



FIT

Franchise
BRANDS





Franchise BRANDS



FARRELL'S + THE MAX **BRINGING THE STRENGTH OF TWO BRANDS TOGETHER**

FIT Franchise Brands proudly announces the merger of two fitness powerhouses: THE MAX Challenge and Farrell's eXtreme Bodyshaping. Our formation marks a new era in fitness franchising, blending the strengths and unique approaches of both brands to create a dynamic, comprehensive, and supportive network. At FIT Franchise Brands, we are committed to empowering our franchisees with the tools, resources, and guidance they need to thrive. Our focus is on fostering growth, driving innovation, and enhancing the overall experience for both our franchisees and their clients. As we embark on this exciting journey, we look forward to setting new standards in the industry and creating impactful wellness experiences for communities across the nation.



FARRELL'S[®] **EXTREME BODYSHAPING**

Farrell's eXtreme Bodyshaping was founded by Lance Farrell in 2001. The program combines elements of kickboxing, strength training, and nutrition coaching to help individuals achieve their fitness goals and lead healthier, more active lives.

At the core of Farrell's eXtreme Bodyshaping is its signature 10-week fitness challenge, which serves as the centerpiece of the program. During this period, participants engage in high-intensity kickboxing classes that not only build cardiovascular endurance, but also improve strength and flexibility. These classes are complemented by comprehensive nutrition guidance, emphasizing the importance of a balanced diet in achieving sustainable results. What sets Farrell's apart is its unwavering commitment to creating a supportive and motivating community. Participants are encouraged not just by instructors, but also by their fellow challengers, fostering a sense of camaraderie and accountability that helps individuals stay on track and reach their fitness milestones.

The success of Farrell's eXtreme Bodyshaping lies in its holistic approach to health and wellness. It doesn't just focus on physical transformation but also places a strong emphasis on mental well-being. By providing a structured and supportive environment, Farrell's equips individuals with the tools and mindset needed to make lasting lifestyle changes. This program has empowered countless participants to shed pounds, build strength, and boost their confidence, making it a standout choice for those seeking a comprehensive and motivating fitness experience.



THE **MAX** CHALLENGE®

Founded by Bryan Klein in 2011, THE MAX Challenge is rooted in his personal journey and a deep understanding of American health challenges. Bryan's own experience with weight gain and loss fueled his passion for creating a lasting solution. His journey is not just about academic knowledge, but living through the very challenges of achieving fitness and wellness. Now in the best shape of his life, Bryan embodies the belief that excellence in health is attainable for everyone, not just a select few.

THE MAX Challenge, born from this philosophy, is a comprehensive 10-week program designed to make fast and lasting changes in participants' appearance, health and fitness levels. It uniquely combines fitness classes, nutritional guidance, and motivational support into an easy to follow, comprehensive program. THE MAX Challenge is committed to expanding its impact, bringing life-changing experiences to more communities, and continuing its journey of transforming minds, bodies, and spirits.





Franchise BRANDS

FFB MISSION:

At FIT Franchise Brands, our mission is to empower and uplift our franchisees, fostering a network where growth, success, and community thrive. We are committed to providing comprehensive support, innovative resources, and a collaborative environment that enables each franchisee to reach their fullest potential. Through our guidance and the strength of our brands, we strive to create impactful business opportunities that not only drive business success but also contribute positively to the lives of our members and the communities we serve. Our vision is to be a catalyst for transformation, inspiring our franchisees to achieve excellence in their business endeavors and in turn, make a lasting difference in the wellness industry.

THE LEADERSHIP TEAM:

Bryan Klein serves as the CEO of FIT Franchise Brands, overseeing the overall strategic direction and management of the organization. Lance Farrell serves as the President of FIT Franchise Brands, focusing on the overall strategy and operations of the two brands.

"As we embark on this exciting new chapter with FIT Franchise Brands, I am incredibly enthusiastic about the possibilities ahead. Together, we have the opportunity to not only grow our businesses but also make a profound impact on the health and wellness of communities nationwide."

- Bryan Klein, CEO of FIT Franchise Brands



"I am thrilled about the journey ahead with FIT Franchise Brands and genuinely believe that our combined strengths will lead us to unprecedented heights. This is a momentous opportunity to innovate, expand, and truly revolutionize the way we impact lives through fitness and wellness."

- Lance Farrell, President of FIT Franchise Brands



ABOUT BRYAN KLEIN, CEO OF FIT FRANCHISE BRANDS



Bryan Klein is a seasoned entrepreneur renowned for his exceptional skills in sales and marketing, as well as a life-long martial artist, whose dedication to the discipline began at the age of seven when his parents first enrolled him in martial arts classes.

Setting a goal to earn his black belt and eventually open his own martial arts school, he achieved this milestone, impressively, at just 18 years old, rapidly expanding from one school to a regional chain. Bryan's expertise in martial arts extends to being a 5th degree black belt in TaeKwonDo and a black belt in the Filipino martial art of Kali. He continues to actively practice martial arts, boxing, and MMA, embodying the discipline and vigor that he encourages in others.

Bryan believed in teaching students that martial arts transcends mere physical techniques—it is a holistic journey of self-care, familial responsibility, community engagement, and global consciousness. His passion has always been, and continues to be to empower others to become their best selves.

In addition to his contributions to martial arts, Bryan was the Co-Founder of the non-profit Martial Arts With Hearts, an organization dedicated to collecting funds for children's charities, showcasing Bryan's commitment to making a positive impact beyond the business realm. This commitment has continued with THE MAX Challenge's annual Day of Giving fundraising initiatives, which, to date, has raised over \$1,000,000.00 for local charities throughout the country.

In 2011, Bryan identified a void in the fitness industry and founded THE MAX Challenge, named in honor of his father MAX, who taught him the value of striving for excellence. This program was conceived to combat the escalating rates of heart disease, diabetes, and obesity, a mission made more personal with the inspiration drawn from his father's teachings. THE MAX Challenge takes a holistic approach to health, combining fitness, nutrition, and motivation to enable members to reach their health objectives.

The first MAX Challenge center was launched in Manalapan, NJ, with a modest gathering of 32 members. Within six months, the membership soared to 500, and today, the initiative has inspired over 100,000 transformations nationwide. Bryan's core beliefs in openness, flexibility, and agility have been pivotal to the organization's swift expansion, coupled with his unwavering commitment to community service.

Beyond his professional endeavors, Bryan is a dedicated family man. He graduated from Monmouth University with a degree in Business Administration and Accounting, a robust foundation that has underpinned all his business ventures. Residing in Marlboro, NJ, with his wife Lori and their three children, Bryan cherishes his role as a father above all else. In harmonizing the demands of business with family life, he imparts to his children the same ethos that has steered his own path to success: resilience, integrity, and the profound significance of community.

