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How much does it cost to start a planet fitness franchise

Staying in shape isn't going out of style anytime soon for the selfie generation, Jim Cramer told viewers of his Mad Money program Wednesday night. So, is it time to get back into fitness stocks like Planet Fitness (PLNT) and newcomer Peloton (PTON) after a rocky summer? Shares of Planet Fitness dropped 31% from their highs earlier this year as it fell out of favor and investors took issue with the company's 8.8% same-store sales growth in August when analyst were expecting 9%. But Cramer said Planet Fitness remains a well-run company that was able to beat estimates when it last reported and is now seeing shares recover from their lows. Peloton had a rocky IPO in September, debuting at the wrong time and immediately breaking its IPO price. While management said the company could cut spending and become profitable at any time, Cramer said the reality is Peloton is not a company that will have earnings anytime soon. Because these companies are so different, Cramer said, he wouldn't be a buyer of Peloton until the lockup period expires in a few months. Planet Fitness, however, should never have fallen as far as it did and is now a buy. Let's find a trainer versed in technical analysis as we check out the charts. In the daily bar chart of PLNT, below, we can see that prices stalled in May-July and then declined into early October. Since the beginning of October prices have staged a big turnaround. PLNT is now above the bottoming 50-day moving average line and the rising 200-day line. The daily On-Balance-Volume (OBV) line bottomed out in August and September and began its new rise in early October. A rising OBV line tells us that buyers of PLNT are more aggressive. The Moving Average Convergence Divergence (MACD) oscillator crossed to the upside in early October for a cover shorts buy signal and earlier this month this oscillator crossed the zero line for an outright go long signal. In this Point and Figure chart of PLNT, below, we can see the recent upside rally made a new high for the move up and a potential price target of $79 is being projected. In this daily bar Japanese candlestick chart of PTON, below, we can see the price activity since the company went public. Prices have largely traded sideways between $20.50 and $27.00. The indicators have started to improve a little from last week but overall we have little history to work with to come to a positive recommendation. In this Point and Figure chart of PTON, below, we can see that an upside price target in the $35-$36 area is being projected. Bottom-line strategy: the American Heart Association (AHA) recommends 300 minutes of activity per week. I recommend the long side of PLNT risking below $65 for now. America's health and fitness kick -- partially a response to mounting concerns about obesity, bad eating habits, and high health care costs -- is fueling solid growth opportunities for franchises that focus on healthy living and well-being.Health club memberships will be up again this year after climbing 3% in 2011 and nearly 11% the year before. It's not just gyms. More and more Americans are shelling out for the services of personal trainers, nutritionists, and massage therapists, as well as for fitness apparel and gear, vitamins and more.New players in the health and fitness field are finding interesting niches alongside established clubs such as Planet Fitness and Jazzercise, for example. Here are eight promising newcomers flexing their muscles, most on the scene in just the past few years.Product/service:Franchises in the U.S.:Growth in franchises (over the past 12 months):Net worth requirement:Royalty:Franchise fee:Product/service:Franchises in the U.S.:Growth in franchises (over the past 12 months):Net worth requirement:Royalty:Franchise fee:Product/service:Franchises in the U.S.:Growth in franchises (over the past 12 months):Net worth requirement:Royalty:Franchise fee:Product/service:Franchises in the U.S.:Growth in franchises (over the past 12 months):Net worth requirement:Royalty:Franchise fee:Product/service:Franchises in the U.S.:Growth in franchises (over the past 12 months):Net worth requirement:Royalty:Franchise fee:Product/service:Franchises in the U.S.:Growth in franchises (over the past 12 months):Net worth requirement:Royalty:Franchise fee:Product/service:Franchises in the U.S.:Growth in franchises (over the past 12 months):Net worth requirement:Royalty:Franchise fee: Gary Burchell/Taxi/Getty Images Build-out costs can vary wildly between franchises. Once you have decided on a franchise and finished finding a location, which the franchisor will need to approve, the franchisor can help you estimate your overall build-out costs. These expenses generally include furniture, fixtures, equipment, and signage. There are other start-up costs to consider, including professional fees for civil and architectural drawings, zoning compliance, contractor fees, decor packages, security, deposits and insurance, and landscaping. If you decide to buy a home-based franchise, there are no build-out costs involved. You may, however, have other costs for software applications or computers. Sometimes these items are included in the franchise fee. January 13, 2011 5 min read Opinions expressed by Entrepreneur contributors are their own. Kids can be big business -- particularly when it comes to keeping them in shape. From sports clubs to dance classes to mobile activity groups, the children's fitness franchises that made Entrepreneur's Franchise 500 list this year all are capitalizing in their own unique ways on this burgeoning market. One even targets mothers who need a little exercise themselves. Here's a look at the top ten children's fitness franchises. Number of franchises: 135 Franchising since: 2003 Startup costs: $44,900 - $69,900 Overall rank: 213 At Brandon, Fla.