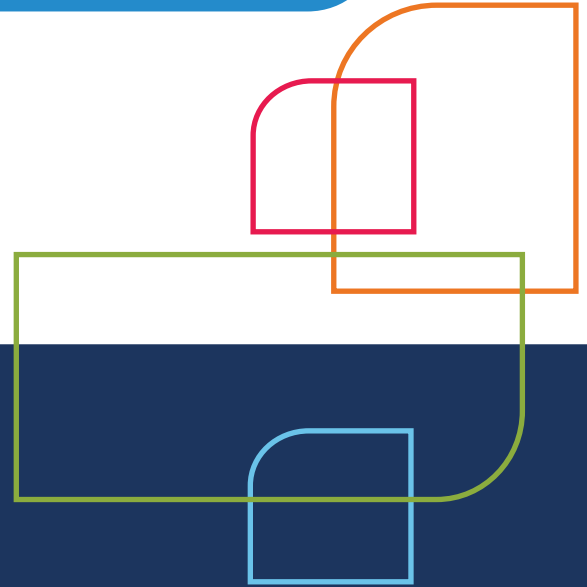




FYZICAL[®]
Therapy & Balance Centers



THE COMPREHENSIVE GUIDE
TO THE **FYZICAL**
INVESTMENT
OPPORTUNITY



WHAT IS FYZICAL?

FYZICAL offers an exciting franchise investment opportunity for entrepreneurs who are looking to break into the health and wellness industry. Our clinics provide a wide range of in-demand services, from physical therapy to audiology. We simplify the process of getting new FYZICAL clinics up and running, and our investors don't need any prior experience in healthcare. Here, we'll break down some of the most important things to know about the investment.

WHY INVEST IN A FYZICAL CLINIC?

FYZICAL IS A FLEXIBLE "MANAGE THE MANAGER" MODEL:
We keep things running smoothly and efficiently on the back-end with a streamlined process and effective systems.

A RECESSION-RESISTANT INDUSTRY WITH STEADY GROWTH PREDICTED WELL INTO THE FUTURE: Our industry is growing, and now is a great time to break in.

RECURRING REVENUE MODEL: PATIENTS COME TO SEE YOU NUMEROUS TIMES OVER WEEKS OR MONTHS. We can help you find more patients who fit these criteria.

NORMAL BUSINESS HOURS WITH WEEKENDS IF DESIRED:
You won't have to worry about working odd hours.

GROWING DEMAND IN A THRIVING INDUSTRY

We are a healthcare franchise whose primary platform is physical therapy, with the addition of balance, vestibular, and fall prevention therapies, but our services also extend into ancillary services, including audiology, wellness, and more.

GROWING DEMAND FOR PHYSICAL THERAPY

In 2020, approximately 56 million people were older than 65, forecasted to increase to 95 million by 2060. Of the individuals older than 65, 70% have two or more chronic conditions, 30% experience joint pain associated with arthritis, and 25% fall every year often leading to hip fractures. Physical therapy is positioned to play an important role in care, recovery, and preventative measures.

THE \$50.26 BILLION PHYSICAL THERAPY INDUSTRY

The physical therapy industry in the United States was estimated at \$50.26 Billion in 2022 with a projected growth of 5.4% annually to an estimated value of \$72.7 Billion by 2029. The demand for physical therapists is projected to grow 21% between 2020 to 2030

INNOVATING THE PHYSICAL THERAPY INDUSTRY

35% of adults over age 40 demonstrate a form of vestibular dysfunction when tested with a postural metric. FYZICAL brings innovation to the industry through our proprietary fall prevention, balance and vestibular rehabilitation therapies known as the FYZICAL Balance Paradigm.

