



STUDIO GROW

BUILD A BUSINESS AS FLEXIBLE AS YOU

As we've launched this venture, we've gotten questions and concerns like:
I can't afford to open with ten clients. How do I change my model with this? OR I don't feel safe reopening yet.

Watch Video Here: <https://vimeo.com/409038987>

Here's what we want you to know:

1. We don't want to reopen today. We want to reopen when it's safe for our clients, our team and us. Flattening the curve is crucial to this.

2. We do want to reopen with other non-essential businesses. If our client can receive a massage or get their hair done, we believe they should be able to come to our studio. That is not what has happened.

3. We realize 10 people is not the capacity many of your profit margins are based on and under your current expenses is not profitable.

For many of our studios their immediate reopening financial plan and expenses looks very different. Pivots are happening like:

- Increasing the number of sessions per day so larger amounts of clients can attend while social distancing
- Pivoting from large group to small group training and adjusting pricing accordingly.
- Adding private sessions at appropriate price points
- Requesting ongoing rent abatements based on earned income from the prior month. We

recognize rental rates especially in metro markets will be the greatest financial blow to reopening. This is the best tactic we are using to confront this.

4. When your states non-essential businesses reopen, business owners have a choice as to whether they reopen at that time. Some will choose to stay closed based on pre-existing conditions or other concerns. We respect your right to choose when you open. **But, we want you to have the right to make that choice.** Right, now many of you do not.

5. Regulations outside of reopening have been placed on fitness studios because of a misclassification into a "fitness center" including mandated cancellations. Only a reclassification will solve this.

6. We do want you to have access to legal and accounting support and are providing that free of charge.

7. We do want to provide you the opportunity to earn money from other sources, such as through our partnership with EASW, which allows you to earn 50% of the proceeds of t-shirt sales.

Questions?

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