



Helping a franchise stay strong

Retro Fitness is a nationally recognized health and fitness franchise that believes the choices you make today will be the results you'll see tomorrow. That belief isn't solely directed at the members of its facility, but is part of its mission to remain one of the top franchise facilities in New Jersey and the country. Focusing on growing the business through new membership, retention of current members and differentiating the business from local competition remains a top priority, and having a trusted HR solution in place helps to achieve these goals. Andrew DiVincenzo, general manager — Fair Lawn, New Jersey, shares his thoughts and experiences with ADP®:

Making the switch to ADP

About four years ago, Retro Fitness Corporate joined with ADP as the preferred vendor for payroll. However, the existing franchises were given the option to remain with the vendor they were using, which in my case was Paychex. We had been using Paychex for almost eight years and during that time I had the same rep whom I had really liked working with. However, I used to have to call in my payroll which required me to print out reports from our billing system, go into our back office and go over the entries with my rep over the phone. It was a very manual process but she knew my payroll as well as I did so she helped make it as convenient as possible. Still, the entire process would take at least 30 minutes, which meant taking me away from my other responsibilities of helping to run the operations of the business.

On occasion an ADP rep would visit us and would discuss the potential benefits of switching. Each rep I spoke with was very professional and their product knowledge was evident. However, having that established and trusted relationship with my existing vendor rep was the primary reason for staying but when she retired, I decided it would be a good time to revisit the options with ADP.

When switching providers, I was hoping to save on the cost of payroll but just as importantly, to drastically reduce the time commitment of the administrative tasks from my schedule to allow me more time to focus primarily on the customer relationships and growing our business. These were the wins I was hoping for and RUN helped make that possible.

Andrew DiVincenzo
General Manager
Fair Lawn, New Jersey



Quick facts

-  **Company:** Retro Fitness
-  **Headquarters:** Fair Lawn, New Jersey, with 150 franchises nationwide
-  **Industry:** Health and fitness
-  **Employees:** 35
-  **Established:** 2002
-  **Website:** retrofitness.com
-  **Product:** RUN Powered by ADP® ("RUN")

Learn more about ADP's solutions for franchises at adp.com/franchise



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Cost savings go back into the business

Being part of a franchise is very much like managing your own small business. And with any business, it's important to accurately track spending and whenever possible to cut costs. Spending unnecessarily just takes money out of our pocket that could have been better served maintaining the business. I think a common misconception for some franchise owners — at least in the health and fitness industry — is that after the initial investment, the gym is going to run itself and simply make profit, not realizing they need to continually put money back into the business. An important part of my job is to save any and all money I possibly can. As soon as I started using RUN, I immediately noticed I was saving upwards of \$100 per payroll cycle. Everything costs money here — from cleaning supplies and laundry services to supplies used by our trainers and equipment maintenance. RUN is definitely cost effective and has helped allow me to take those savings and apply them to other areas needed to run the business.

RUN Powered by ADP is win for everyone

When we switched from our previous vendor to ADP, we completely moved away from paper checks and now all 35 of our employees are set up on direct deposit. Not having a drawer full of paystubs that require distribution makes things so much easier on my schedule. And, another great feature is the ADP mobile app. All of my employees really enjoy having access to the app because they like having a sense of control and full visibility of their payroll related information whenever they want.

And with RUN, I have found that when an employee has a question about their pay or deductions, they haven't needed to contact me for help as much because they have been able to find their answers by logging into the app directly. In many ways, the convenience and time savings has been a shared experience for all of us at Retro Fitness.

And unlike before, I don't even have to be in the office to run our payroll. Often times I will run it from home — or wherever I am — right from my phone. In terms of ease and convenience, this is one of my favorite features because we are very busy here. For me to be more available on a daily basis has a tremendous impact on the daily operation of our facility. Taking me away to run payroll adds a disruption that just isn't wanted or even necessary. RUN allows me to conveniently and reliably take care of what I need to on my schedule.

Helping to achieve what he's working for

I am working to build security in my life. I have 15 years of experience in this industry and have witnessed the tremendous amount of hard work it requires to keep this business successful. Working so closely with the owner, I understand the dedication and time obligation required. I work every day to help grow and maintain this business, keep ahead of our competition, and retain a dedicated and happy staff. The only way to achieve that is through dedicating my time to seeing it through to success. Using RUN has provided the resources that allow me to commit more of my time to where it is needed the most in order to accomplish the goals of the business and help me move forward with building the future I want for myself.

Case studies are illustrative only and do not imply an endorsement of any particular product or service. Each employer's situation is unique and results may vary.

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