



FACILITY SHOWCASE

Changing the Self-Esteem of the World With Precor & Preva

A member centric facility located in the northern Orange County area, Anytime Fitness Fountain Valley is focused on driving retention through high member engagement and a personalized fitness experience. With over 980 active members, the majority of which are high income, middle aged men and women, all staff members strive to have a personal relationship with each member. Surrounded by fifteen major gyms within a five mile radius, the facility sets themselves apart by providing a fitness boutique experience that is community focused, and tailored to each individual member. With highly qualified staff and state-of-the art fitness equipment, Anytime Fitness Fountain Valley is “changing the self-esteem of the world one person at a time.”

A Precor customer for over fifteen years, Anytime Fitness Fountain Valley relies on Precor to help provide the fitness boutique experience. With a variety of the Precor Experience 880 Series, owner Clark Bevans believes “Precor is now setting the standard from a product, technology, and cost of maintenance perspective. Precor has the right amount of technology with the right amount of service, durability and quality.” With a facility that is based on the philosophy that good companies produce good leaders, Bevans feels Precor is the perfect match for his club.

With the recent installation of Preva, the networked fitness solution offered by Precor, Anytime Fitness Fountain Valley has made great strides in their member experience. For the staff members, the P80 touch screens and Preva are “awesome, accountable tools that help us to make sure we have the proper equipment that our clients need to succeed.” “The equipment allows cardio to not only be fun but challenging and virtually stimulating.” For members, Preva offers an exciting way to track progress toward their fitness goals. According to personal trainer Joshua Curry, with **Preva Accounts** and badges, Anytime Fitness members now “find cardio exciting as they can see how much work they have done, and can put it into perspective with real life experiences.”

Success with Member Messaging

Anytime Fitness Fountain Valley also utilizes the member messaging feature of Preva. **In-workout** and **Welcome Screen Messages** are used to push news, events, and services to members directly on the P80 screens. In a recent boot camp campaign, the facility used the message feature to promote availability, and they saw participation double from a previous boot camp not promoted through Preva. As the facility continues to implement Preva, they look forward to increasing promotions, customer appreciation events, retention, and memberships through Preva.

Facility Name:

Anytime Fitness,
Fountain Valley



Location:

Fountain Valley, California

Facility Size:

6,000 square feet

Equipment Type and Quantity:

- 12 Pieces of 880 Cardio
- 2 AMTs
- 2 UBK
- 2 EFX
- 7 Treadmills

Networked Fitness:

- Preva Business Suite
- Preva Net
- Preva Accounts

