

Gold's Gym Ormond Beach Proforma

Starting Members

6534	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	2013	4135	4172	4209	4336	4422	4511	4601	4647	4694	4741	4788	4788
Members Insurance	4189	0	0	0	0	0	0	0	0	0	0	0	0
Members PIF	332	342	352	363	374	385	396	408	421	433	446	460	460

Sales

Totals

Membership Revenue Recurring	\$ 36,104	\$248,080	\$ 250,313	\$ 252,566	\$ 260,143	\$ 265,345	\$ 270,652	\$ 276,065	\$ 278,826	\$ 281,614	\$284,430	\$ 287,275	\$ 2,991,413
Membership Revenue Insurance	\$ 27,341	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 27,341
Membership New Revenue PIF		\$ 4,980	\$ 5,129	\$ 5,283	\$ 5,442	\$ 5,605	\$ 5,773	\$ 5,946	\$ 6,125	\$ 6,308	\$ 6,498	\$ 6,693	\$ 63,782
Enrollment Fees	\$ 11,000	\$ 6,364	\$ 2,232	\$ 2,252	\$ 7,576	\$ 5,202	\$ 5,306	\$ 5,412	\$ 2,760	\$ 2,788	\$ 2,816	\$ 2,844	\$ 56,552
Annual Fee	\$ -	\$ 2,546	\$ 3,721	\$ 3,754	\$ 12,627	\$ 8,671	\$ 8,844	\$ 9,021	\$ 4,601	\$ 4,647	\$ 4,693	\$ 4,740	\$ 67,863
Personal Training Income	\$ 29,226	\$ 30,687	\$ 32,222	\$ 33,833	\$ 35,524	\$ 37,301	\$ 39,166	\$ 41,124	\$ 43,180	\$ 45,339	\$ 47,606	\$ 49,986	\$ 465,194
Smoothie Bar	\$ 4,772	\$ 5,726	\$ 6,872	\$ 8,246	\$ 9,071	\$ 9,978	\$ 10,477	\$ 11,000	\$ 11,550	\$ 12,128	\$ 12,734	\$ 13,371	\$ 115,925
Pro Shop (supps, apparel, accessories, food/drinks)	\$ 6,614	\$ 7,937	\$ 9,524	\$ 10,477	\$ 11,524	\$ 12,677	\$ 13,944	\$ 15,339	\$ 16,873	\$ 18,560	\$ 20,416	\$ 22,457	\$ 166,341
Day Passes	\$ 3,730	\$ 4,849	\$ 5,334	\$ 5,867	\$ 6,454	\$ 7,099	\$ 7,809	\$ 8,590	\$ 9,449	\$ 10,394	\$ 11,434	\$ 12,577	\$ 93,588
Recovery Add On	\$ -	\$ -	\$ -	\$ -	\$ 16,909	\$ 17,247	\$ 17,592	\$ 17,944	\$ 18,124	\$ 18,305	\$ 18,488	\$ 18,673	\$ 143,283
Membership Discounts--Military, 1st Responder		\$ 5,954	\$ 6,008	\$ 6,062	\$ 6,243	\$ 6,368	\$ 6,496	\$ 6,626	\$ 6,692	\$ 6,759	\$ 6,826	\$ 6,895	\$ 70,927
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
Total Membership Revenue	\$ 74,445	\$ 253,470	\$ 251,667	\$ 254,040	\$ 266,916	\$ 269,784	\$ 275,236	\$ 280,798	\$ 281,019	\$ 283,952	\$ 286,917	\$ 289,916	\$ 3,068,160
Total Sales	\$ 118,787	\$ 316,169	\$ 320,347	\$ 327,278	\$ 370,269	\$ 374,125	\$ 384,564	\$ 395,442	\$ 396,488	\$ 405,083	\$ 414,115	\$ 423,616	\$ 4,246,282

Expenses

Rent/CAM	\$ 28,625	\$ 35,000	\$ 35,000	\$ 35,000	\$ 35,000	\$ 35,000	\$ 35,000	\$ 35,000	\$ 35,000	\$ 35,000	\$ 35,000	\$ 35,000	\$ 413,625
Utilities	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 48,000
Employees/Payroll	\$ 55,000	\$ 58,000	\$ 58,000	\$ 58,000	\$ 58,000	\$ 58,000	\$ 58,000	\$ 58,000	\$ 58,000	\$ 58,000	\$ 58,000	\$ 58,000	\$ 693,000
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
Materials and supplies (in COGS)	\$ 20,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 295,000
Licenses and state fees		\$ -	\$ -	\$ -	\$ 2,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,000
Janitorial	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 60,000
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	\$ 3,266	\$ 3,266	\$ 3,266	\$ 3,266	\$ 3,266	\$ 3,266	\$ 3,266	\$ 3,266	\$ 3,266	\$ 3,266	\$ 3,266	\$ 3,266	\$ 39,192
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
Subtotal	\$ 124,041	\$ 149,616	\$ 149,616	\$ 149,616	\$ 166,616	\$ 161,616	\$ 1,870,817						
Cash on hand (end of month)	\$ (5,254)	\$ 166,553	\$ 170,731	\$ 177,662	\$ 203,653	\$ 212,509	\$ 222,948	\$ 233,826	\$ 234,872	\$ 243,467	\$ 252,499	\$ 262,000	\$ 2,375,465