



# GET ON TRACK

High-end boutique club credits 10 years of success to continual expansion, exceptional service and an amazing team

“Exercise your power and get in the best shape of your life,” say the promo materials at Track Fitness, a well-established boutique gym located in leafy Forest Hill Village, one of Toronto’s toniest neighbourhoods. The Village landmark is celebrating its tenth anniversary this year.

In 2005, a passion for helping people get fit and an ever-growing client roster inspired owner and founder Larry Track to move his thriving business—a one-man operation that trained clients in their homes—to a small 1,000 sq. ft.

storefront in the neighbourhood where many of his clients resided. Track, who has been in the fitness business for 20 years, believes that his personal training studio was the first gym of its type in Toronto.

Today, after three major expansions, the club has grown to 10,000 sq. ft. and includes six exercise studios, a juice bar and a retail boutique. The boutique is one of just a handful of clubs that has been granted permission by Lululemon to add the Track Fitness logo to the Lululemon apparel

it sells. “They like our brand and our product, and over the years we’ve built a great relationship with them,” says Track.

In the early years, the club’s reputation was spread strictly through word of mouth. Later the marketing focus moved to magazine and newspaper advertisements, and a public relations firm helped spread the word. Today, the company keeps its profile high with daily social media updates on Instagram and Facebook. “Of course the best marketing happens when our members experience great workouts and service and then tell their friends and family members,” says Track.

When it comes to personal training, the demand for Larry Track’s services has risen every year. To leverage



this demand, during the last expansion Track built a private one-on-one training studio within the facility that he uses exclusively for his clients. It is located on its own floor, has its own shower and change area, and offers higher-end equipment. While personal training appointments on the club's gym floor, with one of the 13-person training team, vary from \$75–90 per hour, sessions with Larry in the private studio are \$125.

"People are pretty wowed with the private space when they come in the door," says Track. "It caters to people who like privacy and a hard workout."

Earlier this year, with the demands of the business ever increasing, Track shifted his energy to teaching group classes and has opened the personal training studio (and its premium rates) to his team of trainers.

There's no trick to building a successful fitness business, says Track, noting that the studio generated \$2.2 million in sales last year, a big jump from the initial year's revenues of \$100,000. "I work hard, we offer a fantastic experience for our clients and I have an amazing team," he says. "This isn't just my job—it's my life and a true passion." FBC

## Quick BITS

### Track Fitness

Toronto  
416-481-7872  
www.trackfitness.com

**Owner:** Larry Track

**Opened:** 2005

**Size:** 10,000 square feet

**Number of members:** 800 active; 7,000 in newsletter database

**Member demographics:** males and females ages 12–85; 70% female, 30% male

**Number of staff:** 30

**Equipment:** treadmills, rowing machines, selectorized machines, spin bikes, free weights, battle ropes, kettle bells, BOSUs, etc.

**Classes:** Circuit 60, T-Row (indoor rowing), Spin, Boxing, Athletic Conditioning, Bobyshoc, Ripped 60, Jacked Pilates, Think Naked, etc.

**Programs:** one-on-one and group personal training, teen classes (boxing, spinning, circuit, etc.) Membership fees: class packages, single, 5, 10 or 20 packs (\$30–\$349) and monthly unlimited (\$399)