BALANCE INDUSTRY BY THE NUMBERS

THE IMPACT OF FALLING ON QUALITY OF LIFE⁹

-  Social Isolation
-  Feelings of Helplessness
-  Depression
-  Further Physical Decline

In 2015 the total cost of fall injuries was:

\$50 BILLION⁸

that cost is expected to increase to

\$101 BILLION

heading into the 2030's⁹



THE FINANCIAL & FATAL TOLLS OF FALLING

3 MILLION FALL RELATED INJURIES
are treated in the emergency room annually⁹



1.4 MILLION HOSPITALIZATIONS IN 2019
due to fall and balance incidents⁹



39,363 FALL RELATED DEATHS IN 2019
Every 19 minutes an older adult dies from a fall⁹



WHY FYZICAL?

BALANCE THERAPY IS A MAJOR COMPETITIVE ADVANTAGE

- More than 10 million people go to the doctor for dizziness each year, but finding specialized balance therapy services can be difficult.
- BPPV is a common cause of dizziness, but many physical therapists aren't trained in what to do if the cause is something else.
- FYZICAL is different because we've developed *The FYZICAL Balance Paradigm* as well as a *Sensory Mismatch Theory*, both of which contribute to a comprehensive vestibular program that identifies and treats many causes of dizziness.
- We're able to identify numerous sensory mismatches, and provide patients with the appropriate care.
- FYZICAL always keeps its services updated to meet current market trends. For instance, consider how we've recently rolled out telehealth services to better assist our balance patients.
- Services like these can only be found at FYZICAL, giving our centers a substantial competitive advantage they can pass along to the millions of Americans who suffer from dizziness.

#1 BALANCE AND VESTIBULAR PROGRAM IN THE WORLD



FURTHER REASONS TO CHOOSE OUR INDUSTRY

A GROWING DEMAND FOR OUR SERVICES: Today, Americans age 65+ make up about 15% of the population. It's estimated that they'll make up about 25% of the population by 2060, while the number of 65+ adults will triple. This increased patient base, as well as the shift in the healthcare industry towards care coordination and managing patient ailments prior to the onset of more acute symptoms, has dramatically increased the interest of investors in physical therapy.



A FRAGMENTED MARKET SHARE: Ours is a fragmented industry with no clear leading companies. Our work in the industry has led us to operate under the understanding that 20 of the largest providers capture roughly 21% of market share. That means the large majority of outpatient clinics are "mom and pops." This spells great opportunity for FYZICAL investors who are able to leverage our time-tested business model and far-reaching support network.



HIGH-VALUE BUSINESSES: We've observed that healthcare businesses often sell for higher multiples in today's market – the timing is right to break into the industry before prices surge even higher.



A BUILT-IN EXIT STRATEGY: Along the same lines as the points above, FYZICAL takes extra steps to build value into our locations so that our partners can expect to sell their businesses for a high amount. A reputable brand name, loyal customer base, strong referral management programs, and strong local reputation all go a long way towards creating a valuable business. While many of our partners stay in business with FYZICAL for many years, having an exit strategy ready comes in handy when they begin to consider retirement.



LOW-COST INVESTMENT: FYZICAL makes it easy to break into the industry with a low barrier to entry – the cost to open one of our locations average initial investment of approx. \$375k.