ABOUT LANCE FARRELL, PRESIDENT OF FIT FRANCHISE BRANDS



Farrell's eXtreme Bodyshaping's founder and CEO, Lance Farrell, is a 6th-degree black belt in Taekwondo with one mission: to inspire people to live with power and purpose.

Lance Farrell began his Taekwondo journey under Grand Master Yong Chin Pak while studying at Iowa State University in 1980. In 1982, Lance began teaching Taekwondo over the summer in his hometown of Guthrie Center, Iowa. In 1985 Lance relocated his program to Creston, Iowa.

Lance continued pursuing his dreams, attended the U.S. Olympic Sports Festival in 1989 and 1991, all while continuing to teach Taekwondo. Lance received a silver and bronze medal and fulfilled his dream of competing at the Olympic Sports Festival. Lance moved to the capital city of Des Moines, Iowa to pursue fitness and martial arts full-time.

In Des Moines, Lance moved his fitness studio from Creston, Iowa, providing both martial arts and traditional gym equipment. Students learned important skills, but what Lance didn't expect were the mental and spiritual transformations his students were experiencing. These extraordinary results inspired Lance to develop a fitness program that blended the disciplines of martial arts and the principles of healthy living.

Inspired by the art of Taekwondo, the concepts of bodybuilding, and the martial arts culture of accountability, Lance created Farrell's 10-Week Session.

In 2001, the first 10-Week Session was held in Des Moines, Iowa. Forty Taekwondo parents and instructors joined—and the results were groundbreaking. The transformations that the first 10-Week students experienced were remarkable, and word quickly spread.

To further the mission of empowering others, Farrell's became a franchise in 2007 and has since expanded to 47 locations across 8 states—and counting! Over 200,000 members have experienced their own transformation with Farrell's. Since the inaugural 10-Week Session, members have lost over 4.75 million pounds of body fat. (That's the weight of 386 elephants!) No other fitness company has produced results like Farrell's.

For over 20 years, Farrell's has stood the test of time. Today, Lance continues to lead the company the same mission in mind: to inspire others to live with power and purpose.

MEET THE TEAM @ **FIT** Franchise BRANDS



BRYAN KLEIN
Chief Executive Officer



LANCE FARRELL
President



DON DASZKOWSKI
Advisor/Investor



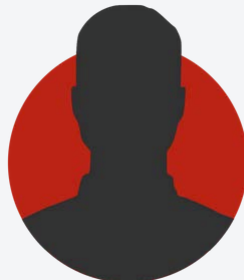
HAYLEY GUERRA
Director of Franchisee Success



TONY FERRAO
Director of Franchisee Support



NATALIE BELFORD
National Sales Director



DEIRDRE CAREW
Accounting Manager



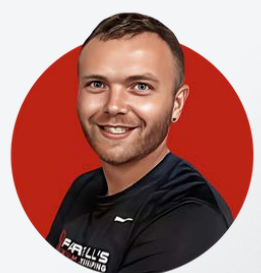
JEFF MATHEWS
Franchise Development Representative



JOSH RUBY
Creative Marketing Manager



CHRISTINA OTERO
Graphic Design & Marketing Manager



MICHAEL SLOMCZEWSKI
Franchise Support Specialist

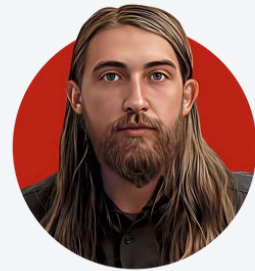
*See page 22 for full team bios.



MIRANDA CARVIN
Digital Marketing Manager



KRISTA MICHENFELDER
Marketing and Operations Lead



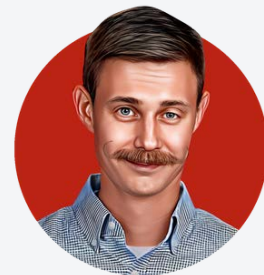
IAN D'ARCY
Video Production & Marketing
Specialist



REBECCA GINSBERG
Graphic Designer



ANDREA GRECO
Accounting Coordinator



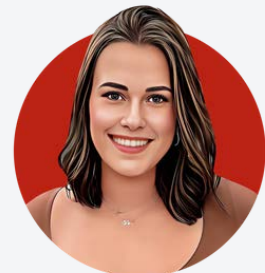
AUSTEN TANGEN
Digital Development Specialist



SEAN FELENCZAK
Lead Wellness Coach



COLLEEN LEINEN
Master Instructor Trainer



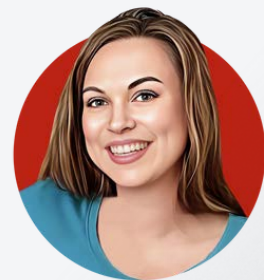
GABRIELLA BORDENABE
Master Instructor Trainer



BRANDON MILLER
Master Instructor Trainer



ALISON RAMÍREZ
Membership Enrollment Specialist



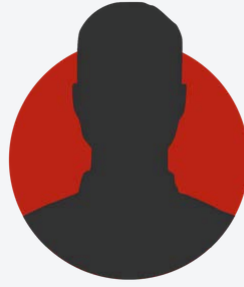
NICKI CHRISTOFF
Membership Enrollment Specialist

*See page 22 for full team bios.



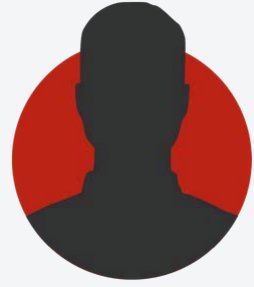
DENISE SCHAFFER

Membership Enrollment Specialist



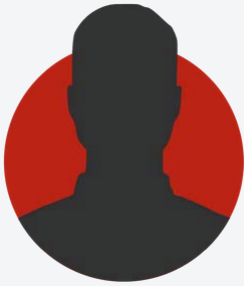
RENA PEGOSH

Membership Enrollment Specialist



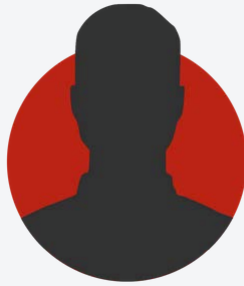
BRIAN FICKEN

Membership Enrollment Specialist



TAMI RIVERA

Membership Enrollment Specialist



SAL ACQUAVIVA

Fitness Programming
& Marketing Coordinator



FREQUENTLY ASKED QUESTIONS

1. Who is FIT Franchise Brands? Parent company of THE MAX Challenge and Farrell's eXtreme Bodyshaping. THE MAX and FXB have announced their official merger to form FIT Franchise Brands, a newly named umbrella company focused on championing the success of its franchise owners.

