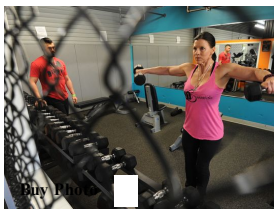


Flex Fitness business plan working out

[Kimberly Gasuras, kgasuras@bucyrustelegraphforum.com](mailto:kgasuras@bucyrustelegraphforum.com) 7:31 p.m. EDT October 20, 2014



(Photo: Jason J. Molyet/Telegraph-Forum)

BUCYRUS – Sandy Britton parlayed her love of fitness and working out into a thriving business venture at her gym, Flex Fitness Club, LLC.

Britton said she was training her clients out of her home.

"My clients were getting their weight training with me, but needed a place to do their cardio in between our sessions. In eight months, we were not seeing the results we wanted to and decided there was something missing, which was cardio on their off days. My clients did not want to pay for personal training then also have to pay a fee at a gym, so I decided it was time to open a gym," said Britton, who opened Flex Fitness Club in 2007.

The location for Britton's gym was a no-brainer.

"We constructed the gym next door to my husband's office, Club View Vision Center, Inc.," Britton said of the gym at 1660 E. Mansfield St.

Britton said in the seven years since the gym opened, she has added onto Flex Fitness two times.

"The building is currently 5,000 square feet," Britton said.

The gym offers state-of-the-art weight training and cardio equipment.

[Buy Photo](#)



(Photo: Jason J. Molyet/Telegraph-Forum)

Bryce Bahm, who is one of six certified personal trainers at Flex Fitness and is the gym's manager and diet coach, has worked for the business since 2008.

"I had just completed college and was looking for a job. I have a degree in sports management and nutrition, so this was the perfect fit for me," Bahm said.

Britton's son, Austin, started weight training when he was 14 years old.

Mom and son, along with Bahm, have entered and won many body building competitions over the years. Austin is also a personal trainer at the gym.

"I love everything about fitness," said Britton.

Bahm said new clients can walk in by ringing the doorbell during regular business hours, which are 7 a.m. to noon and 3:30 to 7:30 p.m.

"It's better to call first, though, to set up an appointment for a tour and information," Bahm said.

The more than 350 active clients of Flex Fitness are given a pass code to the gym.

"We have made it convenient for everyone to work out when they want to. The building is available to our clients 24 hours per day, seven days per week. We have a lot of people who work second shift and come in after they get off work to get their workout in," Britton said.

Bahm said the gym offers something for everyone.

"We have people who come here to train for fitness competitions, to lose weight, to get in shape or stay in shape. We offer the whole package, including nutrition and online coaching," Bahm said.

Bahm said there are several packages available if someone wants personal training along with the use of the gym.

"It depends on how much training the client wants. We also offer group classes that save people money, since they each pay a portion of the cost of the trainer," Bahm said.

Britton said to be a member of the gym with no personal training costs \$40 per month.

Buy Photo



(Photo: Jason J. Molyet/Telegraph-Forum)

"We also have a package for seniors, 65 and older. They pay \$20 per month to use the equipment every day between 10 a.m. and 2 p.m.," Britton said.

Britton did not stop at being the owner of one business: she has created a sister company to Flex Fitness called NS, No Surrender.

"I have a line of fitness-inspired custom, hand-crafted jewelry that includes items such as dog tags and belly bars. We also sell NS gear such as T-Shirts, hats and other fitness apparel," Britton said.

For more information, call Flex Fitness Club, LLC, at 419-562-3539 or visit www.flexfitnessclubllc.com (<http://www.flexfitnessclubllc.com/>) or <https://www.facebook.com/nsnosurrender/info> (<https://www.facebook.com/nsnosurrender/info>).

kgasuras@nncogannett.com

419-563-9213

Twitter: @kimberlygasuras

About this series

Business of Business is a regular feature on Tuesdays in the Telegraph-Forum. It focuses on the people who make local businesses run.

Read or Share this story: <http://ohne.ws/1wgAyG2>