



## Start Up | Fixed | Variable

CrossFit is one of the hottest trends for American entrepreneurs, learn how much it would cost you to capitalize on this opportunity.

### Start Up Costs



#### Exercise Equipment

Depending on the size of your CrossFit, equipment, boxes, balls and ropes can cost between \$20,000-\$50,000



#### Getting Started

\$\$\$ Insurance      \$\$\$ Legal  
 \$\$ Website        \$ Permits



#### Certification

CrossFit offers its affiliates 4 levels of training certifications, a \$1,000 Level 1 certification is required to open a CrossFit gym.

**\$30K - \$70K**

### Fixed Costs

#### Annual Affiliate Fee

CrossFit requires its affiliate gyms to pay a \$3,000 annual fee for licensing and logos. This fee will never increase.

#### Rent

According to [statista.com](http://statista.com) the average rent in the United States is \$5.50 per SQFT for a commercial space.

#### Mortgage

If financing a building you own is comparable or less than renting, it may be favorable to own rather than rent.

VS



**\$3,000 + Space**

### Variable Costs



#### Utilities

At a minimum your CrossFit gym will need water, electricity, HVAC and internet access.



#### Ongoing Training

Other trainers you have working at your gym will need to also become Level 1 certified. Owners cover the \$1K cost.



#### Maintenance

If you decide to own your space, you will need to budget for upkeep and unexpected fixes.

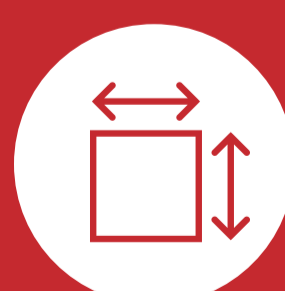
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### Tips from CrossFit Owners



#### Network

With other CrossFit owners



#### Gym Size

108 SQFT per member



#### Business Owners

Need to know marketing, sales and accounting.



#### Membership Fees

As a specialty gym, members pay \$100-\$200 per month