2. Who owns FFB? The same leadership is in place in the two brands. Their staff have combined to offer more support to the franchisees in both systems.

3. What happens now? Post-merger, the immediate focus is on ensuring a smooth transition with minimal disruption to current operations. Both THE MAX Challenge and FXB will continue operating under their existing brand names, maintaining the quality of services and programs. Over time, we will integrate and enhance various operational aspects to better serve our franchisees and members. Communication will be ongoing, with regular updates and support to ensure a seamless transition for everyone involved. This strategic step opens up new opportunities for growth, innovation, and success.

4. How is this better for franchisees? The merger forms a unified, stronger brand, bringing key benefits to franchisees. It expands our franchisee community, opening doors for networking and sharing of best practices. Franchisees will also gain access to expanded resources, advanced training, and innovative marketing tools, aiding in effective business management and growth. This strategic move is geared towards creating a more resourceful and supportive environment for our franchisees.

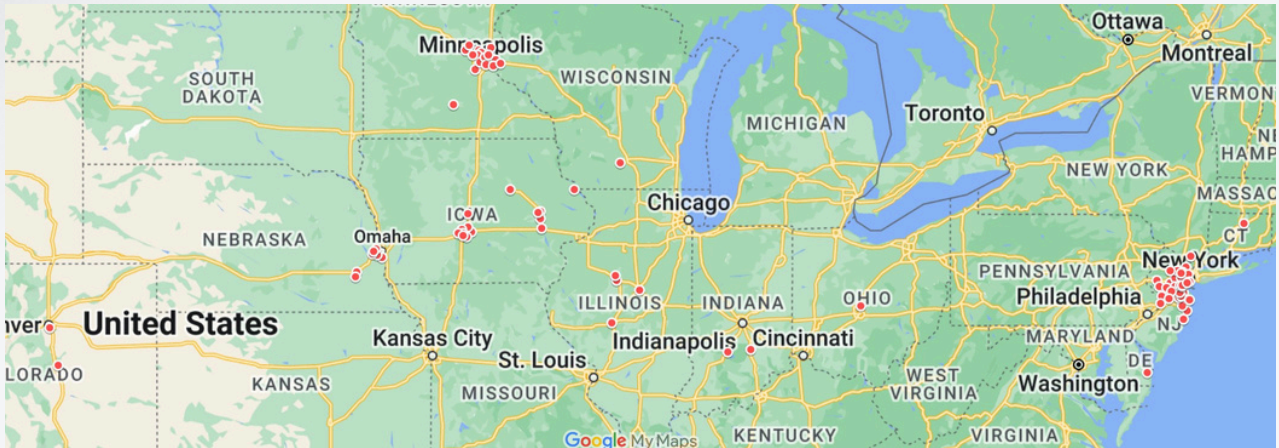
5. Who will be supporting us now? Post-merger, support will continue to be provided by the same key leaders and staff of each brand, ensuring continuity with familiar faces. The merger enhances our support and back office capabilities by merging both teams' strengths and expertise. This creates a more comprehensive and well-equipped support network to meet your evolving business needs.

6. Why did MAX and FXB merge? The merger between THE MAX Challenge and FXB was inspired by the remarkable alignment in our core values, mission, and operational philosophies. Both brands share a deep commitment to transforming lives through fitness and wellness, and this merger allows us to amplify our impact. By uniting, we leverage our common strengths in delivering exceptional fitness programs and supportive community environments. Operationally, this merger enables us to streamline processes, share best practices, and enhance our service offerings, all while staying true to our shared purpose of enriching lives. This strategic decision is rooted in our belief that together, we can achieve greater success and make a more profound difference in the communities we serve.

7. How do these changes affect current operations? The merger is designed to have minimal impact on day-to-day operations for franchisees. We will be taking a "slow, happy, and healthy" approach, ensuring continuity and quality of service for our members. We will communicate any operational changes gradually, focusing on enhancing efficiency while keeping both staff and franchisees well-informed.

8. How will FIT Franchise Brands ensure continuous support and training for all franchisees? FIT Franchise Brands is committed to maintaining the current support structures, ensuring stability and familiarity for franchisees. All regularly scheduled meetings and training sessions of each brand will continue as planned. Over time, we'll assess and potentially enhance these offerings to better serve the evolving needs of our franchise network, always focusing on empowering our franchisees for success.

LOCATIONS



Arizona
Anthem

Colorado
Colorado Springs
Denver

Connecticut
South Windsor

Delaware
Lewes

Florida
Jupiter

Illinois
Bloomington/Hershey
East Peoria
Peoria
Springfield

Indiana
Bloomington/Landmark
Columbus

Iowa
Altoona
Ames
Ankeny
Cedar Falls
Cedar Rapids, Boyson Rd.
Cedar Rapids, C St.
Cedar Rapids, Edgewood
Coralville
Des Moines
Dubuque
Grimes
Urbandale
Waukee
West Des Moines, EP True

Minnesota
Albertville
Andover
Blaine
Brooklyn Park
Eden Prairie
Elk River
Forest Lake
Mankato
Minneapolis
North Maple Grove
Oak Park Heights
Shoreview
St Paul
White Bear Township
Woodbury

Nebraska
120th & Fort
156 & Dodge
180th & Q
Bellevue
La Vista
Lincoln, Meadowlane
Lincoln, Yankee Hill

New Jersey
Berkeley
Brick
Bridgewater
Clinton
Cranford
Edison
Fair Lawn
Flemington
Freehold
Hazlet
Hillsborough
Howell
Lacey
Lawrenceville/Pennington

New Jersey (Continued)
Madison
Manalapan
Marlboro
Montclair
New Providence
Ocean
Old Bridge
Pine Brook
Piscataway
Randolph
Secaucus
South Brunswick
Springfield/Union
West Orange
West Windsor
Woodbridge

New York
Bay Ridge, Brooklyn
New City
Staten Island, Arthur Kill
Staten Island, Grasmere
Staten Island, Woodrow

Ohio
Westerville

Pennsylvania
Fairless Hills

Wisconsin
Fitchburg
Hudson

WHY IS THIS THE PERFECT “MARRIAGE”?



HITT STYLE FITNESS CLASSES		
NUTRITION COACHING		
SUPPORTIVE COMMUNITY		
ACCOUNTABILITY		
PASSIONATE FRANCHISEES		
OFFERS 10-WEEK CHALLENGE		
LOYAL MEMBER BASE		
FOCUS ON TRANSFORMATION		
THOUSANDS OF SUCCESS STORIES		
STRONG BRAND AWARENESS		
EXTREME MEMBER RESULTS		



SERVICES DESIGNED FOR EVERY FIT BRAND

FIT Franchise Brands offers a comprehensive suite of services, ensuring that franchise owners across our brands receive invaluable support at every stage of their business journey.