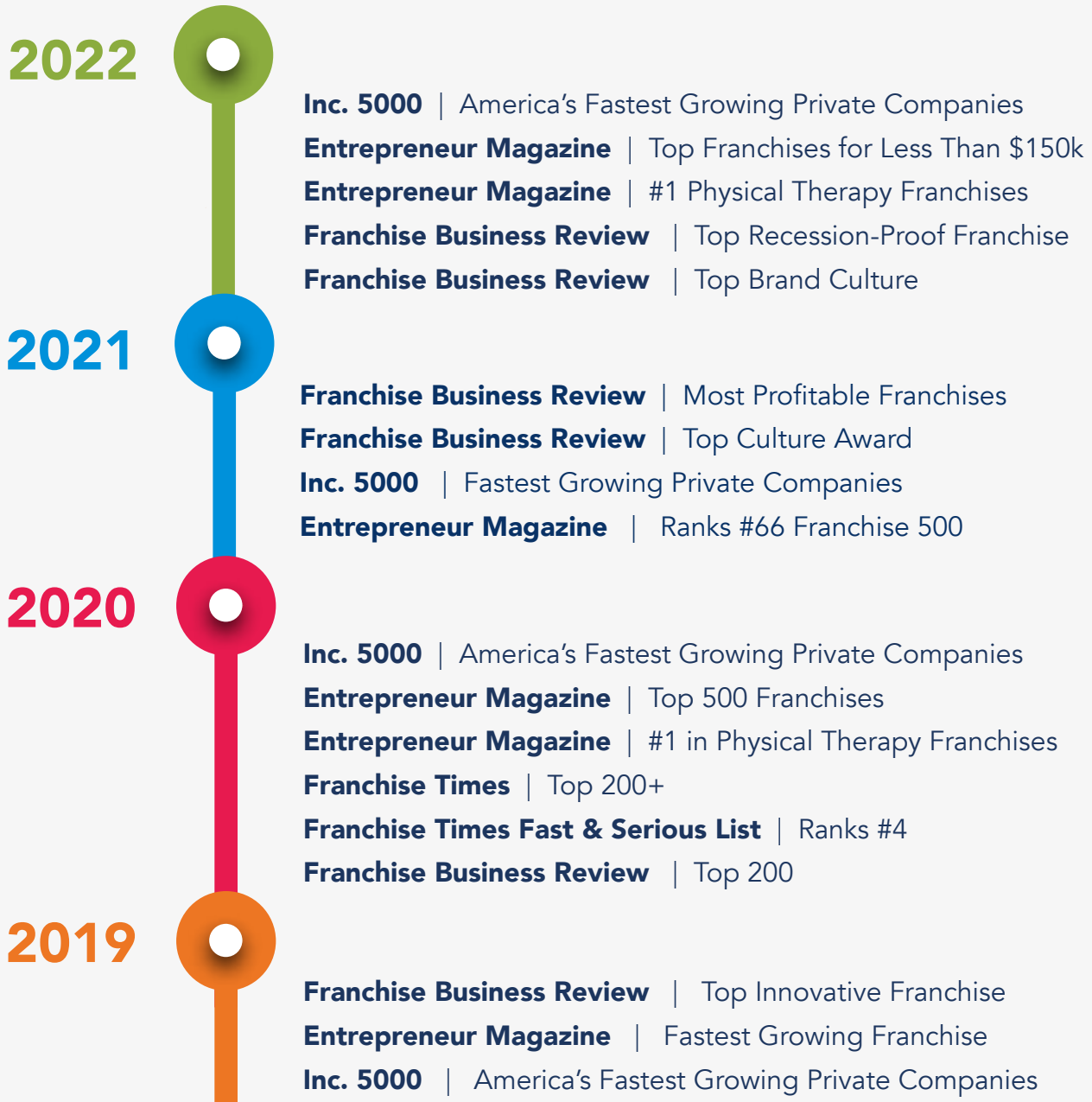


REAL ESTATE REQUIREMENTS: Flexible real estate requirements make it possible to open a wellness business just about anywhere in your community. When you partner with FYZICAL, we'll do some demographic research on your area to decide where it would be best to set up shop. Oftentimes, it's not difficult to find a location that meets all of our criteria.



A HIGHLY-REGARDED BRAND

A few of our many accolades include:



In addition to all of these accolades, *The FYZICAL Balance Paradigm* is a highly-regarded program within the industry. Very few physical therapists offer balance services, making this program a significant competitive advantage for franchisees.

INITIAL & ONGOING TRAINING

Classroom Training

All FYZICAL investors take part in classroom training before opening their business. The purpose of the classroom training is to get you up-to-speed on the most important information you'll need to keep your FYZICAL location running smoothly. A few of the topics covered in your classroom training will include:

- Exploring the services you'll provide at your clinic (and the patients who will need them)
- Managing bookkeeping and billing
- Strategies for keeping your business on track for meeting growth goals
- How to recruit and retain the best staff

By the time you leave, you should feel confident and ready to get started on opening your new

business. Rest assured; we'll continue to work side-by-side with you to help you apply what you've learned.

