

Dear SF Community,

First, I would like to thank each and every one of you for your continued support throughout the years as Sarah Fechter Fitness has been a big part of the mid-michigan fitness community culture since 2005. Together, we've created an unmatched, results driven, epic experience. As you may or may not know we are coming up on an anniversary, marking 17 years of being open as of next month. We hope to continue to grow with you, as we age like a fine wine, and do our best to hide any fine lines and wrinkles :)

As you most likely have seen, we've experienced a tremendous amount of growth and change over this 17 year period. A letter with black and white words can never communicate how grateful I am for being a part of this journey. You've all been a part of this evolution one way or another and honored us with your business and patronage, and I want to honor this with transparency and with a significant improvement in the level of service we provide. We want to truly transform lives, not just say we are.

To live up to this I wanted to make you aware of the effort we put into this on a continual basis and what is coming down the pipeline which the coaching team and I are incredibly excited about. A few of the upcoming improvements are as follows:

What We Currently Do:

Hire and Retain the Best Coaches

We strive to hire trainers who are sharp and have tremendous work ethic, experience in the trenches, and a warm heart. We strive to replace the traditional Michigan model of fitness- "watching the clock" and counting reps, lack of enthusiasm, and lack of knowledge or personalization. And we despise the high turnover that runs rampant in the fitness industry. Instead - we've built a team of friendly faces, top notch coaching, and motivation to not only get you in the door, but to keep you coming back.

Offer Continuing Education

The best coaches in the industry are the best because they invest in their education. As a result we continuously invest in our coaches education including but not limited to: Functional Nutrition Metabolism Specialist, Muscle Nerds, National Strength Conditioning Association, Precision Nutrition and other industry leading certifications. We train our coaches to provide the absolute best service in the region so you get the best quality experience, and actually learn a thing or two during the process.

Provide New Equipment and Building Upgrades

SF recently invested in building improvements. While we don't provide cucumber scented towels and marble bathrooms, we have made significant investments and improvements to our building and studio to improve the environment and member experience. We were due for a face lift!

What Is On The Horizon:

Specialty Programs

Over the past year we have rolled out and will continue to roll out specialty programs to those members who would like more attention and individualized coaching to address specific needs at an even faster rate of progress than what is currently possible in a large group setting.

Improvements in Service and SF Operations:

This is the one we are most excited about; it's also the one I've been the most anxious about announcing. Candidly we never want to be a "get your sweat on" type of facility. We want to be a business and community that prides itself on transformations (both internal and external).

Unlike many gyms, we won't need to raise prices to make this happen. You'll actually get more for your \$47 per week. *In fact, just 2-3 small changes will make this all possible for everyone.*

We have noticed that accommodating things like "drop-in" sessions and coming-and-going whenever you want has turned into "never" for many people. This does not sit well with me. This is why we will be implementing accountability on top of our service and adjusting our memberships to align with our attendance model (where you'll receive an extra weekly session with the SF Team to support your transformation efforts). You will be checked in ahead of time, and our members will know months in advance what the calendar and schedule of events are. This allows us to plan the best possible workouts, and community experiences.

The Next Chapter & Moving Forward

Beginning October 1, SFHQ will transition to a members only, private training gym with the best coaching Mid Michigan has to offer. We're upgrading our memberships and eliminating drop ins so we can once again focus on a community experience where we bring back education seminars, events, perks and more for our committed members while focusing on the best value possible.

Our goal is to provide consistency in our memberships for an overall improved experience for everyone. With consistency from our members, it will lead us to improved results in health, mindset, and overall wellness as well as improved operations aka No more having to wait in line with Tanisha to pay your bill each month.

Since we will have these as scheduled sessions, we will have a revised fall, winter, and spring calendar which I have attached to this letter. Please check it out and take a picture of it. We will be following the fall hours effective October 1st. This is due to change in season (back-to-school for our parents) and typical member traffic trends from last year.

