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FEBRUARY 2024

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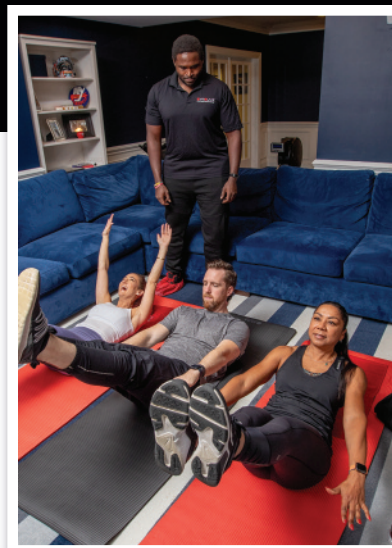
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Get Fit Without Leaving Home with

GYMGUYZ®

GymGuyz brings the certified personal trainer, equipment and workout to you – at your home, office, place of business, even virtually!

Workout more frequently and consistently, feel better, and transform your body.



PHOTOS PROVIDED BY GYMGUYZ

By Kathy Hunt

Most Americans can identify with the desire to be physically fit. Yet, according to a January 2023 study from the Centers for Disease Control (CDC), only 28 percent engage in aerobic exercises for 150 minutes per week and strength-training activities such as weight-lifting twice a week — which is the minimum physical-activity guideline set by the U.S. Department of Health and Human Services. The low statistic shouldn't come as a big surprise. Think about those dumbbells gathering dust in your basement, the treadmill taking up valuable real estate in your bedroom, or the exercise bike serving as a coatrack in your family room. You have all the equipment, but you might lack the motivation to put it to use. Perhaps, instead of investing in cumbersome equipment, you opted for membership at a gym that now seems too far away or inconvenient to visit. Sure, you would like to get in shape, but you can't seem to find the time, energy, or inspiration to do it.

GYMGUYZ can help. Based in King of Prussia, the mobile personal training service makes regular workouts both achievable and convenient. Whether you prefer to exercise at home, in your backyard, at the office, or at a local park, GYMGUYZ brings the equipment, training, and enthusiasm to you. As its website gymguyz.com states, the "GYM" in GYMGUYZ stands for "Get You Motivated."

"It's really important to us that we help people change their lives and live a better life that's healthier, more responsive, and fun," said Shannon Rizzo, co-owner and Chief Wellness Officer of GYMGUYZ's King of Prussia and Montgomery County franchise. "We help people get motivated and get their energy back. If someone's wondering if they should call, they could ask themselves one question. 'Do I feel like I could have more energy if I knew what I was doing with my body?' If they're tired, they should call us because their natural energy is waiting to come out," she said.

The road to fitness

With GYMGUIYZ, the road to fitness begins with a free, hour-long, at-home assessment by one of the franchise's five licensed, bonded, and certified trainers. A trainer meets with the prospective client to determine where that person is at in terms of physical fitness and what the individual wants to achieve. An evaluation includes medical, medication, and nutrition reviews and body, measurement, and fitness assessments, all of which aids the trainer in creating a safe, customized program for the client.

After the evaluation, there is no fee or obligation to work with GYMGUIYZ. Should someone decide to train with GYMGUIYZ, there is no contract to sign. Instead, the client chose from packages of one, 12, 24, 48, or 96 sessions. We take great care in assigning clients to a trainer that lives in a close proximity, matches their personality and energy and is skilled in the areas they have set their goals. If a client already has a home gym, a coach can incorporate the existing equipment into the program. "A lot of people that we train have gyms in their apartment buildings and we will come to the gym and work out with them there," Rizzo said.

Don't be discouraged if you don't have a home gym. The GYMGUIYZ's customized vans come equipped with all the necessary fitness tools, including mats, jump ropes, dumbbells, stability balls, resistance bands, boxing gear, body bars, kettlebells, and yoga and Pilates equipment. Sessions last an hour, with the coach arriving five to 10 minutes beforehand to set up for the day's workout. Clients work with a trainer two to five times per week. On off-days, they are encouraged to do 30 to 45 minutes of cardio exercise, whether that be riding a bike, using an elliptical or rowing machine, or just going for a walk. After 15 weeks, the trainer evaluates the client's progress and adjusts the program and/or goals as needed.



