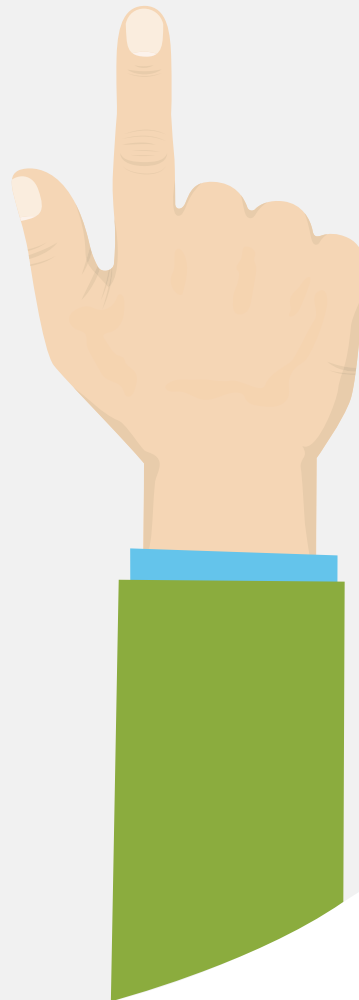


LOVE YOUR LIFE



START YOUR
OWN PT PRACTICE
WITH FYZICAL



WHAT IS FYZICAL?

FYZICAL is a franchise business model used to support private physical therapy practices. FYZICAL is comprised of physical therapists, medical experts, and brilliant business minds working together to build a strong brand and ensure successful outcomes for the clinics we support and their patients. The success of the FYZICAL model has led to record setting growth, resulting in over 470 open locations in 45 states in just 9 years.



WHAT MAKES A FYZICAL CLINIC DIFFERENT?

A FYZICAL practice not only provides a bright, open and inviting atmosphere for the patient experience, but offers an unmatched quality of outcomes. FYZICAL centers provide traditional outpatient orthopedic therapies, but also specialize in a comprehensive suite of balance and vestibular rehabilitation services. Serving this vast, and growing, population, differentiates FYZICAL practices, allows them to make a tangible difference in their communities, and provides an undeniable competitive advantage against other outpatient practices. FYZICAL clinics care for the whole patient, offering additional wellness services that might include cold laser therapy, audiology, dry needling, and a wide range of retail therapeutics, like custom orthotics.



OPENING YOUR PRACTICE WITH SECURITY



The support offered through FYZICAL's franchise model lets you build your practice on a strong foundation. You can expect support through the process of funding, credentialing, EMR/PMS selection, site selection, clinic design, recruiting, business training and more – all of this before you ever open your doors! Read on to see a chronological look at the benefits our members experience during the start-up process.

1

Market Selection and Site Selection

Our team will guide you in selecting a business market that meets your needs and provides you with the highest probability of success. Advanced mapping software and demographic data, including competitive analysis, are just a few of the technologies at your disposal as a new FYZICAL owner. Within your chosen market, FYZICAL will also help you identify the site of your new practice. Average locations range between 1800-2500 square feet and can often be found from \$15-\$25 per square foot. Our team is familiar with the nuances of the therapy industry and our expertise can help you to secure a space that will set you up for success and future growth.

graphics. The clinic interior is designed to be bright and open to promote a welcoming atmosphere where your patients will enjoy coming to heal. Our design adaption team will work with you to maximize your new clinic space in a way that aligns with your strategic goals giving you yet another advantage toward achieving success.

2

Clinic Design

Every FYZICAL location is unique and different. Depending on the site that you have selected, you may plan for a major or minor remodel. Our team works with you to maximize your exterior presence – through signage design and selection, including window

3

Initial Business Training: "FYZICAL Lab"

This comprehensive business course teaches you how to be successful in the PT business. You'll learn the vital statistics and key metrics for your future practice, as well as the management methodologies that have made FYZICAL locations so successful. FYZICAL's average owner collects over \$1.1M¹ annually and our company owned clinics operate at an adjusted EBITDA (profit) of 22.4%², on average. Business, just like healing, is a science and the operations team at FYZICAL provides the proven training and support formula you need to achieve success.

4

Strategic Planning

Get ready for an individualized business planning session where you will establish the plan for your first five years of business. At the end of your session, you will walk away with a comprehensive budget for the coming year and a unique action plan specifically developed for you based on your practice goals and desires.