-based i9 Sports, the primary goal isn't to churn out future pro athletes who are obsessed only with winning. It's about having fun. The business was founded by Frank V. Fiume, Jr., in 2002. Franchisees of this business operate local youth sports leagues, tournaments, camps, clinics and special events. Sports include flag football, basketball, soccer, lacrosse and baseball/softball. Number of franchises: 685 Franchising since: 1978 Startup costs: $81,143 - $267,593 Overall rank: 226 San Francisco mother Joan Barnes created the Gymboree Play and Music program in 1976 when she couldn't find a safe place for new parents and children to play and exercise together. Today, there are locations across the U.S. and throughout the world. Gymboree Play and Music centers offer weekly classes for children ranging from newborn through 4 years old. Its classes are designed to stimulate the senses and encourage children's development. Number of franchises: 303 Franchising since: 1992 Startup costs: $147,500 - $294,000 Overall rank: 283 After teaching grade school in public schools for several years, Robin Wes used his physical education, psychology and motor development degrees to open The Little Gym in 1976. Although it started with a focus on physical education, the program has expanded to include children's intellectual and social development as well. The Little Gym offers programs for various age levels, including Developmental Gymnastics, Karate and Sports Skills Development. Franchises also host birthday parties, summer camps and creative crafts adventures. Number of franchises: 41 Franchising since: 2006 Startup costs: $13,150 - $62,200 Overall rank: 319 Golf isn't only for adults, and TGA Premier Junior Golf has set out to prove it. TGA launched its first 1CGolf Enrichment Programs 1D at six Los Angeles schools in the fall of 2003. As word about the programs spread and the company received more inquiries, TGA expanded to many other Los Angeles-area schools to accommodate the demand. After two years, TGA began franchising throughout the U.S. in 2005. Its programs include lessons, camps and tournaments. Number of franchises: 40 Franchising since: 2002 Startup costs: $33,700 - $78,400 Overall rank: 328 Founder Tom Bunchman started out as a franchisee himself, having managed and maintained a business for over a decade before launching the JumpBunch concept in 1997. In his kid-focused venture, which brings a new sports-related activity to a child's school or daycare each week, he leveraged his previous franchise experience to expand JumpBunch nationwide, and later internationally. Bunchman and his team select and train local owners with the goal of positively influencing children through sports. Number of franchises: 36 Franchising since: 2003 Startup costs: $85,500 - $160,500 Overall rank: 329 This Tinton Falls, N.J.-based company was founded by mother-daughter team Dawn McGarry and Kari Denton. One armed with a background in business and the other in teaching, they wanted to create a way for kids-- ages 6 months to 13 -- to have fun while staying fit. Enter Fun Bus Fitness Fun on Wheels. But the real kicker is how the businesses get around -- in colorful school buses whose seats have been replaced with padded floors and walls for a unique play environment. Number of franchises: 202 Franchising since: 1995 Startup costs: $34,250 - $228,750 Overall rank: 361 My Gym was founded in 1983 when partners Yacov and Susie Sherman and Bill Caplin opened their first centers in Van Nuys and Santa Monica, California. The business offers tumbling and exercise classes for children between the ages of 3 months to 9 years. The classes incorporate music, dance, relays, games, gymnastics and sports. My Gym has more than 200 locations throughout the U.S. and abroad. Number of franchises: 325 Franchising since: 1993 Startup costs: $23,600 Overall rank: 363 After finding out she was pregnant, fitness enthusiast Jill Manly began focusing her attention to infant and early childhood fitness. Through her research, she was surprised to find the lack of fitness in young children. She developed a curriculum for fitness classes, and in 1992 launched Stretch-n-Grow in Galveston, Texas. Each class includes 30 minutes of exercise and 15 minutes of discussion. Classes are taught in many facilities, including child-care and recreation centers, elementary schools and YMCA/YWCA centers. Number of franchises: 305 Franchising since: 2005 Startup costs: $4,009 - $17,889 Overall rank: 404 Even though Lisa Druxman had worked in the fitness industry since 1990 as a group exercise instructor, personal trainer and health club manager, she couldn't seem to find the time to exercise after the birth of her son. Realizing that other moms were faced with the same challenge, she developed a fitness regimen centered on being outside with your toddler. San Marcos, Calif.-based Stroller Strides was born, and now moms across the country hit the streets to get fit with their strollers in tow. Number of franchises: 118 Franchising since: 1985 Startup costs: $14,950 - $46,100 Overall rank: 411 When founder Carol Kay Harsell's dance studio tripled in size in a matter of months, she wondered why her preschool dance program enrollment wasn't growing, too. Harsell soon realized that her potential clients were enrolled in child-care centers and preschools instead. Deciding to take the program directly to the children at those facilities, she launched Kinderdance International. Within six months, she was offering on-site instruction to more than 30 child-care centers in the Phoenix area. Today, there are more than 100 franchises around the U.S. and Canada.

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