

When is a \$29.99 per month health club membership actually \$46.11 per month?

The health club business is very competitive so when you decide to join a health club you're going to look for the lowest advertised rate. We know that and make every effort to be competitive with our fees. Unfortunately not every health club operator plays by the same rules. Some health club operators will take advantage of your desire for a "deal" and advertise a very low "teaser rate" just to get you to walk in the door.

Take for instance a recently mail-delivered postcard. In big, bold numbers on the front-side reads "\$29.99 per month". You say to yourself 'that's a great deal' and run into the health club only to discover the following:

- a. The membership has a \$300.00 Enrollment Fee
- b. There is a \$29.00 Processing Fee
- c. There is an annual "club enhancement" fee of \$29.00 charged automatically on January 15th each year for the next 2 years.
- d. This is a 2 year contract that automatically renews at the end of the contract.

When you add up these fees they total \$1106.76. Divide that by 24 months and it is **\$46.11 per month!** Now don't you feel duped?

If you say you don't want to pay the \$300 Enrollment Fee they switch gears and show you another membership. This one has only a \$59 membership fee and the monthly dues are \$42.99 per month. But the same \$29 processing fee is charged, the annual Club Enhancement fee of \$29 is charged and your membership is still for 2 years. This membership totals \$1177.76 or **\$49.07 a month.**

At Pinnacle Health + Fitness you can join on a similar membership and your monthly fee is \$45/month.

- **No upfront Fee**
- **No processing Fee**
- **No "Club Enhancement Fee"**

Just \$45 per month. We'll even give you a money-back guarantee.

Call, stop-by or e-mail us at pinnacle@phfitness.com.