5

FYZICAL Strategic Vendors

As you work to implement your strategic plan, you'll have the opportunity to take advantage of more than 50 vendor partners who offer exclusive pricing and benefits in the following categories:

- Credentialing
- Therapy Supplies/ Retail
- Therapy & Fitness Equipment
- Insurance (Coverage)
- Insurance (Reimbursement)
- IT/Accounting/ Finance/EMR
- HR/Recruitment
- Legal/Compliance
- Hearing Care/ Hearing Aids
- Marketing/Printing





ONCE YOU'RE OPEN - THE FUN HAS JUST BEGUN

The support doesn't end after you've opened your clinic doors, on the contrary, it is just beginning! Hundreds of practice owners have chosen to convert their existing PT clinics to the FYZICAL model based on the opportunities and support we provide to our owners. The following are just some of the benefits you will have access to as your business grows;

Franchise Regional Consultant – FRC

Every member of FYZICAL is assigned to a Franchise Regional Consultant. Your FRC is your primary point of contact. They are tasked with helping you execute on your personal business plan. As you learn and grow with the FYZICAL model, your FRC will be there to help you implement what you are learning, share new opportunities for your business, and generally ensure an enriching experience. All FRC's have a deep firsthand knowledge of private practice ownership and FYZICAL, so you can be independent without ever being alone!

Virtual Learning and Your Own Business Library!

FYZICAL proudly created the FYZICAL College as an online learning management system available as a key resource to you and your entire team. This library is host to training protocols for each

and every role within your business, both clinical and non-clinical positions. Additionally, you'll find a tremendous repository of marketing collateral and other materials helpful in the operation of your business. Through this LMS you'll have all of FYZICAL's proprietary knowledge and resources at your fingertips.

Free Clinical Education and CEU's

The education available through FYZICAL can fulfill CEU/CME credits required for licensure. All the education courses within FYZICAL are FREE for you and your team – both a significant cost savings for you as the owner, and the best way to ensure your team always has access to the highest caliber of knowledge. Certifications include orthopedics, balance and vestibular, TMD/TMJ, pelvic health, and more – FYZICAL has your clinical education needs covered.



Free Ongoing Business & Financial Education

FYZICAL wants to see you succeed! Which is why we hold regular financial and business education courses both in-person and virtually. Expect to see offerings like:

- Business Basics
- Budget Huddles
- Build a-Budget Event
- Budget Check-Ins
- SEO & Website Training
- Weekly training webinars:
 - Marketing Webinars
 - Compliance Webinars
 - CDC Guideline Updates (COVID)

Marketing Support

Most start-ups don't have the resources to successfully market their services. Marketing your clinic alone could be a full-time job, but with FYZICAL you're never alone. Our Marketing Operations team provides a quarterly PR plan and a monthly marketing plan. In addition to those tools, you can expect marketing support to include:

- Relationship Marketing
- Direct to Consumer
- Direct to Physician
- Public Relations
- Digital Mediums
- Direct Mail
- Open House
- Grand Opening Marketing
- FYZICAL Health & Balance Clinic Magazine
- Internal Marketing
- National Marketing
- Monthly Marketing Webinars
- Customizable Collateral
- Ready-to-Use Content

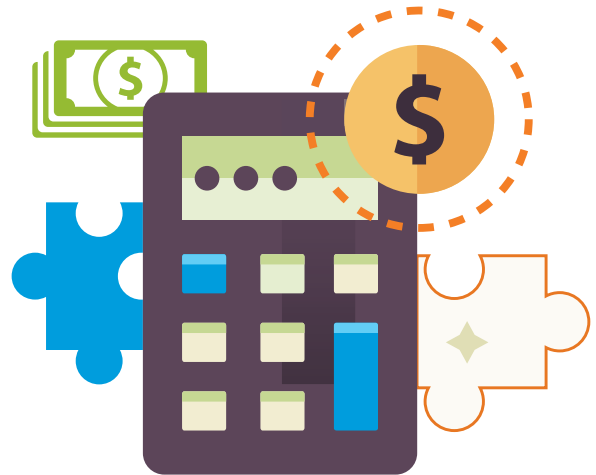
Do You Have What It Takes to Open a FYZICAL Center?

If you are a motivated clinician looking to take control of your future by opening your own outpatient private practice, you may have what it takes to join the FYZICAL Family. Other considerations will include financial qualification.

Total Investment

On average, the total investment to open a FYZICAL clinic as a clinician ranges between \$155,750 - \$423,000³, including the initial FYZICAL franchise fee. However, if you leverage an SBA loan, you may only need access to as little as 20% of the total project investment (\$75k on average). While business performance varies, the average owner collects over \$1.1M¹ in revenue and the average adjusted EBITDA (profit) from our company owned clinics is 22.4%²! In return for assisting in the creation of this business, FYZICAL receives a monthly fee equal to 6%⁴ of collections from the clinic.

To see a complete breakdown of the total initial investment, request a copy of our franchise disclosure document.



A FYZICAL Therapy and Balance Center is a vehicle that allows clinicians a secure and exciting way to control their future and make an impact in their communities. To find out more, schedule a call with a FYZICAL Advisor today to learn more.

CLICK HERE



