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The commercial fitness industry: Trends to watch for 2007

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First Choice
Fitness
Corporation

Public demand for health improvement is matching perfectly with the industry's pace for improving upon and developing new machines. People from all industries should keep this in mind and gauge on how these trends can positively affect their own business for the better.

The commercial fitness industry will fulfill health conscious Americans' every need and desire in 2007. From its growing influence on residential real estate, to advancements in popular machines, to fun new methods for burning calories; commercial fitness might as well predicate itself with the word "custom."

More people are embracing health as their top priority. A new trend is sweeping residential real estate by storm. According to a November 5, 2006 New York Times article, realtors no longer woo potential tenants with breathtaking views or roof gardens — they show them the gym. In recent times it has become the most popular amenity in residential buildings measured in use by residents and demand by buyers.

Gary Barnett, president of Extell (a condo developer with a long résumé of buildings equipped with gyms) is quoted in the Times article as saying, "People want the convenience even if they belong to a gym."

Residential fitness centers are a neat way for tenants to meet each other. They also improve a person's chance of committing to their health in the long term by annihilating typical excuses for not going to the gym. Harsh weather conditions or traffic are non-factors when you can break a sweat a few floors up/down.

In 2007, beginners and advanced gym users will be treated to a plethora of machines on the cutting edge of fitness technology. For the pressed-for-time person who loves to work out their muscles and improve blood circulation, the Vibraflex will be their dream machine. Vibraflex uses the latest total body vibration technology that allows someone to accomplish 600 repetitions in one minute!

In my 35 years in the industry, it's one of the most popular machines I've ever seen. People treat their Vibraflex the same way they do their cars.

Studies prove that Vibraflex raises testosterone 7% and growth

hormone level 361%. It also burns calories, reduces cellulite, and reduces stress on your joints and ligaments. The Professional Golf Association named it their machine of the year for 2006.

Also ahead for 2007 is the further expansion of "customization" programs by several fitness facilities across the country. Super popular classes now include pole dancing, stiletto pumping, and the always favorite marital arts. Balance training that incorporates bosu balls and Tai Chi will also be emerging trends to watch for in 2007.

It's invigorating to see new emerging ways to hook users on fitness. Find your niche and improve your life. Energize with exercise.

For the past two decades, treadmills have dominated commercial fitness' cardio palate and while they are still the #1 choice of users, competition is creeping in.

Elliptical cross trainers have the hearts of many individuals because of their ease of use and negligible impact on knees and hips while providing a more customized cardio experience.

Aside from the ellipticals, recumbent steppers and upper body ergo-meters are also finding their place in fitness centers. These products are favorites for users who want to minimize weight bearing while garnering excellent cardio results.

2007 will also be a banner year for personal training. The field will only grow larger as men and women are guided to achieve great results by these fitness pros. An emphasis will be on core training using functional pieces of equipments.

Overall the year ahead for commercial fitness is a bright one. Public demand for health improvement is matching perfectly with the industry's pace for improving upon and developing new machines. People from all industries should keep this in mind and gauge on how these trends can positively affect their own business for the better.

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