**SHANNON RIZZO &
JESSE LEVAN, OWNERS**

PHOTO BY STEVE LADNER PHOTOGRAPHY



Customized training for different clients, different goals

To assist in keeping clients committed to exercise and achieving their fitness goals, GYMGUIYZ tailors its workout regimes to fit each person's needs. Generally, its training programs focus on a specific goal. Weight loss training aims to help a client lose weight, tone up, and maintain a healthful lifestyle. Strength training centers on boosting a person's

physical strength and muscle mass while reducing body fat and burning calories more efficiently. Studies have indicated that this form of training can increase bone density and decrease the risk of osteoporosis. The Mayo Clinic has noted that strength training can aid in managing chronic conditions such as back pain, arthritis, diabetes, and depression and sharpen cognitive skills in older adults.

Yet another area of training is senior fitness. When seniors engage in aerobic exercise as well as strength training, they

ward off age-related muscle loss and improve mobility, balance, and bone health. Furthermore, exercise can alleviate depression and cognitive decline.

Virtual fitness caters to those who travel frequently, are immunocompromised, or aren't comfortable having strangers in their homes. With virtual fitness, a client can work with a coach anywhere, at any time. Sessions take place on such commonly used online communication platforms as Zoom, FaceTime, WhatsApp, and Skype.

Continued on page 8)

(Continued from page 7)

For corporate clients, seniors, athletes and almost every individual we offer this program not just to corporate clients., GYMGUYZ has introduced the Assisted Stretch Experience. Ranging in time from 30 to 60 minutes, these workouts concentrate on improving flexibility and mobility and reducing physical tension and stress.

Realizing that improved fitness and health involve more than exercise alone, GYMGUYZ provides clients with nutritional counseling. This enables people to change their eating habits gradually and with the guidance of someone versed in selecting wholesome, nutrition-rich foods. With nutrition counseling, clients don't have to struggle on their own to determine what foods best meet their dietary needs.

“Our trainers have specialties, including nutrition, HIIT (high intensity interval training), joint repair, yoga, body building, and weight-lifting, so, if you're looking for full wellness, we can give you everything you need,” Rizzo said.

To further assist its clients with better nutrition, GYMGUYZ has partnered with the meal delivery service Trifecta. Through four different meal plans —

Keto, Paleo, plant-based, and “clean” — the Northern California-based company provides an array of ready-to-eat meals featuring organic ingredients and grass-fed, free-range, and sustainable proteins. Trifecta likewise has an app that allows customers to track their food intake and weight and receive nutrition tips. Through GYMGUYZ, new customers receive a 40 percent discount on their first Trifecta order.



