

Keep more members, get your hours back, run your whole gym from one place.

Operator-led growth for gyms and fitness studios, with a live command centre running the work, not a slide deck.

THE PROBLEM

Most gyms do not lose members overnight. They drift away quietly, and your booking system only tells you who missed, not who is about to leave. You run the gym across scattered files, manual admin and tools that do not talk to each other, so you never get one clear view. You want growth, but most consultants hand you ideas and a slide deck, then leave you to execute alone.

WHAT YOU GET



Keep more members

Pulse watches your member base and flags people starting to drift so your team can act before the cancellation lands. It syncs live with your booking system, so the signal comes from real attendance, not a guess. You get a daily action list your team approves and sends.



Get your hours back

One place instead of ten tools. Clients, tasks, calls and meeting prep together. Email triage drafts replies across your inboxes for you to send. Receipts snap and sort, billing runs through Stripe and Xero. Less admin, more time on the floor.



Turn members into athletes

Build programs from a master library and push them to your gym in one click. A public TV board and a member leaderboard create a finish-line moment on the floor. Run events and challenges that bring in new members and open new revenue.



Your own private space

Each gym gets an isolated, white-labelled portal. You control which tabs your members and team see. Your data stays yours and never crosses with another gym. The Command Centre is built once and learns from every gym, so your version keeps improving.

1 portal

private and white-labelled, your data only

9 agents

drafting your next move, never sending

5-week

launch plan built from your onboarding

HOW IT WORKS

- 1

Start with a growth plan
We start from your priorities across retention, programming, community and revenue, and build around how your gym actually runs. Expert HYROX guidance is available as an option, recommended where it fits your members.
- 2

Build your command centre
Jay sets up your private, white-labelled portal from your onboarding. Programs, workout boards, leaderboards, Pulse retention and your launch plan in one place.
- 3

Run the growth with you
A hands-on monthly retainer where the strategy actually gets executed. One live view of growth, retention and

WHY JAY

- ✓

Official HYROX Business Consultant, working with gyms across Australia and New Zealand
- ✓

Coolum Fitness, a community gym Jay has driven growth at, now a THG client
- ✓

The Cave Gym, Toowoomba, the first HTCX facility
- ✓

Has opened and run gyms in Australia and overseas, so the advice comes from doing the work
- ✓

Founder of The Hybrid Group, an operator who has built and run gyms and communities from the ground up