Ongoing Training and Professional Development

Our franchisees receive ongoing training as-needed. We're always refining our business model to keep it razor-sharp and cutting-edge, so our franchisees can count on seeing the best return on their investment. In addition to that, FYZICAL service providers also receive training to ensure they provide the best possible treatment for patients.



SUPPORT SYSTEMS

Marketing Support

One of the most valuable ways we support our franchisees through the life of their businesses is via marketing support. First, we work with them to launch local marketing campaigns geared at attracting the attention of prospective patients and doctors, which helps to increase walk-ins and referrals. We also undertake marketing initiatives at the corporate level, helping to drive brand awareness in your area and across the U.S. Our marketing program is extremely comprehensive – when you contact us, we can give you more information about the other ways investors leverage it.

Business Coaching and Strategy

Independent business owners know that consulting services can be quite costly, and oftentimes, business consultants don't stick around to measure results. FYZICAL franchisees enjoy the benefits of our coaching and strategy from day one. We work with you to make a plan and help you work through each phase towards achieving your goals. A few examples of this support include:

- Creation of a comprehensive 5-year strategic plan, including a full year budget, during onboarding
- Guidance through our 16 Step Opening Process
- Access to the FYZICAL 10 Point Management Plan
- Training and guidance on execution of our proprietary business management tools, including our Daily Management Report and Clinical Productivity Report

Real Estate & Design

Choosing the right location for your business is critical. You'll want to find a space that's in the perfect area and is the right size for a price that won't eat up too much of your profits. Not only will our team of experts help you find a space that meets these criteria, but will also help you build it out so it meets the exact specifications you'll need. From finding the right furnishings and equipment to building a comfortable atmosphere, we'll be there to guide you.

THE BUSINESS OPPORTUNITY: THE RESULTS OUR PARTNERS SEE

There's no way to predict how any business will perform, but one of the best ways to make an educated assumption is to review Item 19 of the Franchise Disclosure Document. There, you'll find performance indicators of how much select franchisees have earned historically. Because Item 19 is an optional section, many franchisors don't provide one. However, at FYZICAL, we're proud of our franchisees' strong performance. Here, get a sneak peek at some key figures from our Item 19 and the rest of our Franchise Disclosure Document.

The Cost to Invest

As we'll cover in greater detail further on, the total cost to invest in a FYZICAL franchise will run between \$180,750 to \$471,000. When you contact us, we'll take your specifics into account to give you a clearer idea of the total cost. In any case, your investment will include virtually everything it takes to start a physical therapy practice.

Earnings Estimates

- Our clinics are thriving, with same store sales growth of 19.2% from 2020 to 2021
- The average owner generates over \$1.1M
- Each Physical Therapist and Physical Therapist Assistant generated \$200k in annual collected revenue on average.

When you contact us, ask for a copy of our Franchise Disclosure Document! We'll be happy to go over numbers like these with you, and provide you with greater context to interpret them.



JUST ABOUT EVERYTHING ELSE YOU'LL NEED TO GET YOUR BUSINESS UP AND RUNNING

You're probably curious about what it takes to get your new physical therapy clinic up and running, and FYZICAL has the answers. Below find the major components of the total initial investment:



REAL ESTATE AND BUILDOUT COSTS



A COMPUTER SYSTEM



FURNISHINGS AND FIXTURES



SIGNAGE, BRANDING, AND DESIGN



12 MONTHS OF INSURANCE



ONE-TIME FRANCHISE FEE OF \$49,000

FYZICAL investment partners can count on us to walk them through each step of the process towards opening a new clinic.

Who is the Investment For?

NO INDUSTRY EXPERIENCE REQUIRED

FYZICAL partners come from various backgrounds. While many of them do have experience in physical therapy, it's not required. Having some business ownership experience is a plus, but that's also not required.

