

# Gold's Gym Daytona Beach Proforma

Starting Members

4686	Starting date	Oct 2025
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	Current		New Ownership									Total	
	Oct 2025	Nov 2025	Dec 2025	Jan 2026	Feb 2026	Mar 2026	Apr 2026	May 2026	Jun 2026	Jul 2026	Aug 2026		Sep 2026
Members Recurring	1195	2909	2936	2962	3051	3112	3174	3238	3270	3303	3336	3369	3369
Members Insurance	3169	0	0	0	0	0	0	0	0	0	0	0	0
Members PIF	271	298	313	329	362	380	399	419	439	457	475	494	494

## Sales

**Totals**

Membership Revenue Recurring	\$ 31,332	\$ 203,653	\$ 205,486	\$ 207,336	\$ 213,556	\$ 217,827	\$ 222,183	\$ 226,627	\$ 228,893	\$ 231,182	\$ 233,494	\$ 235,829	\$ 2,457,398
Membership Revenue Insurance	\$ 15,631	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 15,631
Membership New Revenue PIF	\$ 8,390	\$ 13,550	\$ 7,452	\$ 7,825	\$ 16,432	\$ 9,038	\$ 9,490	\$ 9,964	\$ 10,462	\$ 8,788	\$ 9,140	\$ 9,506	\$ 120,038
Enrollment Fees	\$ 2,500	\$ 5,142	\$ 1,571	\$ 1,585	\$ 5,331	\$ 3,660	\$ 3,734	\$ 3,808	\$ 1,942	\$ 1,962	\$ 1,981	\$ 2,001	\$ 35,217
Annual Fee	\$ 2,129	\$ 2,057	\$ 2,618	\$ 2,642	\$ 8,885	\$ 6,101	\$ 6,223	\$ 6,347	\$ 3,237	\$ 3,270	\$ 3,302	\$ 3,335	\$ 50,146
Personal Training Rent	\$ 6,656	\$ 1,000	\$ 1,050	\$ 1,103	\$ 1,158	\$ 1,216	\$ 1,276	\$ 1,340	\$ 1,407	\$ 1,477	\$ 1,551	\$ 1,629	\$ 20,863
Smoothie Bar	\$ 2,783	\$ 3,340	\$ 4,008	\$ 4,809	\$ 5,290	\$ 5,819	\$ 6,110	\$ 6,415	\$ 6,736	\$ 7,073	\$ 7,427	\$ 7,798	\$ 67,607
Pro Shop (supps, apparel, accessories, food/drinks)	\$ 6,400	\$ 7,680	\$ 9,216	\$ 10,138	\$ 11,151	\$ 12,266	\$ 13,493	\$ 14,842	\$ 16,327	\$ 17,959	\$ 19,755	\$ 21,731	\$ 160,959
Day Passes	\$ 3,590	\$ 10,052	\$ 18,094	\$ 21,712	\$ 26,055	\$ 26,576	\$ 27,107	\$ 27,650	\$ 28,203	\$ 28,767	\$ 29,342	\$ 29,929	\$ 277,075
Recovery Add On	\$ -	\$ -	\$ -	\$ -	\$ 11,898	\$ 12,136	\$ 12,379	\$ 12,626	\$ 12,753	\$ 12,880	\$ 13,009	\$ 13,139	\$ 100,820
Membership Discounts--Military, 1st Responder		\$ 4,189	\$ 4,227	\$ 4,265	\$ 4,393	\$ 4,481	\$ 4,571	\$ 4,662	\$ 4,709	\$ 4,756	\$ 4,803	\$ 4,851	\$ 49,908
Sub-tenant rent--barbershop, wellness clinic		\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 55,000
<b>Total Membership Revenue</b>	<b>\$ 57,853</b>	<b>\$ 218,156</b>	<b>\$ 210,282</b>	<b>\$ 212,480</b>	<b>\$ 230,926</b>	<b>\$ 226,044</b>	<b>\$ 230,836</b>	<b>\$ 235,737</b>	<b>\$ 236,589</b>	<b>\$ 237,176</b>	<b>\$ 239,812</b>	<b>\$ 242,484</b>	<b>\$ 2,578,376</b>
<b>Total Sales</b>	<b>\$ 79,411</b>	<b>\$ 251,474</b>	<b>\$ 254,495</b>	<b>\$ 262,149</b>	<b>\$ 304,755</b>	<b>\$ 299,639</b>	<b>\$ 306,995</b>	<b>\$ 314,621</b>	<b>\$ 314,960</b>	<b>\$ 318,358</b>	<b>\$ 324,002</b>	<b>\$ 329,896</b>	<b>\$ 3,360,754</b>

## Expenses

Rent/CAM	\$ 19,474	\$ 35,000	\$ 35,000	\$ 35,000	\$ 35,000	\$ 35,000	\$ 35,000	\$ 35,000	\$ 35,000	\$ 35,000	\$ 35,000	\$ 35,000	\$ 404,474
Utilities	\$ 4,603	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 48,603
Employees/Payroll	\$ 30,144	\$ 58,000	\$ 58,000	\$ 58,000	\$ 58,000	\$ 58,000	\$ 58,000	\$ 58,000	\$ 58,000	\$ 58,000	\$ 58,000	\$ 58,000	\$ 668,144
Employee benefits & taxes	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 36,000
Insurance (other than health)	\$ 3,800	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 58,800
Fees: Software, bank charges, marketing	\$ 4,300	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 48,300
Materials and supplies (in COGS)	\$ 9,338	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 284,338
Licenses and state fees		\$ -	\$ -	\$ -	\$ 2,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,000
Janitorial	\$ 3,834	\$ 3,834	\$ 3,834	\$ 3,834	\$ 3,834	\$ 3,834	\$ 3,834	\$ 3,834	\$ 3,834	\$ 3,834	\$ 3,834	\$ 3,834	\$ 46,008
Marketing Fee	\$ 1,350	\$ 1,350	\$ 1,350	\$ 1,350	\$ 1,350	\$ 1,350	\$ 1,350	\$ 1,350	\$ 1,350	\$ 1,350	\$ 1,350	\$ 1,350	\$ 16,200
Royalties	\$ 2,311	\$ 3,266	\$ 3,266	\$ 3,266	\$ 3,266	\$ 3,266	\$ 3,266	\$ 3,266	\$ 3,266	\$ 3,266	\$ 3,266	\$ 3,266	\$ 38,237
Marketing (Facebook, Instagram)		\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 7,000	\$ 7,000	\$ 7,000	\$ 7,000	\$ 7,000	\$ 7,000	\$ 7,000	\$ 89,000
Equipment Financing Payment	\$ -	\$ -	\$ -	\$ -	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 120,000
<b>Subtotal</b>	<b>\$ 82,154</b>	<b>\$ 152,450</b>	<b>\$ 152,450</b>	<b>\$ 152,450</b>	<b>\$ 169,450</b>	<b>\$ 164,450</b>	<b>\$ 1,860,104</b>						
<b>Cash on hand (end of month)</b>	<b>\$ (2,743)</b>	<b>\$ 99,024</b>	<b>\$ 102,045</b>	<b>\$ 109,699</b>	<b>\$ 135,305</b>	<b>\$ 135,189</b>	<b>\$ 142,545</b>	<b>\$ 150,171</b>	<b>\$ 150,510</b>	<b>\$ 153,908</b>	<b>\$ 159,552</b>	<b>\$ 165,446</b>	<b>\$ 1,500,650</b>