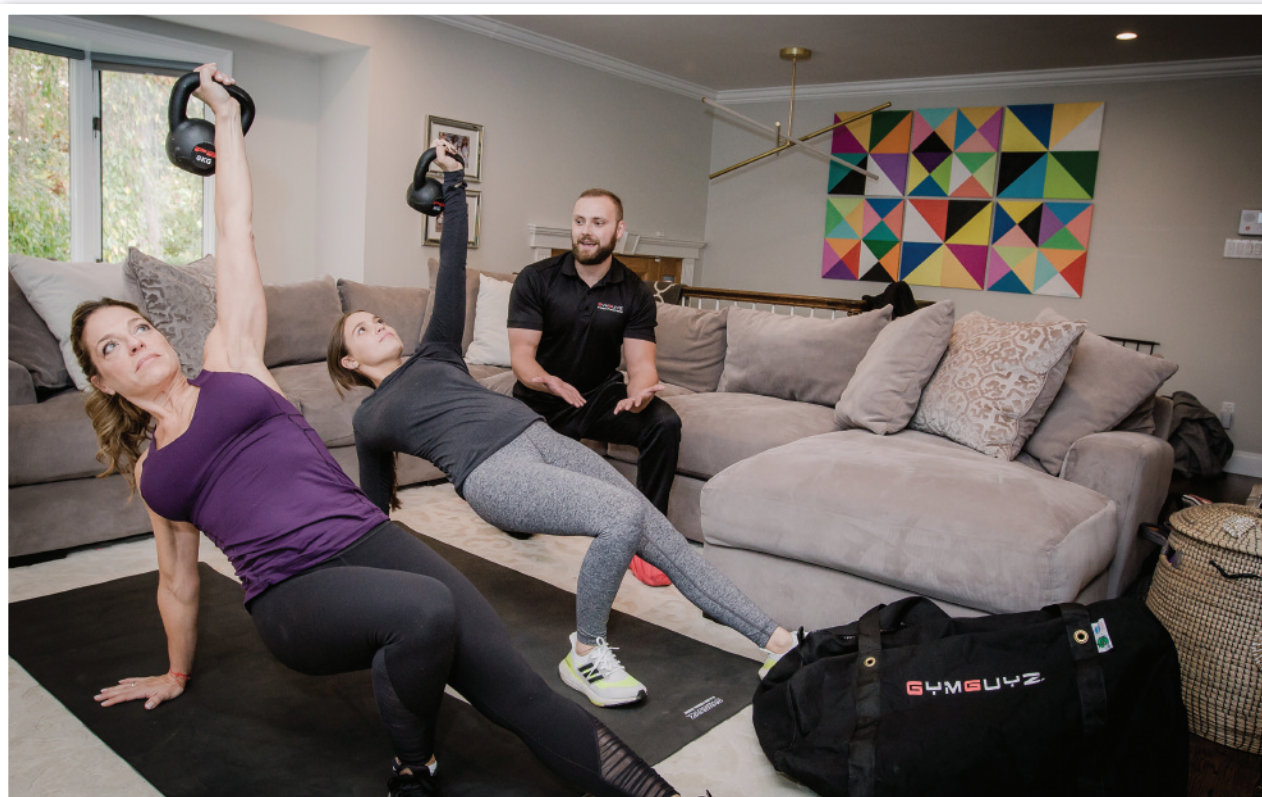
Who joins GYMGUYZ? Everyone!

Among its clients, GYMGUYZ counts children, teens, adults, and seniors as well as athletes, prenatal and postpartum women, rehabilitation patients, and corporate groups. GYMGUYZ offers individual, semi-private, and group programs. Semi-private usually consists of

a couple or a group of moms — three to five people, Rizzo said. Groups can contain anywhere from two to 60 people. For more than 20 participants, GYMGUYZ supplies an extra trainer for the sessions. No prior workout experience is needed.

To ensure that a company's employees remain energized, happy, and fit, GYMGUYZ runs employee fitness programs, which can be held on-site, remotely, or virtually. As cited by *Corporate Wellness Magazine*, the benefits of company fitness programs include reduced workplace stress and anxiety, and improved productivity, efficiency, and time management. Other advantages include greater employee collaboration, satisfaction, and retention, decreased absentee rates, and lower health care costs due to happier, healthier employees. Along with serving local businesses, GYMGUYZ holds training programs for residential complexes such as apartments and condominiums, municipal and government offices, senior centers, and churches, mosques, and synagogues.

“You do not need Any equipment or experience,” Rizzo said. “Just a 10-foot by 10-foot square to work out in. We can train in the smallest apartment or space. For corporate wellness and CEO sessions, we can help the CEO time-bend and get his or her time back by coming in the morning, afternoon, or evening to wherever they are. We help a lot of people who have had surgery or are rehabilitating. If they're going to physical therapy, having a personal trainer can take care of so many more dynamics, including a person's mindset,” she explains.