We're able to maintain such flexible requirements because our investment partners don't need to do everything on their own. They partner with service providers to treat patients and rely on our proven systems to keep their business running smoothly. They have the ability to carve out a role for themselves in the operation of their business that best suits their skills and experience.

Furthermore, we get our investment partners up to speed by providing them with comprehensive training and support on how to run their new business. They take part in:

- Hands on and classroom training at FYZICAL Lab
- Ongoing training and professional development
- The territory selection process
- Vendor introductions
- Marketing assistance processes
- Regional and national conferences

and much more. As you can see, the assistance you'll enjoy makes it possible to open a thriving FYZICAL clinic even if you don't have much experience in the industry.

Read on for more information on the FYZICAL investment.



THE OPTIONS

FYZICAL has franchise concepts available for investors who are looking to open new clinics from scratch, as well as those who will convert existing practices to FYZICAL franchises. Whichever route you choose, you can count on our team to walk you through the steps towards opening while streamlining expenses at every opportunity.

Here, we'll break down the investment associated with opening a new FYZICAL clinic from scratch.



THE INITIAL INVESTMENT

The total initial investment in a FYZICAL clinic will likely run between **\$180,750 – \$471,000**. The exact amount you'll end up investing will depend on a number of variables, such as where your clinic will be located, how many services you'll initially offer, and so forth.



THE INITIAL FRANCHISE FEE

Included in your total initial investment is a one-time franchise fee of \$49k. Like other franchisors, FYZICAL assesses this fee to help offset some of the costs associated with your onboarding. Your initial franchise fee grants you access to our trusted brand name and time-tested business model, both of which will save you substantial time and resources as you grow your business.