Our focus revolves around key business areas, including marketing, strategy, sales, and financial support. Through FIT Franchise Brands, owners gain access to specialized systems and services designed to enhance their success in the competitive fitness market. With a commitment to excellence, we empower franchisees with the tools and resources they need to thrive in the dynamic world of fitness franchising.



* Notes services that are available at additional cost



ENEMARKETING
BY FIT FRANCHISE BRANDS

Elevate Your Marketing and Sales with ENE Marketing's All-in-One, Done-For-You Platform!

Through a strategically designed service and platform, ENE Marketing successfully supports lead management, nurturing, and tracking for improved business results.



ENGAGE

Capture leads through a multiple sources. All leads funnel into our all-in-one marketing platform and sync in real time to our CRM system.

NURTURE

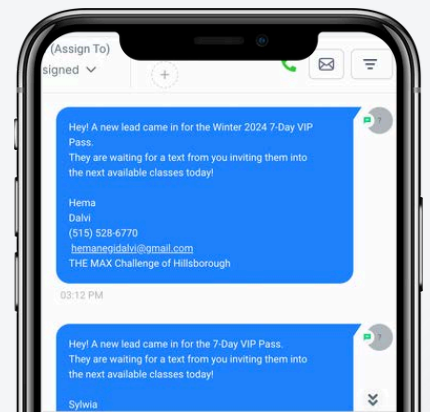
Automatically message leads via voicemail, SMS, emails, FB Messenger & more!

ENROLL

Increase lead conversion and overall results through ongoing, done-for-you nurturing paired with a platform specifically designed to simplify lead management and follow-up.

True Done-For-You Email and Text Marketing Campaigns

ENE Marketing stands out by providing professionally developed communication workflows and campaigns fully managed and scheduled to prospects, active members, and inactives members on your behalf.



Fully Integrated with CRM Systems

Gone are the days of exporting and uploading lists and managing opt-ins/outs in multiple platforms. ENE Marketing's seamless integration with membership CRM systems means the right communications are hitting the right people at the right time without any manual intervention.

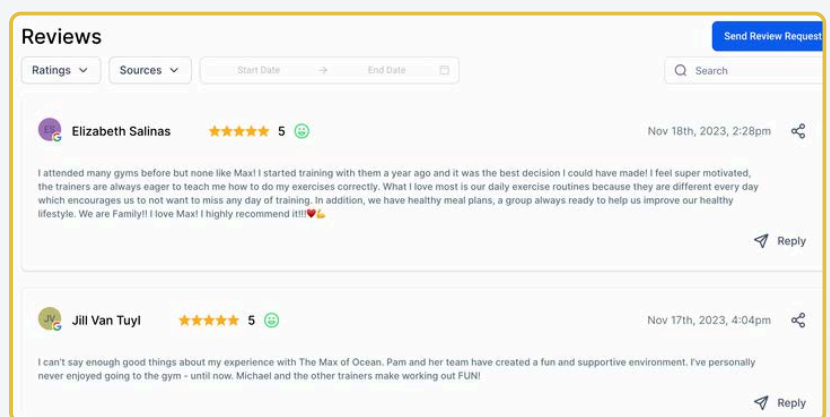
Data-Driven Insights for Informed Decision Making

The ENE platform offers advanced analytics and reporting tools, providing franchisees with valuable insights into their marketing campaigns and customer engagement. These data-driven insights are crucial for optimizing marketing strategies, understanding ROI, and making informed business decisions.



Integrated Communication for Consistent Brand Messaging

The ENE platform integrates virtually every communication channel, including email, SMS, phone, social media messaging, and more, providing a unified and on-brand approach to franchisees' marketing communications.



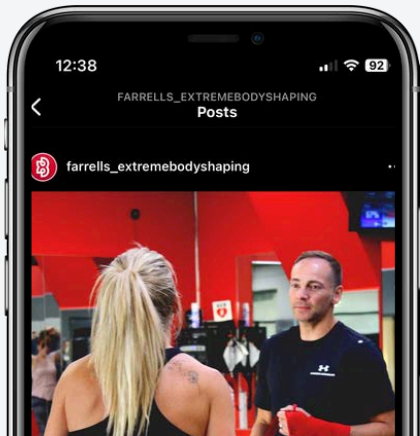
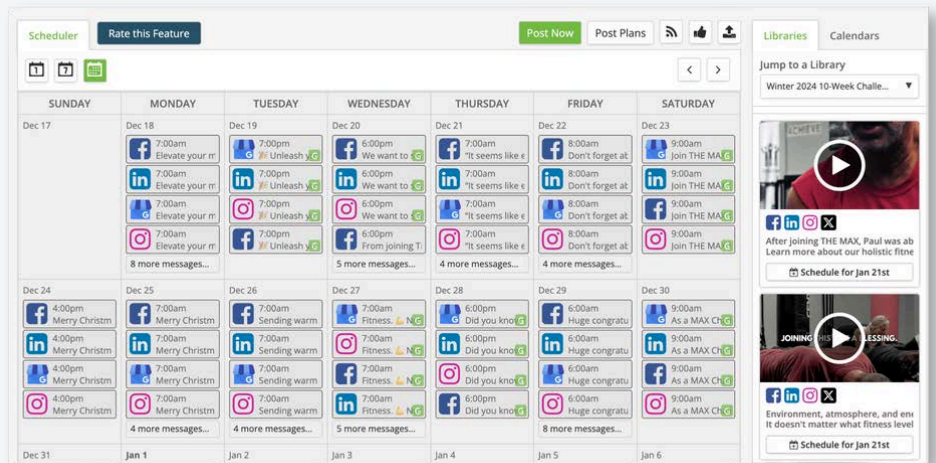
In summary, ENE Marketing offers a comprehensive marketing solution for FIT Franchise Brands' franchisees. It features advanced automation, a robust CRM, ready-to-use and customizable marketing campaigns, insightful analytics, scalability, and integrated communication tools. This service empowers franchisees by automatically deploying effective marketing strategies effortlessly, ensuring immediate benefits and contributing to their business growth.

SIMPLIFY YOUR SOCIAL MEDIA MANAGEMENT

SocialSync simplifies the social media management process, saves time, ensures cross-platform visibility, and provides valuable tools for both single and multi-unit franchise owners to enhance their online presence.

Effortless Scheduling

- Pre-configured and expertly curated content calendars simplify the scheduling process.
- Schedule weeks' worth of content in seconds with just a single click of a button.



