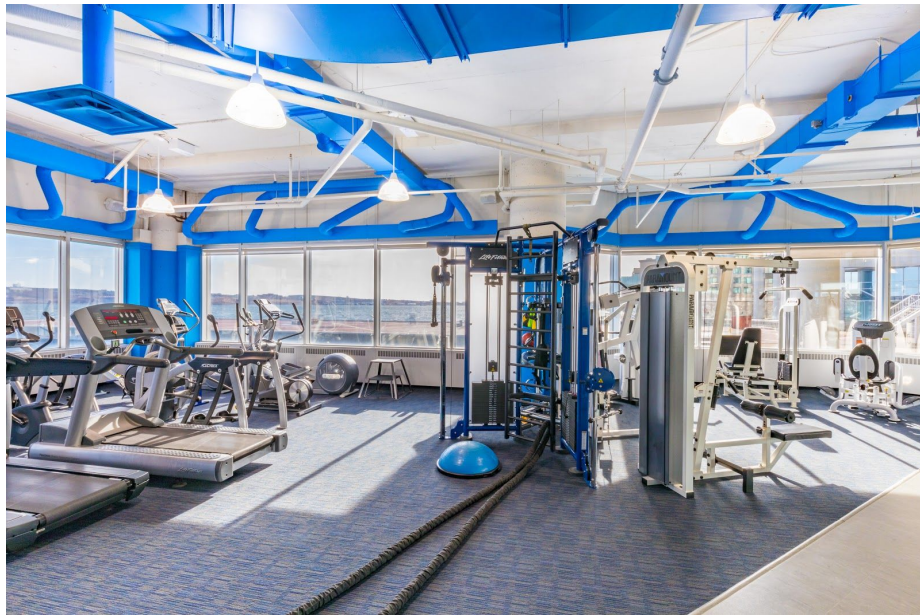
## Expertise

- Our team of Transformation, Wellbeing and Performance Specialists are second to none. They are "difference makers" applying their passion, education, creativity and experience towards helping our members to reach their potential. Their commitment to quality, safety and results is a testament towards their professionalism and our success.
- PWFC is Managed by Canada's largest and most experienced (40 years) professional Fitness Management company Health Systems Group (HSG). HSG uses industry best practices, standards, and their own proprietary instruments and resources to provide a reliable fitness operation and extraordinary experiences for the members.
- Our Management Team (Greg and Tammy) have a combined 53 years in the fitness industry and 24 years at PWFC



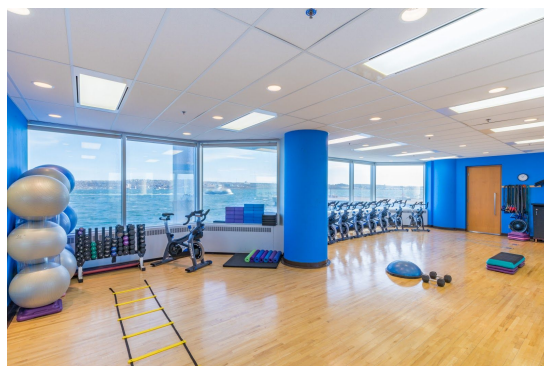
## Versatility

- We offer opportunities for independent workouts, Group
- Classes and Personal Training
- Unlike Specialty Studios that focus only on certain things (spinning, yoga, HITT) PWFC is able to deliver the same quality instructors and programs that you would experience in a boutique setting.
- **Our Team** have Specialties in Yoga, TRX, Pilates, HITT, Body Building, Nutrition, Primal Health Coaching, Boxing, Mindfulness, Pre and Post Natal Fitness, Pound, Cardio Kick Box, Group Cycling and Performance Coaching.



## Value

- Our Membership is mid market not a pay less or pay more model. Our base membership provides members with modern equipment, innovative workouts, trending classes and the option to purchase and select a variety of services as you need them rather than an all inclusive elevated price.
- We don't believe large group workouts at premium prices are fair to participants: personalized attention, safety and overall quality all diminish in larger group settings which is why our specialty classes max out at 8 people per instructor. We have created multi level options with pricing that reflects the level of attention you will receive in that session.
- Personal Training gets results faster so providing options to make it accessible for all is key for us including below average rates, monthly payment plans and packages as small as 3 sessions



## Member Centric

- We Ask, Listen and Act - As a Small club we are able to
- monitor feedback and be agile and timely in the way we make decisions.
- Our members are not just a number, they make the club a great place to work and workout, we love what we do because of the relationships with our members. This connection strengthens our resolve to make your workouts rewarding, fun, and engaging.
- Beyond the great view, we have a friendly, helpful culture in a professional setting demonstrated by our low staff turnover and numerous long term members.

We know there are many fitness options to choose from throughout the city and we appreciate that you continue to trust us with your health and fitness goals.