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News

Personal Training Institute Expands Into New York City, 17 New Locations Planned

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(8/10/2006)

Personal Training Institute, (PTI), which exclusively offers customized one-on-one personal fitness and nutrition programs for adults and children, signed an agreement today with a franchisee for unprecedented expansion of the PTI brand into New York City. The agreement includes the development of 17 new PTI locations in New York City, to open over the next several years, beginning in August of 2006.

"The New York City territory offers PTI an exceptional opportunity for expansion," asserts Evan A. Kaplan, President and CEO of Personal Training Institute. "Not only are New Yorkers fitness savvy, but they also have a growing interest in receiving one-on-one, customized, attention -- at a reasonable price -- which is what PTI has to offer."

Recently ranked by the International Franchise Association as #12, in a listing of leading Long Island franchises, Kaplan's success at building the PTI brand is unmatched.

Under Kaplan's leadership and direction, PTI spent five years to develop its franchising concept; precisely documenting every step of the process. From site selection to lease negotiation, equipment purchasing to space renovation, marketing and operating platforms, PTI's deliberate attention to every element of its franchising concept has helped the company flourish and become a mentor to its franchisees. PTI expects to open 25 locations between 2006 and 2007 and have 125 locations within five years.

Extensive training takes place at the Long Island headquarters by PTI experts in all phases of operating a successful Personal Training Institute franchise. Success is assured with instruction provided in fitness and nutrition, operations, products and services, computer and office systems, business management, marketing and public relations. PTI provides guidance for site location, as well as a protected territory for their location. Thereafter, ongoing support and training is provided to guarantee the success of PTI's proven business model.

To assure success, PTI's precise franchising concept is backed by a winning business concept. "Although we are competing in a somewhat crowded fitness industry, PTI's concept of combining one-on-one 30-minute strength training and nutritional counseling distinguishes us from our competitors," states Kaplan. "We have an 80 percent success rate in meeting our clients' goals; our proprietary strength training & nutritional counseling program delivers better results than most circuit training or aerobic programs in the market today."

PTI exercise physiologists design individual workout programs for each client's body type, age and lifestyle. With the help of personal trainers, who guide clients through every step of the strength training workout to ensure proper body position and equipment usage, clients are able to reach fitness and weight goals with three, 30-minute sessions each week, along with weekly nutritional counseling. Since its founding in 1987, PTI has quickly become a leading fitness brand with seven company-owned locations and six franchised



Q Poll Question

Which of the following describes your highest level of education in an exercise related science?

- No degree
- 2 year degree in fitness
- 4 year degree in fitness
- Masters degree
- PhD

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units located from New York to Maine.

Soon-to-be New York City franchisees Donna and Mike Mincieli began their PTI careers back in 1999 while working at many PTI locations. They currently own and operate two other PTI locations in Cedarhurst and Garden City, New York.

"We are very excited to help grow the Personal Training Institute brand," states Mike Mincieli. "New York City offers us an opportunity to not only reach out to the many healthy New Yorkers, but to help men, women and children who might be experiencing health issues related to their weight."

"Not only are Donna and Mike PTI franchisees, but they are members of the PTI family," asserts Kaplan. "They are a terrific example of a thriving franchising concept which includes unparalleled company support, training and guided success."

PTI's proprietary exercise and nutrition program has helped thousands reach their fitness and weight loss goals in a one-on-one, personalized and non-intimidating atmosphere. In the first seven to 10 weeks, a typical PTI client can lose 10-12 pounds of fat and can gain three to six pounds of fat burning muscle.

PTI is one of the only franchised concepts in the \$14 billion health and fitness industry that offers both one-on-one personal training and personalized nutritional counseling.

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