SITE SELECTION CRITERIA

Have a perfect location for us?
ABOUT ORANGETHEORY

Orangetheory Fitness is a 1-hour, heart rate-based interval workout, founded in 2010 in Fort Lauderdale, FL. Today, Orangetheory has taken the world by storm to become one of the leading fitness franchises. We are spread across more than 1,500 studios in 50 states and 25 countries across the globe.

HAVE THE PERFECT SITE FOR US?

Submit Your Location at OTFRealEstate.com
SPACE REQUIREMENTS

- **Standard Size:** 2,000-3,800 ft²
- **Demographics:** Above-average income areas ($75,000+)
- **Ceiling Heights:** 10 feet minimum floor-to-ceiling height
- **Parking:** 30 spaces

**Additional Requirements:**
- High Signage Visibility
- Ease of Egress and Ingress
- Good visibility / Good walk-by traffic
Our state-of-the-art studio is designed to maximize investment and optimize ROI. We use the latest technology to make sure our members get the optimum workout, and our boutique size allows us to build locations quickly and in the right places.

Typical studio is 2,000 – 3,000 ft², with a workout area that is 1,200 – 2,400 ft².
REAL ESTATE CONTACTS

BEN LILLA
DIRECTOR OF FRANCHISE DEVELOPMENT

📞 954.551.3298
📧 blilla@orangetheory.com

JEREMY ROSENTHAL
SR. MANAGER OF FRANCHISE DEVELOPMENT

📞 310.910.5624
📧 jrosenthal@orangetheory.com

PARRISH LAMB
VP OF FRANCHISE SALES

📞 954.471.8801 • plamb@orangetheory.com