Time Efficiency

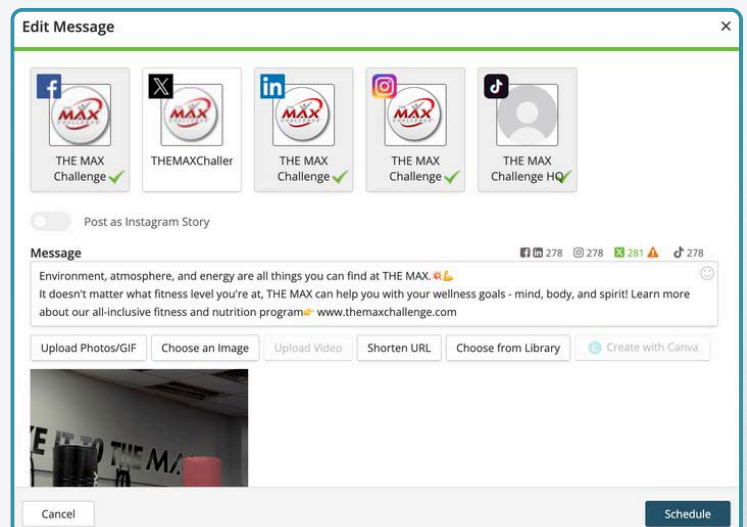
- Transforms the time-consuming task of posting content to social media into a quick and seamless process.
- Enables franchise owners to manage social media in literal seconds, freeing up time for other crucial aspects of their business.
- Covers foundational social media content, ensuring that franchise owners have a well-rounded and engaging online presence.

Cross-Platform Posting

- Facilitates cross-posting of content across major platforms, including Facebook, Instagram, X, LinkedIn, Google my Business, and TikTok.

Streamlined for Multi-Unit Owners

- “Groups” function designed to meet the needs of multi-unit owners, allowing for efficient management and synchronized content posts across multiple locations at the same time.



IGNITING THE FIT FRANCHISE BRANDS WITH DEDICATED SALES SUPPORT

TotalSales is a revolutionary call center solution tailored exclusively for FIT Franchise Brands. Imagine having every sales call, appointment booking, and lead follow-up managed effortlessly seven days a week. Our commitment to excellence sets us apart, with all sales associates trained by the best of the best in the industry.



Comprehensive Call Coverage

Our expert membership enrollment specialists handle all inbound and outbound calls, from appointment bookings to lead follow-up 7 days' per week.



Effortless Text Campaign Management

Say goodbye to missed opportunities. We manage all text campaign responses on your behalf.



Expert Sales Training

Our team of sales experts is equipped with top-notch training, empowering them to excel in sales conversations and close deals effectively.



Activity and Conversation Tracking

Stay in the loop with our robust tracking system that captures every interaction and keeps you informed about progress.

Why TotalSales?

44% of salespeople give up after one follow-up attempt.

60% of customers say no four times before saying yes.

50% of buyers choose the vendor that responds first.

Running a successful business requires your undivided attention. Our call center can help transform your operations by delegating sales to dedicated professionals, allowing you to focus on managing and growing your business.





SUCCESSKIT

BY FIT FRANCHISE BRANDS

OUR READY-MADE FRANCHISE MARKETING SOLUTION

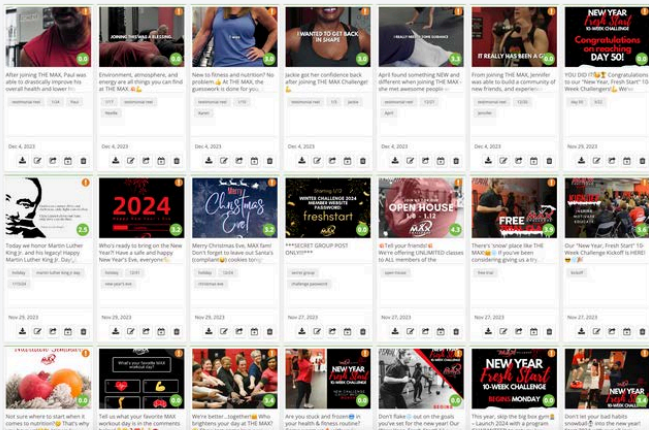
SuccessKits by FIT Franchise Brands is a comprehensive marketing service designed to empower franchisees with ready-made campaign kits for various purposes, such as lead generation, referral programs, retail promotions, and more.

Targeted Campaign Kits

- Detailed campaign kits are tailored for specific purposes, such as lead generation, referral programs, and retail promotions.
- Franchisees receive targeted materials and strategies to achieve their marketing goals effectively.

Clear Guidance

- SuccessKits provides clear and actionable guidance on how to execute each campaign.
- Step-by-step instructions eliminate guesswork and ensure a seamless implementation process.



Done-for-You Content:

- All print, email, and social media content is completely done-for-you.
- Franchisees save time and effort by leveraging professionally crafted content that aligns with the brand and resonates with the target audience.



SUCCESSKIT

BY FIT FRANCHISE BRANDS

Expertly Developed Messaging

- Messaging, content, and strategy are developed by a team of marketing experts.
- Franchisees benefit from the expertise of seasoned professionals, ensuring that campaigns are compelling, on-brand, and optimized for the best possible results.



Layered Strategy

- SuccessKits employs a layered strategy to ensure that campaigns are properly timed and complement each other.
- Franchisees can execute marketing initiatives in a coordinated manner, maximizing the impact of their efforts.

Feb-24																	
Month Observances: Black History Month & American Heart Month																	
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday											Key:
					1	2				3							Prospect Emails
					Prospect Text 1	MARKETING BEGINS											Inactive Emails
						Prospect Email 1											Prospect Texts
						Inactive Email 1											Inactive Texts
						Nat'l. Wear Red Day											Important Dates
						Dated FB Cover											Holidays/National Days
																	Reminders
	4	5	6	7	8	9	10										
			Inactive Text 1	Inactive Email 2	Prospect Email 2	Chinese New Year											
				Prospect Text 2													
	11	OPEN HOUSE START	12	13	14	15	OPEN HOUSE END	16	17								
	PROTEIN SALE START		Starts Monday FB Cover	Valentine's Day	Inactive Text 2	Prospect Email 4	PROTEIN SALE END										
	The Big Game			Prospect Email 3			New Member Orientation										
				Inactive Email 3													
				Prospect Text 3													
	18	19	20	21	22	23	24										
	Prospect Email 5	CHALLENGE BEGINS			Prospect Email 6	MARKETING ENDS	Nutrition Seminar										
	Inactive Email 4	Presidents' Day															
		Starts Today FB Cover															
	25	26	27	28	29	1-Mar	2-Mar										
							Trial Class										

SuccessKits empowers franchisees with the tools and guidance needed to execute successful marketing campaigns, making marketing efforts more efficient, effective, and aligned with business objectives.

