

FRANCHISE OPERATIONS MANUAL



Manual Purpose and Organization

The Elite Edge Transformation Operations Manual addresses the general responsibilities involved in the startup and management of an Elite Edge Transformation business. This manual also covers the specific operational procedures recommended as best practices for employees under the franchisee's supervision.

Alignment with Franchise Disclosure Document

This manual is designed to support the information found within the Franchise Disclosure Document with regards to franchisor and franchisee responsibilities, required expenditures, royalty payments, operational obligations, and other requirements set forth by the franchisor.

Storing the Manual

The manual must be stored in a secure location and have a documented chain of custody as to its ownership.

Ownership of Manual

Elite Edge Transformation Franchising, Inc. is the sole, and rightful owner of this manual. All Rights Reserved. Proprietary and Confidential Material. Unauthorized Distribution Prohibited. All Rights Reserved. "Elite Edge Transformation" and related marks are property Elite Edge Transformation, Inc.

This manual contains business secrets and systems proprietary to Elite Edge Transformation. Loss of this manual could have negative implications for our brand, competitive edge, and your profitability as a franchisee. It is your responsibility to ensure that it remains in a secure location. If you lose this manual, contact Elite Edge Transformation Franchising, Inc. immediately. Loss of this operations manual results in a fine of \$500.

Correspondence and Communication

Address all correspondence, questions, communications and documents, including checks, to:

Elite Edge Transformation Franchising, Inc.
6139 SE 11th Place, Pleasant Hill, IA 50327
franchiseadmin@eliteedgegym.com
www.eliteedgegym.com

Manual Terminology

We use these terms throughout this manual:

- We, Us = Franchisor
- Franchisor = Elite Edge Transformation Franchising, Inc.
- You = Franchisee
- Center, transformation center = Unit
- Client = Customer
- Management = Manager
- Coaches = Employee (fitness trainer)
- Admin = Employee (front desk)

WELCOME TO ELITE EDGE TRANSFORMATION FRANCHISE

Welcome! We are happy that you're now a part of the Elite Edge Transformation Franchising, Inc. organization. Our goal is to establish a positive relationship between your independently owned and operated location and our corporate headquarters so that you can effectively and efficiently run a successful Elite Edge Transformation location. This manual outlines policies, systems and procedures that make the Elite Edge Transformation system extremely successful.

This manual provides information which, when used on a day-to-day basis, will help ensure the productivity of your franchise. The business plan has been extremely successful. Any deviation from our core business concept is not only discouraged, it is not permitted.



Elite Edge Transformation is committed to offering the support you need to make your business a vehicle to professional and personal success. We are here to provide the assistance to make this happen.

Mission Statement

At Elite Edge Transformation centers, we provide our clients with a challenging, effective, and fun workout and weight loss program customizes to their individual goals in a professional, positive, and supportive environment with the most knowledgeable staff in the industry. We believe in having fun, only working with those that we want to work with, maximizing profitability, and amazing every client, every time.

Vision Statement

Our clients are the most important thing to us. If you don't treat them right, they will find someone who will. You can have the best marketing "tactics" in the world, but if you don't appreciate your current paying clients, your business will never grow to its full potential.

We believe that you will achieve your financial goals by implementing our proven programs within your centers and on a daily basis applying our customer service philosophy during each client transaction.

We are a relationship-based business, not a transaction based business. We value our clients as our number one priority because they are.

Code of Honor

All great teams and businesses have set rules that everyone agrees to upon joining a team or group. However, at the first sign of stress, a lot of people revert to their own personal rules. On a winning team, we always put our mission first, followed by the best interests of the team, and finally our personal issues. Therefore, we prioritize our code of honor as follows:

- #1 Mission
- #2 Team
- #3 Personal

All staff must call breaches of code early and often. While we don't want to hurt people's feelings, if all employees (not just managers) do not enforce the code, then the code is worthless. Every time that it is breached, it takes the whole team down a notch and implies that we do not mean what we say. Therefore, there is no honor.

The whole team has to abide by the code and watch out for code infractions. It is not just the managers' job to call it. If you have ever played a competitive sport, you know that your teammates will call you out before the coach. Great players believe in accountability. Respect only comes from being accountable; accountability comes from a commitment to your team.

The foundation of our code requires you to abide by the following:

- Always be on time
- Take responsibility
- Be resourceful
- Be willing to call and be called out
- Clean up after yourself
- Celebrate wins
- Deal directly with people
- Don't take it personally
- Never leave a teammate hanging
- Always bring positive energy
- Communicate immediately
- Keep all agreements
- Accept responsibility
- Praise in public, correct in private
- Commit to personal development and education
- Never put your own issues above the team mission

Service and Product Offerings

We are a fitness-based business catering to individuals of all ages, abilities, and skill levels. Our main service and product offerings that support our overarching goals are as follows:

1. 6 Week Challenge
2. Boot Camp
3. Nutrition Coaching
4. Supplements
5. Specialty seasonal programs such as "Hot Mommy Challenge," "Bikini Challenge," "Strength Challenge," etc.

Note: The corporate office reserves the right to add, edit, or delete programs as we see fit.

You may not add or modify any services, programs, or offerings without explicit, written consent from the franchisor.