



## FOR IMMEDIATE RELEASE

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### The Zoo Health Club Named one of the Fastest Growing Franchise for 2020 by Franchise Gator

Fort Lauderdale, Florida February 4, 2020. Franchise Gator has recently released its annual [Fastest Growing Franchises list](#) and named the Zoo Health Club to it.

For the 7<sup>th</sup> year in a row Franchise Gator has released its Fastest Growing Franchises list to accompany the [Franchise Gator Top 100](#).

“Those that use Franchise Gator are often interested in learning about franchises that have experienced strong growth,” said Eric Bell, GM, Franchise Gator and VP, Franchise Ventures. “If they are going to be making a sizeable financial investment, they want to make sure it is with a franchise that is on the rise. Catching a wave and being a part of a company poised for growth means a lot to many in regard to seeing a return on their investment.”

The Zoo Health Club is ranked as the number 30 franchise opportunity overall on the Fastest Growing Franchises list

“This list is about helping prospective franchisees, and documented growth is having proven to be one of many attributes they look for,” said Bell. “We’re excited to see The Zoo Health Club on the list.”

#### From the Franchisor

The Zoo Health Club believes in building a brand slowly from the ground up starting with a good foundation. Today the Zoo Health Club enjoys the rewards of the hard work and good planning through a growing brand. We offer our franchisees a simple formula to follow. What is a potential franchisee buying when they buy a franchise? **“A SYSTEM”** We offer our franchisees a simple system formula to follow. It’s called the **“Three Keys to Success”** in operating a Zoo health Club. **First key:** You must do your advertising and marketing for new members. **Second Key:** You must sell memberships. **Third Key:** Service the members with a purpose to build a referral system. Zoo franchisees are expending and opening more locations. With a sound system for success in place it’s easy to duplicate.

#### About the Zoo Health Club

The Zoo Health Club started on Fort Lauderdale beach 40 years ago as a small independent beach gym. In 2009 the Zoo franchise corp. was formed and bought the Zoo Gym. At the time it was company owned and operated so time was put into the developing the franchise business model. It started out as a small to medium range footprint keeping capitalization and overheads low. We believed from the beginning to offer to the consumer the very best service, décor, club

layout and a happy and uplifting atmosphere. We also believed our members deserved the best equipment and plenty of it. That believe and mindset has helped separate us from the competition. There truly is not another health club like the Zoo Health Club. Just ask our members and franchisees alike.

**About Franchise Gator**

Franchise Gator, a unit of Landmark Interactive, a division of Dominion Enterprises, is the leading destination for those seeking to invest in a franchise opportunity. Since 2002 Franchise Gator and its network of sites have offered information on hundreds of business and franchise opportunities available in more than 100 industries. Franchise Gator provides franchisors with a quality, cost-effective mode of franchise marketing. For more information, please visit [www.franchisegator.com](http://www.franchisegator.com).

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