

MAKE YOUR PASSION YOUR PROFESSION

Becoming a CrossFit affiliate provides a fruitful and rewarding opportunity with a low barrier to entry to open, operate, and manage your own fitness business. Below is a working example of the CrossFit value proposition based on what we've seen in thousands of CrossFit gyms.

STARTUP COSTS

CrossFit has a low startup cost in comparison to other fitness concepts. These are the estimated investments for two of them:

- F45: Min ~\$300k
- UFC: ~\$200k-\$1 million+

CrossFit Startup Costs: First Year¹

Expense	Type	Average	High
Rent	Fixed	\$60,000	\$240,000
Personnel	Semi-fixed	\$42,000	\$62,500
Utilities	Fixed	\$6,000	\$24,000
Build-out*	Fixed	\$175,000*	\$225,000
Equipment**	Fixed	\$50,000	\$75,000
Insurance	Fixed	\$2,000	\$6,000
Software & Website	Fixed	\$4,800	\$7,200
Affiliate Fee	Fixed	\$3,000	\$3,600
Startup Cost Range		\$170,600	\$417,100

* Build-out cost: Total physical square footage of location leased (excluding any external usable space e.g., parking, patios, outdoor unfinished areas) x \$25 per sq ft will provide a comfortable mid-range build-out.

** Equipment cost: Square footage of usable training floor x \$25 per sq ft. This will provide ample equipment to launch a new location.

MEMBERSHIP SIZE & REVENUE

On average, gyms have 165+ members and generate ~\$300K in annual revenue. It takes ~127 members for the average gym to break even.

Gym Profitability Analysis²

Annual Revenue	Breakeven*	Average Gym	Large Gym
Members (Count)	127	167	250
(x) Membership Price per Month	\$150	\$150	\$150
Total Revenue	\$228,600	\$300,600	\$450,000
Annual Expenses			
Rent	\$90,000	\$90,000	\$90,000
Personnel	\$76,000	\$90,000	\$120,000
Utilities	\$15,000	\$15,000	\$15,000
Equipment Upkeep	\$9,000	\$9,000	\$9,000
Insurance	\$2,000	\$2,000	\$6,000
Software & Website	\$3,000	\$4,000	\$6,000
Affiliate Fee	\$3,000	\$3,000	\$3,000
Other	\$26,000	\$30,000	\$38,000
Operating Profit	\$600	\$53,600	\$163,000

*To increase profits, you can increase the membership fee, increase the number of members, or increase both.

TAKE-HOME COMPENSATION

Affiliate owners' take-home compensation, including salary and profit, typically ranges from \$50K to \$80K, with some owners doing well over \$120K.



WHAT DOES THIS PICTURE LOOK LIKE FOR YOUR CROSSFIT AFFILIATE?

Complete the tables below to calculate your estimated expenses and earning potential in three easy steps.



STEP 1: EQUIPMENT & BUILD-OUT

Build-out cost is based on the size of your entire internal usable location, including bathrooms, etc. The cost of equipment is based on the size of usable training floor. These simple calculations give you a good ballpark average for a mid-range, well-equipped gym. Depending on your budget, assumed member count, and general business model, you may choose to spend more or less.

Equipment and Build-Out Cost

Cost	Floor space	Sq Ft	Per Sq Ft	Total cost
Build-out	Total location size			
Equipment	Usable training floor			

For the sake of cash flow, don't acquire all this equipment immediately. Rather, expand your equipment gradually to match your current membership numbers as you get more members.

STEP 2: CALCULATE YOUR STARTUP COSTS

The costs of goods and services differ depending on your area. Use this table to note down your initial setup costs for each of these major categories, e.g., building your website.

The ongoing expenses, such as your website's maintenance and hosting, will be accounted for in Step 3, so don't add them here; only think about those bigger one-off payments for now.

Note that the cost of build-out and equipment was calculated in Step 1. If you want to edit these numbers, return to Step 1.

CrossFit Startup Costs: First Year

Expense	Type
Rent	
Personnel	
Utilities	
Build-out	
Equipment	
Insurance	
Software & Website	
Affiliate Fee	
Startup Cost	

STEP 3: CALCULATE YOUR EARNING POTENTIAL

Now, calculate your revenue based on your achievable membership numbers and the membership fee you can reasonably charge in your area. This total revenue is offset against your ongoing expenses to calculate your profit.

Note that ongoing expenses are expenses you'll continue to pay after your initial startup costs, so your startup costs such as installation fees and one-time deposits should not appear in this table.

To increase profits, you can increase the membership fee, increase the number of members, or increase both. Alternatively, you can lower your expenses.

Gym Profitability Analysis: First Year

Annual Revenue	
Members (Count)	
(x) Membership Price per Month	
Total Revenue	
Annual Expenses	
Rent	
Personnel	
Utilities	
Equipment Upkeep	
Insurance	
Software & Website	
Affiliate Fee	
Other	
Operating Profit	