I have spent my entire adult life investing in myself to become a great coach. However, something I have not been very proficient at is being the best business owner for SF and understanding the operational realities of running a facility of our size. That said, like you, I am working daily to grow and improve for our community. Just like we recommend to everyone at our facility I have my own coaches and advisors as well. I have invested and will continue to invest in SF to improve the product and experience we are providing for you.

I want you to know we are simultaneously launching an SF referral program where you get a full month of service for every friend you refer who signs up for this 2022 SF Membership. So refer just 12 friends, co-workers, or family members over the next year and get an entire year absolutely free as our way of saying thank you for helping us transform lives. I'll be announcing this in our newly launched SFHQ Facebook Group as well.

Now, I also am a realist- and I know humans hate change. But we also understand on some level that change is part of growth. What I do not want under any circumstance is for a gossip mill to be started. So my team and I will be happy to address any questions you have related to this change in person. Not via text, or facebook messenger, or Instagram DM, or email, or a facebook thread (God help us all). We are happy to chat in person. This way there will be a 0% chance of miscommunication. We will not be allowing any social media posts related to the business side of the gym. The group will stay focused on what is intended to be. A forum for the community to connect and encourage one another on this path to transformation.

I hope I have your support in allowing us to continue to serve you in the best way we know how.

Respectfully,
Sarah Fechter

Owner, Sarah Fechter Fitness HQ &
SF Coaching Method

PS. I appreciate you all, and I am excited for this next chapter with you.

MEMBERSHIP SUMMARY:

SFHQ Membership

As of October 1, 2022 SFHQ will become a member only, private training gym with the best coaching Mid-Michigan has to offer. We're upgrading our memberships and eliminating drop-ins so we can once again focus on a community experience where we bring back education seminars, events, perks and more for our committed members while focusing on the best value possible.

Anyone who commits to our new 2022 SFHQ Membership will have access to a lower cost with higher value. Sessions which were \$16 each are now only \$11.61 each with our new membership offer (our lowest session rate since 2017) SF Legacy members will have the ability to access the \$189 membership as a thank you for your commitment and loyalty. SF clients are required to have an active membership to access the referrals benefits.

Each member will choose and sign up for 3 sessions + 1 additional session per week.

We're more than just a gym, we are a community. For the first time ever SFHQ is also offering special family membership pricing for spouses or children.

Membership Options

Single/Individual Membership - \$189/billed every 4 weeks = 3 sessions + 1 additional session per week (Just over **\$11 per class** - Our lowest ticket price since 2017) - see additional member perks below.

Family Membership - Spouse or Child living in the same household, same address - Each individual will carry their own membership. Two individual memberships = \$378 BUT with our family rate, the total for the twosome = \$340 so you're saving \$38 each off the membership cost in addition to us raising the value at \$60 more a month each by increasing the weekly sessions. **That's just under \$200 savings a month from a single household!** (say whatttt, yes, it's true!) - \$170 each /billed every 4 weeks = 3 sessions + 1 additional session per week (Just over \$11 per class! Our lowest ticket price since 2017) - see additional member perks below.

What perks does my new membership provide?

We thought you'd never ask :)

✓ 3 sessions + 1 additional session per week (Just over \$11 per class! Our lowest ticket price since 2017)

- ✓ Earn free months on your membership with our New SF Referral Program
- ✓ New Freeze Policy (see below for details, upgrade to the “pro-rate” option Yay!)
- ✓ Members only pricing for special events, education seminars and workshops
- ✓ Discounted membership pricing for spouses or children in the same household
- ✓ Early bird registration for SF Games and progressive courses
- ✓ 20% off NutriDyn Supplements, practitioner level grade (unavailable online)
- ✓ \$189 billed every 4 weeks to your SF account (say goodbye to waiting at the front desk before or after a session or having to stop by on a day-off from the gym with your kids in the car).

Please view Nov through March 23 schedule currently available at SarahFechter.com