

REVL

STEP INTO OUR WORLD

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WHAT IS REVL -> WHO WE ARE

THE GLOBAL FITNESS FRANCHISE MODEL BUILT TO LAST.

We create accessible, high-performance ownership, led by proven systems, structure and a connected network that trains, leads and builds together.

VIDEO: just finding the link to a newer hype reel we have

THE MISSION

INDEPENDENT OWNERSHIP INSIDE A UNIFIED SYSTEM

Every detail is optimised to drive financial return – from site selection and product design to bespoke studio fitouts and ongoing brand support.

This is where culture drives retention and strong economics set the foundation to commit to more.

Real communities. Studios that retain. Businesses that perform.

*update to 8 countries

THE REVL MODEL

BOUTIQUE PERFORMANCE-LED GROUP TRAINING

The world's most well-structured performance training model, defining the future of functional strength and conditioning.

Periodised into 13-week training blocks with prescribed intensity; working to a % of 1RM/3RM, target based conditioning and progressive overload programmed into every cycle. The community-centric approach draws from sports science methodology and is delivered in a boutique group environment.

*remove three goal-based programs

*change move to MOVE TOTAL

*Change sundays to COMPLETE

* Add RACE DAY PREP

* use these descriptions: https://www.instagram.com/p/DbWsKGjk3LI/?img_index=5

THREE GOAL-BASED PROGRAMS AND SUNDAYS.			
01 MOVE Hybrid, total body training.	02 SWEAT Conditioning, Sprint, Engine and Team.	03 PERFORM Max strength. Heavy, progressive overload.	04 SUNDAYS Complete and Race Prep, leaning into hybrid racing.

THE SUPPORT NETWORK

RAISING THE STANDARD TOGETHER

Dedicated support from day one. From site selection and training to launch, operations and performance, the team is with you at every stage.

Expansion

THE SITE SELECTION

Territory and site selection, the fit-out and the design executed prior to any member walking in.

THE ONBOARDING & TRAINING

Franchise Induction Training, Studio Management Training and Coaches Accreditation Training to help you deliver the full REVL experience - across brand and product.

THE LAUNCH

A dedicated in-house marketing team to support your studio from pre-launch onwards, with a strategic annual calendar and campaign creative delivered across every key brand moment.

THE OPERATIONS

Clear visibility over your studio's performance, with monthly dashboard reporting, cash-flow forecasting and P&L support from the operations team.

Remove "and the programming done for you....."

And the programming done for you, every day.

REGISTER YOUR INTEREST →

On this landing page as well can we look to include 'THE REVL DIFFERENCE' section that's on the current landing page?

THE STUDIO MODEL

THREE BESPOKE CONCEPTS

One brand. One standard. The right site for every market.

Register your interest

YOUR CITY. YOUR REVL.

***FAQs : all are fine just popping the answers that need changing here:**

Do I need experience in fitness or business?

While there is benefit in having prior experience – you don't. We provide full training and ongoing operational support from day one.

What qualities do you look for in a franchise partner?+

We are looking for partners who are driven and committed to running a strong business. You should have solid communication and people management skills, a focus on standards, and the discipline to follow proven systems. Access to the required capital is essential.

What happens after I register my interest?+

We'll contact you with more information. We'll discuss the open territories in your state, the numbers behind a studio, how the partnership works, and a calendar to book a call with the franchise team.