ALL THE VALUE, NONE OF THE FRUSTRATION

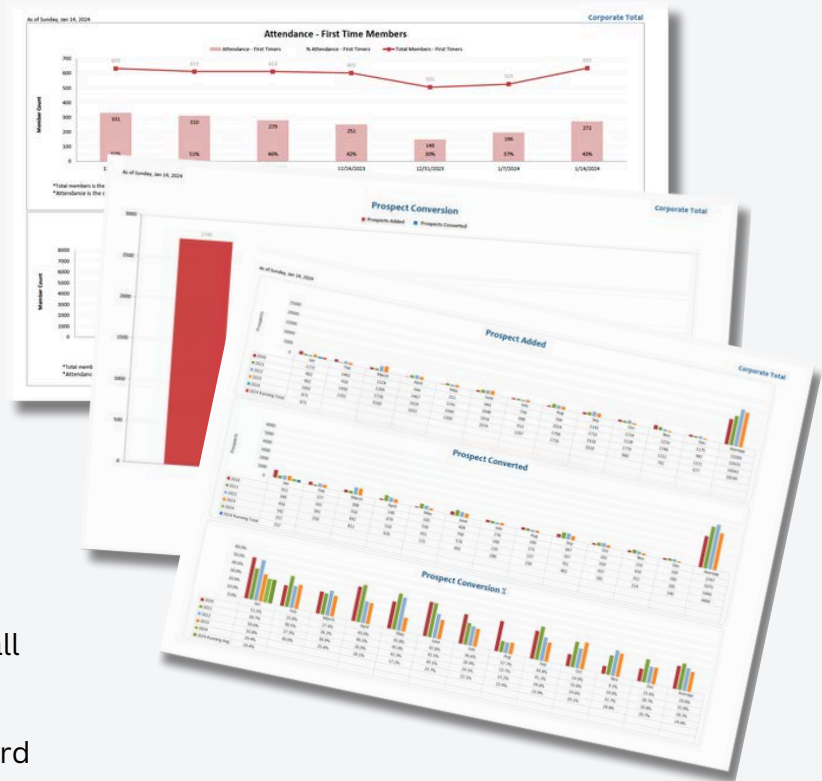
Profit First Bookkeeping Service provided by Fit Franchise Brands is much more than a mere administrative function. It's a strategic tool that empowers franchisees with accurate financial insights, benchmarking data for improved efficiency, a stress-free tax season, and focused business coaching aimed at boosting profitability.

Benchmarking for Improved Efficiency

Small business owners often lack performance reference points, leading to uncertainty and missed opportunities. Profit First Bookkeeping provides standardized reporting, enabling franchisees to benchmark against system standards. This tool aids in strategic planning by identifying strengths and areas for improvement, ensuring realistic and achievable goals based on peer comparison.

Accurate Financials for Empowered Decision-Making

Fit Franchise Brands understands that many small businesses focus on tax-related record-keeping. However, Profit First Bookkeeping transforms financials into a strategic asset by using a standard chart of accounts, turning compliance into effective business management.



Eliminating Tax Season Frustration

Instead of a last-minute scramble, financial records up-to-date throughout the year ensure franchise owners are well-prepared when April arrives – simply providing their tax preparation professional with the financials. This streamlined process not only reduces stress but also ensures accurate tax filings, potentially leading to better financial outcomes.

Focus on Profit

By consistently accessing precise financials, franchisees can enhance profitability beyond merely increasing sales. This strategy promotes a thorough understanding of cost structures, profit margins, and financial levers that influence the bottom line. It ensures that franchisees aren't just running their business but strategically growing it.

TEAM BIOS **FIT** Franchise B R A N D S



DON DASZKOWSKI
Advisor/Investor

Don Daszkowski, a seasoned serial entrepreneur, has founded successful companies, including his current role as Founder/CEO of the International Franchise Professionals Group (IFPG), a private equity-backed franchise broker network. He is also the Co-Founder of Education Workers Group. Don's entrepreneurial journey began over two decades ago, marked by consistent success in running membership-based businesses since 2006.

Alongside his leadership at IFPG, he continues to leverage his extensive experience and expertise by serving as a valuable advisor and investor to aspiring franchisors. His significant impact on the franchise industry has been recognized in publications like Entrepreneur Magazine and Forbes.



HAYLEY GUERRA
Director of
Franchisee
Success

Hayley Guerra, Director of Franchisee Success at THE MAX Challenge HQ, oversees all aspects of corporate operations, including marketing, unit-level business operations, and franchise development. Leading a dynamic team, she plays a pivotal role in planning and executing projects to help franchisees achieve their personal and professional goals.

Hayley specializes in project management and implements technological systems to streamline operations and enhance business outcomes. With her team's support, she has spearheaded initiatives such as a full-service marketing agency, a custom member-facing mobile app, and a transformative social media management tool for the franchise system. Before joining THE MAX, Guerra founded Web Wellness Woman, LLC., assisting small businesses in taking control of their online presence.



TONY FERRAO
Director of
Franchisee
Support

Tony Ferrao serves as the Director of Franchisee Support at Fit Franchise Brands, where he is dedicated to ensuring that franchisees have the resources, guidance, and operational support they need to succeed. With over two decades of experience in the franchise industry, Tony specializes in cultivating strong franchisee relationships and delivering customized solutions to enhance their operations. Prior to joining Fit Franchise Brands, Tony excelled in various leadership roles focused on franchise growth and support, contributing to the success of numerous franchise systems. He holds a degree in Business Administration from Rutgers University and is passionate about fostering franchisee success and satisfaction.



NATALIE BELFORD
Regional Director of
Operations

Natalie Belford has served as our Regional Director of Operations since 2019 and plays a pivotal role in providing operational support to our franchise community. With a wealth of experience spanning over 30 years in the fitness industry, Ms. Belford is a seasoned professional dedicated to the growth and success of our franchise network. In her capacity, Ms. Belford excels in offering personalized coaching and mentoring to franchisees, addressing both their professional needs. Her expertise lies in evaluating the health of each business within the network and devising strategic plans that align with individual goals, fostering business growth.

A distinguished sales expert, Ms. Belford's impact extends to revenue generation through her unparalleled skills in membership sales. Her comprehensive sales training programs have been instrumental in significantly enhancing the financial performance of our franchise locations. Ms. Belford's business acumen and expert people skills, along with her extensive industry experience, position her as an invaluable asset in driving operational excellence and facilitating the overall success of our franchise community.



