

BizSnaps

A Snapshot look at local businesses



Your Name: Jeff Brewer **Title:** Owner

Address: 2200 W. Court St., Suite #150, Janesville, WI 53548

Phone: 608-756-0007, Starting Nov. 1st **Jeff's Cell:** 612-840-4630

Directions & Business Hours: Court Square S/C behind Jimmy John's & Papa Murphy's.
24 hours/day staffed 10-6 M-F, 9-1 Sat. or by appointment.

When was the business started? New - opening Dec. 2007.

Describe your products/services. Janesville's premier 24 hr. fitness center featuring state-of-the-art equipment from Nautilus and 24 hour tanning. Nationwide reciprocity means when you join our local club you have anytime access to over 1,000 clubs nationally.

What do you do, product, service or philosophy, which differentiates you from your competitors? Work out when you want. We offer the busy adult convenience in a full-line fitness center, free weights, circuit equipment and cardio. All cardio equipment has a private viewing screen attached. We feature two Nautilus cardio "tread climbers" which burn calories twice as fast as treadmills.

How did you get interested and/or started in this business? I have a fitness background, having competed in both bodybuilding and power lifting, having won two state titles, competed in national championships and having held various weight class records.

What kind of training or background do you have? Anytime Fitness is one of the fastest growing franchises nationally, currently boasting 1,000 clubs nationally and slated to grow to over 2,500 within the next few years. Their franchise training is second to none.

What have you learned from this business? That Rome wasn't built in a day (in other words - patience). To do something right by putting my best efforts into it means I cannot fail!

What are your future plans for your business? To open two more clubs within the next few years. Probably in northern Illinois.

What or who has had the most influence in the way you do business? Jesus Christ - honesty, integrity with zeal & class. To trust in the inherent goodness in others, otherwise how can I expect them to trust me?

Do you have a favorite saying that applies to your business? "Opportunities multiply as they are seized." — Sun Tzu

What have been some of the challenges you've faced and how did you work them out? My biggest challenge has been to balance my time and my financial resources.

What do you find most rewarding about this type of work? I love fitness, sales, and developing employees. I can do all three in this position. What more could I ask for?

What type of customers use your products/services? 16 - 85 year olds - both sexes. Our core customers are baby boomers - 60% women - 40% men.

The Janesville
Gazette

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