

# FRANCHISE DISCLOSURE DOCUMENT



Exercise Coach USA, LLC  
An Illinois limited liability company  
531 Telser Rd., Lake Zurich, Illinois 60084  
Phone: (855) 202-6224  
Email: [franchise@exercisecoach.com](mailto:franchise@exercisecoach.com)  
Website: [www.exercisecoach.com](http://www.exercisecoach.com)

Exercise Coach USA, LLC offers franchises for the operation of a business that provides a comprehensive system of personal training to optimize longevity and health span using: (a) proprietary and technologically-advanced equipment; (b) evidence-based strength, flexibility, stability, balance and brain training protocols and methods; and (c) metabolic health and nutrition programs.

The total investment necessary to begin operation of a THE EXERCISE COACH® studio is \$259,840 to ~~\$389,970~~[\\$460,470](#). This includes \$162,145 to \$216,190 that must be paid to the franchisor or affiliate.

The total investment necessary to begin operation of 2 to 3 THE EXERCISE COACH® studios under an Area Development Agreement is \$299,840 to ~~\$454,970~~[\\$525,470](#). This includes \$202,145 to \$281,190 that must be paid to the franchisor or affiliate.

This Disclosure Document summarizes certain provisions of your franchise agreement, area development agreement and other information in plain English. Read this Disclosure Document and all accompanying agreements carefully. You must receive this Disclosure Document at least 14 calendar days before you sign a binding agreement with, or make any payment to, the franchisor or an affiliate in connection with the proposed franchise sale. **Note, however, that no government agency has verified the information contained in this document.**

You may wish to receive your Disclosure Document in another format that is more convenient for you. To discuss the availability of disclosures in different formats, contact the franchisor at 531 Telser Rd., Lake Zurich, Illinois 60084 or by phone at (855) 202-6224.

The terms of your contract will govern your franchise relationship. Don't rely on the Disclosure Document alone to understand your contract. Read all of your contract carefully. Show your contract and this Disclosure Document to an advisor, like a lawyer or accountant.

Buying a franchise is a complex investment. The information in this Disclosure Document can help you make up your mind. More information on franchising, such as "*A Consumer's Guide to Buying a Franchise*," which can help you understand how to use this Disclosure Document, is available from the Federal Trade Commission (the "[FTC](#)"). You can contact the FTC at 1-877-FTC-HELP or by writing to the FTC at 600 Pennsylvania Avenue, NW, Washington, DC 20580. You can also visit the FTC's home page at [www.ftc.gov](http://www.ftc.gov) for additional information. Call your state agency or visit your public library for other sources of information on franchising.

There may also be laws on franchising in your state. Ask your state agencies about them.

Issuance Date: April 21, 2025

YOUR ESTIMATED INITIAL INVESTMENT				
TYPE OF EXPENDITURE <sup>1</sup>	AMOUNT	METHOD OF PAYMENT	WHEN DUE	TO WHOM PAYMENT IS TO BE MADE
Lease Deposit & Rent <sup>6</sup> (3 Months)	\$8,000 to \$24,000	Lump sum	Monthly (with security deposit paid before opening)	Landlord
Utilities Deposits	\$100 to \$1,000	As incurred	Before opening	Utilities companies
Construction <sup>7</sup>	\$0 to \$65,000	As incurred	Before opening	Architect, contractors & suppliers
Interior & Exterior Signage <sup>8</sup>	\$2,300 to \$8,000	Lump sum	Before opening	Suppliers
Decorating, Cleaning Station, Furniture, Fans & Furnishings	\$4,200 to \$6,315	As incurred	Before opening	Suppliers
Equipment Package <sup>9</sup>	\$107,645 to \$155,690	Lump sum	Before opening	Gymbot
Technology Systems <sup>10</sup>	\$2,850 to \$6,850	Lump sum	Before opening	Suppliers
First Aid Equipment <sup>11</sup>	\$1,350 to \$2,100	Lump sum	Before opening	Suppliers
Opening Inventory <sup>12</sup>	\$2,550 to \$4,250	Lump sum	Before opening	Suppliers
Uniforms	\$600 to \$1,000	Lump sum	Before opening	Suppliers
Grand Opening Marketing Commitment <sup>13</sup>	\$29,195 to \$43,275	Lump sum	Grand Opening Period (pre- & post-opening)	Suppliers
Business Licenses	\$250 to \$750	Lump sum	Before opening	Government agencies
Professional Fees <sup>14</sup>	\$4,000 to \$5,240	Lump sum	Before opening	Lawyers & accountant
Insurance <sup>15</sup>	\$800 to \$1,500	Lump sum	Before opening	Insurance companies
Pre-opening Payroll <sup>16</sup>	\$10,000 to \$20,000	As incurred	Before opening	Employees
Additional Funds <sup>17</sup> (3 months)	\$30,000 to \$45,000	As incurred	As incurred	Suppliers, employees and Gymbot
<b>Total Estimated Initial Investment</b> <sup>18</sup>	\$259,840 to <del>\$389,970</del> <u>460,470</u>			

The table below estimates the initial investment to purchase area development rights for 2 to 3 Studios.