DEIRDRE CAREW
Controller

As Controller at Fit Franchise Brands, Deirdre Carew is responsible for managing the company's financial operations, ensuring accuracy and transparency in reporting, and supporting strategic financial planning. With extensive experience in accounting and financial management, Deirdre brings a meticulous approach to budgeting, financial reporting, and audit preparation. Prior to her role at Fit Franchise Brands, Deirdre held senior accounting positions in various industries, providing financial leadership and ensuring compliance with financial regulations. She is a certified public accountant and holds a degree in Accounting from Montclair State University.



JEFF MATHEWS
Franchise Support
Specialist

Jeff Mathews serves as the Franchise Development Representative at Fit Franchise Brands, where he focuses on expanding the company's franchise network and connecting with potential franchisees. Jeff brings a wealth of experience in franchise development, having held key roles in the industry where he helped businesses scale their franchise operations through strategic partnerships and effective outreach. His keen understanding of franchise growth and development has been instrumental in identifying strong franchise candidates and ensuring a seamless onboarding process. Jeff holds a degree in Economics from UCLA and is dedicated to fostering long-term success for franchisees and the Fit Franchise Brands network.



JOSH RUBY
Creative Marketing
Manager

Josh is the Creative Marketing Director at Farrell's responsible for creating physical assets/materials for all marketing and sales promotions, as well as in-house brand management. He handles design, social media marketing, photography, and videography. Josh graduated with a graphic design degree from Iowa State University and has been with the Farrell's corporate team since 2020.

Josh was the Senior Graphic Designer for the Mittera Group prior to coming to Farrell's and was a Certified Golf Coach for GolfTec in the Dallas area after graduating from Iowa State. Josh has a wide range of experience in sales, marketing, and coaching.



CHRISTINA OTERO
Graphic Design &
Marketing Manager

A proud alumna of Montclair State University, Christina holds a BA in Graphic Design and brings a dynamic blend of creativity and expertise to her role at THE MAX Challenge HQ. With a background in digital marketing and local franchise marketing for a large national brand, Christina is the vibrant voice and visual architect behind our digital presence. Her knack for crafting engaging content and designing stunning graphics encapsulates the essence of our brand, bringing our vision to life. Christina doesn't just create content; she develops turnkey marketing kits, empowering franchisees with invaluable resources for marketing success. In her role, Christina's work isn't just about making our brand stand out; it's about helping our franchisees shine. With her creativity and dedication, she transforms ideas into impactful content, contributing to the success of THE MAX Challenge community.



**MICHAEL
SLOMCZEWSKI**
Franchise Support
Specialist

Michael is the Franchise Support Specialist, the first point of contact with Farrell's franchise owners. Michael has been a staff member at Farrell's for five years in various roles. Michael started his Farrell's journey in Peoria, IL as a student and part-time staff member. He helped launch the Waukegan, IA Farrell's location in 2021 and was the Business Manager and Head Coach for two years before accepting a role on the corporate team.

Michael facilitates several FXB University courses and is an instructor trainer leading new instructor onboarding sessions and small group, location-specific trainings. Michael also leads several aspects of the franchise development process, including management of the FDD, sales process, new franchise territory sales, and existing franchisee transfers and renewals.



MIRANDA CARVIN
Digital Marketing
Manager

Miranda Carvin, Digital Marketing Manager at THE MAX Challenge Franchising, earned her Business Administration degree with a Marketing specialization from Ramapo College. With 7 years at Lawn Doctor, Inc. as a Marketing Manager, she transitioned to THE MAX Challenge.

In her current role, Miranda oversees the internal marketing agency, ENE, playing a vital role in franchisee operations. She focuses on lead generation, reactivation initiatives, member communications, and grassroots campaigns. Monitoring and optimizing campaign performance, along with providing continuous client support, are key aspects of her role. Outside of work, Miranda enjoys adventures with her husband and their three young children.



KRISTA MICHENFELDER
Marketing and
Operations Lead

Krista Michenfelder is the Marketing and Operations Lead at Fit Franchise Brands, where she integrates her expertise in both marketing strategy and operational management to drive the success of the company's franchise network. With over 15 years of experience, Krista has a proven track record of developing and implementing marketing initiatives while optimizing operational processes for improved franchisee performance. Her ability to balance marketing creativity with operational efficiency makes her an invaluable asset to the team. Krista holds a degree in Business Management from Michigan State University and is committed to driving growth and operational excellence at Fit Franchise Brands.



IAN D'ARCY
Video Production &
Marketing Specialist

Ian's passion for filmmaking began early and led him to programs at NYU and Industry Film School, refining his craft along the way. For the past five years, he's been an integral part of THE MAX Challenge, producing a variety of content, including instructional, testimonial, promotional, and product videos.

With expertise in storytelling and technical proficiency in Adobe Premiere Pro and After Effects, Ian excels in editing, motion graphics, and visual effects. His creative edge and dedication make him a vital asset, delivering impactful videos that engage and inspire audiences.



REBECCA GINSBERG
Graphic Designer

Rebecca, a Communication Design graduate with honors from Pratt Institute, enhanced her education at Parsons, SVA, and Long Island University. Her expertise spans illustration, graphic design, photography, and printmaking, applied across industries like manufacturing, non-profits, education, and local businesses. An award-winning designer and photographer, she also holds leadership roles on boards and committees.

Starting as a member at THE MAX Challenge in Manalapan, Rebecca has spent the past decade on the corporate team, driving growth through innovative communication design and collaboration with franchise owners. Beyond her career, she's a Sci-Fi and comic book enthusiast and recently celebrated becoming a grandmother, blending creativity, business savvy, and community passion in all she does.



ANDREA GRECO
Accounting
Coordinator

Andrea Greco, the Accounting Coordinator at THE MAX Challenge HQ, has been with THE MAX for almost 2 years. She graduated from Rowan University with two degrees in Accounting and Finance and she is also a CPA. She started her career in public accounting as an auditor and has worked for a few companies doing corporate accounting, financial planning and analysis, and budgeting. She left the corporate world for a few years to start a family. She has 2 wonderful children, ages 8 and 6, and decided to get back into accounting so she joined THE MAX Challenge HQ part-time in March 2022. She is responsible for maintaining the books and records for current franchisees and works closely with franchisees to close books on a monthly basis. When she is not working, she enjoys doing lots of activities with her kids, exercising, and reading.



BRANDON MILLER
Master Instructor
Trainer

Brandon is a Certified Master Trainer at Farrell's. Brandon started with Farrell's as a martial arts student in 1995 and began as a full-time staff member in September of 2001. He helped launch Farrell's in the inaugural in 2001 as both a participant and instructor.