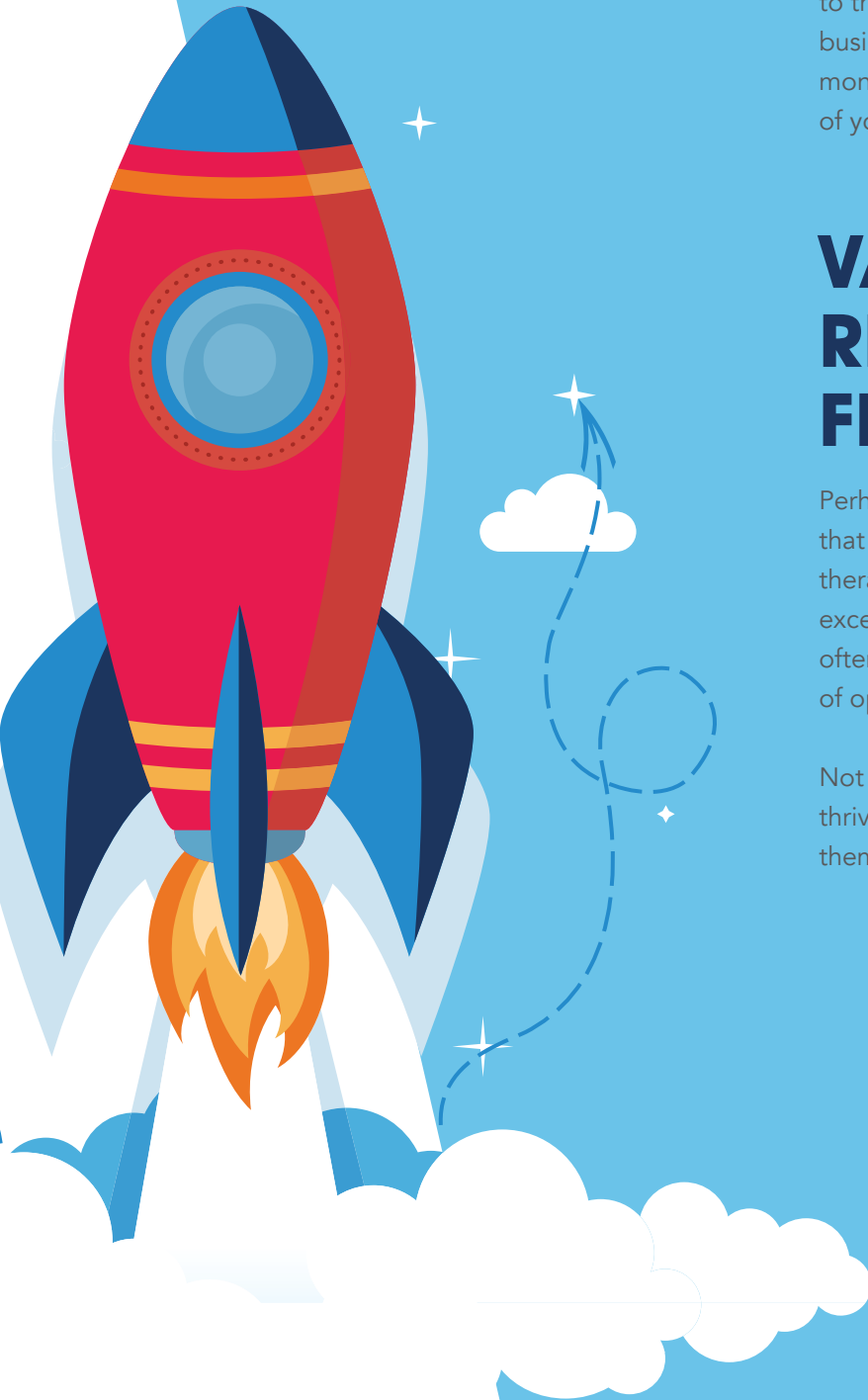
ROYALTIES

FYZICAL ensures that our investors have access to the best resources to help them grow their businesses. In return, our franchisees provide a monthly royalty payment, which comes to 6% of your gross monthly revenue.

VALUABLE RESOURCES FOR FRANCHISEES

Perhaps the best reason to partner with FYZICAL is that we know what it takes to open a new physical therapy clinic. Breaking into the industry can be exceedingly difficult for independent investors who oftentimes have little help navigating the “red tape” of opening a practice.

Not only do we show our franchisees how to run a thriving physical therapy clinic, but we also support them throughout the life of their businesses.



THE FYZICAL MEMBERSHIP PROCESS

We've made the process of becoming a FYZICAL member simple! Here's a sneak peek at a few of the most important steps.

1

Initial Inquiry

Your experienced FYZICAL Advisor will learn about you and your goals before guiding you through an evaluation of FYZICAL customized specifically for you.

2

Learn

You'll learn how the FYZICAL S.Y.S.T.E.M. can help you achieve your goals. Choose a 1-on-1 appointment with your own FYZICAL advisor, or attend an in-person or virtual education event hosted by the FYZICAL team. Your FYZICAL advisor can help guide you to the right option for you.

3

Select Your Territory

In the territory selection process, you'll review available territories within your desired region. Then, combining your own knowledge of the area with our data driven analysis, you'll select the ideal territory for developing your FYZICAL clinic location.

4

Listen

FYZICAL Members are happy to share their experience with others. You'll have an opportunity to hear from individual FYZICAL franchise members before joining.

5

Game Changer

These calls provide an opportunity for you to get to know our world-class FYZICAL Team at our Sarasota, Florida corporate headquarters. Meet the members of our stellar operations support team, and reach a conclusion on becoming part of the FYZICAL Family.

6

Get FYZICAL

Love your business and love your life while moving closer to your goals as a member of the FYZICAL Family!



We hope this guide has given you a good idea of what to expect when you invest in a FYZICAL clinic. Our business model is remarkably flexible, and can be adapted to suit a wide range of investors and goals. If you're ready to learn how FYZICAL could fit into your future, get in touch with us today! We're happy to answer your questions, and share more information about the opportunity.

CONTACT US

TEXT

START to 1-855-628-3719

VISIT

FYZICALfranchise.com