Presently, GYMGUYZ supports clients in the Greater Montgomery County Area. Levan and Rizzo anticipate the business's geographic reach and types of clients expanding in the near future.

"We're proposing to create a program for Montessori preschoolers. We also do sports and conditioning for a local high school and group classes and stretch programs at Luxury apartments and assisted living residences," Rizzo said.

In terms of results, a client can expect to notice improvement anywhere from eight to 15 weeks after starting with GYMGUYZ. The speed of these results depends upon how frequently a person engages in training. To ensure that prospective clients are physically able to work out, everyone is encouraged to consult a physician before embarking on a GYMGUYZ fitness program.

Inspiration for starting a GYMGUYZ

Starting their own GYMGUYZ franchise was an obvious step for Rizzo and co-owner Jesse Levan. "My partner Jesse and I are transformational life coaches," Rizzo said. "With our careers and the humanitarian work that we do, we help so many people yearn for their outside identity to match their inside beauty, we are here to help them achieve health and wellness inside and out. We'd been looking to start a franchise since March 2023, and we opened GYMGUYZ on November 1. It allows us to help clients become physically fit and have better health."

Jesse James Levan, is also the founder of Healthy & Wealthy Dads, has been passionate about fitness and wellness since his teenage years, which has greatly influenced his professional path.

His dedication to helping others led him to create a unique C.A.R.E. framework - Connection, Action, Resilience, and Empowerment, aimed at transforming the lives of fathers. With expertise in finance, stock trading, healthy living, and fitness, Jesse provides personalized coaching, group sessions, and speaking engagements. His journey in fitness and wellness, coupled with his commitment to empowering fathers, made launching the GYMGUYZ franchise with his partner Shannon a perfect fit, further extending his impact in the community."

For GYMGUYZ grand opening, Rizzo is seeking a partner with a local charity and provide free workouts. Donations to the charity partner would be accepted at that time. "We want to work with a charity that helps people and is aligned with our values," she said. Rizzo added that, in December 2023, for anyone who had purchased a second package, a stretch package, or renewed with GYMGUYZ-King of Prussia, the business donated to a local, featured charity. The

nonprofits from which people could choose were Orion Communities of Phoenixville, Angel Flight East in Blue Bell, and Boundless Foundation.

Rizzo has a history of philanthropic efforts. In 2017, she launched Boundless Foundation to aid women and children in developing countries such as Guatemala and Honduras in Central America. Prior to this, she had served on the board of a Tennessee chapter of the Red Cross.

"There are a lot of children in these poor areas who are not in school, and their parents are not working," Rizzo said. "This is no opportunity for them. My first out-of-the-country project was to raise money for food in Honduras. I had talked to the Honduran community about what the people really needed, and I raised enough money to feed the children five days a week for six months."

Boundless Foundation (ourboundlessfoundation.org) expanded services to the impoverish communities and built their first school in Honduras 2021. This was also the year that she met Jesse Levan.

The foundation has now established eleven schools in Honduras, Guatemala, and one in Cameroon, Africa and a school project in Nepal for safe drinking water.

"I have answered my call to serve the poorest of the poor through educating children without opportunity. We help the communities with better health through sanitation, access to food and safe water when we build schools," Rizzo said. "I have always served people to help them improve their lives in impoverished areas. I was a psychology major in college and dropped out when I was 18 to start my first business. I've been helping people ever since."

Hands-on commitment

Rizzo and Levan take a hands-on approach to running GYMGUYZ. "Jesse and I are personally involved in the business," Rizzo points out. "When people call, they most likely are going to get me and I may even be the one showing up at their house for their assessment. I am super enthusiastic about hearing peoples' stories and why they're interested in getting fit, and writing the fitness program based on their desires and what they want to achieve. It's really important for us to not just do this as a business. We want to help people change their lives and improve the well-being of our community," she said.

For more information about **GYMGUYZ** fitness training programs or to schedule a free assessment, call (484) 310-8759. Online contact forms are also available at gymguyz.com/king-of-prussia.

