



# GOLD'S GYM

Gold's Gym Indianapolis  
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To Whom It May Concern:

My name is PJ Jones and I'm the district manager of Gold's Gym Indianapolis & Get Fit Athletic Club in Richmond, Kentucky. Both of my clubs are ABC managed. I've been working for Roy Switzer as his top man in Kentucky since 2010 and I've been working for him as his top guy in Indy since 2012. I run all aspects of his fitness organization for him and prior to that I was with Gold's Gym, Urban Active, and a host of other clubs dating back to 2005; totaling 11 years of fitness management experience.

I highly highly highly recommend Textmunication for many reasons. The most obvious is its impact on our new membership sales. We have been a customer of Textmunication for around a year now and it's no coincidence that we are wrapping up our best year ever at both of our clubs. Gold's is an 11-year-old club and Get Fit is a 6-year-old club. Being a multiple club operator, time efficiency is my main concern and what I've found with "TEXT" is that it makes my job easier, not harder...in another words I'm able to leverage my time and work smarter not harder. We have over 10 different regular marketing campaigns that we cycle through that cover new memberships, personal training, nutrition, group training, former members, upgrade specials, etc. All of these campaigns were good before "TEXT" but since we've added "TEXT" they've all been dramatically enhanced not only in the production aspect but in a time management aspect as well. With the programs easy to use features, we've been able to reach more prospects in a faster way and in a shorter amount of time. That is what a multi-club operator wants and needs more than anything. Our sales system has improved dramatically and thus our sales across the board have increased and Textmunication is a huge part of the reason why. The other reason I recommend "TEXT" is because of their customer service. Nick and his staff are there at the drop of a hat if we need them. From getting enrolled, trained, implementing the program, and on-going technical support; Textmunication has been phenomenal and have left nothing to be desired. I really enjoy the support and the relationship with their team.

It's my understanding that ABC is making Textmunication a vendor partner and I want to thank them for doing so. Being a veteran ABC customer and advocate, I feel that a close relationship between the two companies would be mutually beneficial and beneficial for all ABC customer accounts. The closer these two technologies can work together then the more benefits that we customers will receive and I'm looking forward to continued success and even better results from that relationship.

Thank you.

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