YOUR ESTIMATED INITIAL INVESTMENT				
TYPE OF EXPENDITURE <sup>1</sup>	AMOUNT	METHOD OF PAYMENT	WHEN DUE	TO WHOM PAYMENT IS TO BE MADE
Development Fee <sup>19</sup>	\$40,000 to \$65,000	Lump sum	At time you sign ADA	Us
Initial Investment to Open 1 <sup>st</sup> Studio	\$259,840 to <del>\$389,970</del> <u>460,470</u> (from Table above)			
<b>Total Estimated Initial Investment</b> <sup>18</sup>	\$299,840 to <del>\$454,970</del> <u>525,470</u>			

Notes:

- Financing and Refunds: We do not offer direct or indirect financing. No amounts paid to us are refundable. We are not aware of any amounts paid to third-party suppliers that are refundable, although your landlord may refund your security deposit at the end of the lease if you do not damage the property or default.
- Initial Training Fee: The initial training fee covers Management Training for up to 4 people as well as GSC Certification training and SBB Certification training for your initial coaches.
- MUO Training Fee: If you sign an ADA, you pay us a separate \$2,500 training fee for MUO Training when you sign each Franchise Agreement under the ADA (excluding the 1<sup>st</sup> Franchise Agreement). The low estimate assumes that either: (a) you do not sign an ADA; or (b) you are signing your 1<sup>st</sup> Franchise Agreement under the ADA. The high estimate assumes you sign an ADA and you are signing your 2<sup>nd</sup> (or a

## RECEIPT

This Disclosure Document summarizes certain provisions of the franchise agreement and other information in plain language. Read this Disclosure Document and all agreements carefully.

If Exercise Coach USA, LLC offers you a franchise, it must provide this Disclosure Document to you 14 days before you sign a binding agreement or make a payment with the franchisor or an affiliate in connection with the proposed franchise sale. New York requires that we give you this Disclosure Document at the earlier of the first personal meeting or 10 business days before the execution of the franchise or other agreement or the payment of any consideration that relates to the franchise relationship.

If Exercise Coach USA, LLC does not deliver this Disclosure Document on time, or if it contains a false or misleading statement or a material omission, a violation of federal and state law may have occurred and should be reported to the Federal Trade Commission, Washington, DC 20580, and the appropriate state agency listed in EXHIBIT "A" to this Disclosure Document.

The franchise seller(s) involved with the sale of this franchise is/are:

Brad Bundy; 531 Telser Rd., Lake Zurich, Illinois 60084; (847) 807-3256

Brian Cygan; 531 Telser Rd., Lake Zurich, Illinois 60084; (855) 202-6224

Matthew Essex; 531 Telser Rd., Lake Zurich, Illinois 60084; (855) 202-6224

John Suazo; 9475 Briar Village Point, #110, Colorado Springs, Colorado; (855) 202-6224

Kevin McKee; 531 Telser Rd., Lake Zurich, Illinois 60084; (847) 766-0267

Anthony Lux; 531 Telser Rd., Lake Zurich, Illinois 60084; (847) 202-6224

Paul Broeder; 11802 Owens Canyon Lane, Cypress, Texas 77433; (832) 388-0270

~~Jesse Hudson; 16934 Frances Street, #105~~ Amie Hawk; 14301 FNB Pkwy, Suite 312, Omaha, Nebraska ~~68130~~ 68154; (531) 333-3278

~~Jennifer Cain; 16934 Frances Street, #105~~ Kaytlyn Randall; 14301 FNB Pkwy, Suite 312, Omaha, Nebraska ~~68130~~ 68154; (531) 333-3278

~~Alicia West; 16934 Frances Street, #105~~ Cassandra Gordon; 14301 FNB Pkwy, Suite 312, Omaha, Nebraska ~~68130~~ 68154; (531) 333-3278

~~Manny Guzman~~ Christopher Miles; 14301 FNB Pkwy, Suite 312, Omaha, Nebraska 68154; (531) 333-3278

Hannah Mort; 14301 FNB Pkwy, Suite 312, Omaha, Nebraska 68154; (531) 333-3278

Jessica McLean; 14301 FNB Pkwy, Suite 312, Omaha, Nebraska 68154; (531) 333-3278

[Name] \_\_\_\_\_; [Address] \_\_\_\_\_; [Phone] \_\_\_\_\_

Issuance Date: April 21, 2025

Exercise Coach USA, LLC's agent to receive service of process is listed in EXHIBIT "A" to this Disclosure Document (for franchise registration states) or EXHIBIT "B" to this Disclosure Document (for all other states).

I received a Franchise Disclosure Document that included the following Exhibits:

EXHIBIT "A"	List of State Administrators and Agents for Service of Process
EXHIBIT "B"	Agent for Service of Process
EXHIBIT "C"	Franchise Agreement
EXHIBIT "D"	Area Development Agreement
EXHIBIT "E"	Other Agreements
EXHIBIT "E"-1	State Addenda
EXHIBIT "E"-2	General Release
EXHIBIT "E"-3	Participation Agreement
EXHIBIT "E"-4	Franchise Resale Agreement
EXHIBIT "F"	Table of Contents of the confidential Brand Standards Manual
EXHIBIT "G"	List of Franchisees
EXHIBIT "H"	Financial Statements of Exercise Coach USA, LLC
EXHIBIT "I"	State Effective Dates
EXHIBIT "J"	Receipts

Print Name \_\_\_\_\_

Date \_\_\_\_\_

(Signature) Prospective Franchise Owner \_\_\_\_\_

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Print Name \_\_\_\_\_

Date \_\_\_\_\_

(Signature) Prospective Franchise Owner \_\_\_\_\_