

# Life Time Fitness Case Study

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## Requirement

Life Time Fitness (“LTM”), a New York Stock Exchange Company based in Minnesota, was looking to establish a presence in the New York Metropolitan Area. NAI James E. Hanson (“NAI”) was interviewed and hired to work with LTM on the deployment strategy in Northern New Jersey and Westchester County, New York. The deployment entailed identifying locations and sub-markets that would aid LTM in rolling out new facilities over a multi-year timeline.

## Approach

Working with internal Real Estate professionals at LTM helped design a multi-market deployment strategy to maximize the ability to reach as many new customers as possible. The criteria included analyzing real estate occupancy costs, demographic profiles, transportation routes and access. The identification process involved locating potential buildings/sites, assuring all of the needed amenities were accessible, the owners understood LTM, the company’s goals and how we structure transactions. Since LTM’s site location involved new facility development the negotiations tended to be extensive and detailed. In addition to normal contract negotiations, the process also involved interfacing with local politicians and zoning officials, extensive public hearings and in one case a public relations campaign.

## Results

Over a multi-year timeline, which continues today, NAI was able to assist LTM in opening four facilities, three in Northern New Jersey and one in Westchester County. In total the facilities, which average 125,000± square feet, involved over \$100,000,000 in new construction and fit out to prepare for occupancy