Brandon has led hundreds of instructor workshops over the past 22 years across the country, both to new and veteran instructors. He has a gift for communication and drive for success. Brandon recently purchased the Farrell's Martial Arts studio in Urbandale, Iowa, but still teaches an FXB kickboxing class every Monday.



ALISON RAMÍREZ
Membership Enrollment
Specialist

Alison Ramírez, with a background in retail sales and professional music, brings energy and encouragement to THE MAX Challenge's sales team. Her approach goes beyond traditional sales, focusing on building authentic relationships and making a positive impact. Alison's blend of sales expertise and performance experience shines through in her confident, engaging calls, exemplifying how creativity and professionalism can thrive in a fitness-focused corporate environment.



COLLEEN LEINEN
Master Instructor
Trainer

Colleen is a Certified Master Trainer at Farrell's. She has been involved with Farrell's as a business manager and head coach since 2010 at several Farrell's locations in the Des Moines and Omaha areas. Colleen has many years of experience onboarding new instructors at the studio level and leading large group certification workshops throughout the Midwest.

Colleen teaches several classes throughout the week at her home studio in LaVista, Nebraska and rarely misses a daily workout. She loves traveling, hiking, and snowshoeing in Colorado with her husband, Tim.



GABRIELLA BORDENABE
Master Instructor
Trainer

Gabriella Bordenabe is a Master Instructor Trainer for THE MAX Challenge, driven by her passion for fitness and personal growth. Starting as a member in Old Bridge, NJ, she quickly transitioned to instructor, ultimately joining THE MAX Challenge HQ as Training and Development Coordinator. In this role, Gabriella enhanced the member experience and led the creation of new programs and training materials. With a Bachelor's in Psychology and Criminal Justice, she is currently pursuing a master's in Social Work. Gabriella remains deeply involved with THE MAX community, hosting quarterly boot camps and certification testing to equip instructors in guiding members on their fitness journeys.



NICKI CHRISTOFF
Membership
Enrollment
Specialist

A dedicated professional who has spent 16 years making smiles brighter in the dental field and impacting others with a heart for health and wellness, Nicki joined THE MAX team this year to broaden her impact on people's lives. Armed with a solid foundation in elementary education at Liberty University, she brings a unique blend of expertise to her new endeavors. Her commitment to helping others is evident in every step of her journey. With a rich background in both education and healthcare, Nicki continues to exemplify a genuine passion for making a positive impact on people's lives. She enjoys continually learning new things and reaching new goals. Nicki remains dedicated to empowering individuals on their journey to a healthier and happier life.

Beyond her professional pursuits, Nicki finds joy in the simple pleasures of life. She loves the beach, spending time with loved ones at home, and finding joy and positivity each day.



AUSTEN TANGEN
Digital
Development
Specialist

Austen, the Digital Development Specialist at Fit Franchise Brands, started here in January of 2024 and has been working with the team to help transition our digital platforms into this new and exciting era for the FFB Family.

Before working in web development, he spent the last 8 years as a brewer in the craft beer industry. He is also an avid Muay Thai practitioner, having fought in competitions across the East Coast and even had the opportunity to spend a few months training in Thailand. Austen's diverse journey reflects not only his adaptability in professional spheres but also his tenacity in personal pursuits, making him a dynamic force within Fit Franchise Brands.



SEAN FELENCZAK
Lead Wellness
Coach

Sean Felenczak serves as the Lead Wellness Coach for Fit Franchise Brands' new program, My Wellness Coach. In this role, he leads the development and implementation of personalized wellness plans that focus on fitness, nutrition, and overall health. With extensive experience in wellness coaching, Sean is dedicated to helping clients achieve sustainable health goals through tailored guidance and support. His expertise in fitness training, nutrition, and motivational coaching makes him a key asset in driving the success of the My Wellness Coach program. Sean holds multiple certifications in wellness coaching, positioning him to deliver exceptional results for clients across the Fit Franchise Brands network.



RENA PEGOSH
Membership
Enrollment Specialist

Rena Pegosh serves as a Member Enrollment Specialist at Fit Franchise Brands, where she is responsible for engaging prospective members and guiding them through the enrollment process. With over 10 years of experience in customer service and administrative roles, Rena brings a strong focus on relationship building and personalized assistance to ensure a seamless enrollment experience. Her background includes working in various client-facing positions where she honed her skills in communication, problem-solving, and client support. Rena's dedication to providing exceptional service helps create a welcoming and supportive environment for new members, making her an integral part of the Fit Franchise Brands team.



BRIAN FICKEN
Membership
Enrollment Specialist

Brian Ficken is passionate about helping people take the first step on their wellness journey. As a Member Enrollment Specialist, Brian combines his love for fitness with his desire to inspire others to prioritize their health. He believes in the power of community and strives to make every member feel welcomed and supported from day one. With a personal approach, Brian guides new members through their enrollment, ensuring they have the tools and motivation to thrive at THE MAX Challenge. His mission? To help every individual feel confident that they're on the path to becoming the best version of themselves.



DENISE SCHAFER
Membership
Enrollment Specialist

Denise Schafer brings a warm and welcoming energy to her role as a Member Enrollment Specialist. With a passion for wellness and community, Denise goes beyond paperwork—her focus is on building relationships with new members and setting them up for success.

Denise takes pride in helping others overcome barriers to starting their fitness journey and ensures that every member feels excited and prepared from the moment they join. Her goal is to make each person feel seen, supported, and ready to achieve incredible results at THE MAX Challenge.



TAMI RIVERA
Membership
Enrollment Specialist

Tami Rivera's passion for empowering others shines through in her role as a Member Enrollment Specialist. With a knack for connecting with people, Tami makes the enrollment process smooth and stress-free, helping new members feel comfortable and excited to start their fitness transformation.

Tami believes in the importance of mindset, and she encourages members to embrace the journey from the very beginning. By providing clear guidance and unwavering support, Tami helps each person take their first step with confidence and enthusiasm toward a healthier, happier life.



SAL ACQUAVIVA
Fitness Programming
& Marketing
Coordinator

Sal Acquaviva brings passion and expertise to FIT Franchise Brands, serving as the Fitness Programming & Marketing Coordinator. With a deep understanding of both fitness and marketing, Sal plays a key role in driving the success of member experience initiatives. His journey began as a member at THE MAX Challenge of Old Bridge, where he transformed not only his own health but also found a love for helping others. Today, Sal is proud to be an instructor at THE MAX of Old Bridge, inspiring members to push past limits and reach their full potential. Sal's unique blend of firsthand experience, fitness knowledge, and marketing insight makes him a driving force behind empowering others through fitness and wellness.