



# Strength and flexibility help fuel growth

## Quick facts

-  **Company:** GYMGUYZ
-  **Industry:** Health and wellness
-  **Employees:** 25
-  **Locations:** 234
-  **Website:** gymguyz.com
-  **Product:** RUN Powered by ADP®

**Business challenge:** Establish an HR and payroll process that can help support scalability and growth across an increasing number of franchise locations.

**How ADP® helped:** RUN Powered by ADP® provides flexible solutions to achieve consistent HR, payroll and compliance support across franchise locations.



**Josh York**  
Founder and CEO



**James Bonavita**  
Franchise Co-owner



**Sam Langer**  
Franchise Co-owner

GYMGUYZ® is recognized as the largest home personal training company in the world, dedicated to helping people, changing lives and bringing the workouts to its clients — anywhere. With the intention of being the largest fitness brand in the world, having the right tools and resources in place to handle the scalability, growth and differentiation of the franchise will always be a priority to achieve that goal. Josh York, founder and CEO, and franchise owners James Bonavita and Sam Langer share their thoughts and experiences about how ADP® has helped.

## From vision to reality

**York:** Back in 2008, I was working for a marketing firm by day and as a personal trainer in the evenings. I've always loved fitness and helping people change or improve their lives. One day, one of my clients arrived late and said, 'I wish you could train me at my house, but I don't have any equipment'. That stuck with me the rest of the day and all I could think about was how fantastic it would be if I had all the necessary equipment and could bring the workouts to the client.

Soon after, I founded GYMGUYZ — out of my parents dining room — with only a laptop and a vision of becoming the biggest fitness brand in the world. And from day one, my plan was to start franchising. I knew it would give me the opportunity to surround myself with other talented people and help me grow my business. ▶



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With a set of standards of what's expected when rolling out new franchisees, it's helpful that the consistency of ADP's product and service is already there.

**Josh York**  
Founder and CEO

**Langer:** What impressed us most was Josh's vision for where he wanted to take the company, and how he was going to do it. A lot of gyms and fitness companies don't succeed because of how they've structured themselves. With the in-home approach, it's very low overhead and variable in terms of your growth but growth is the primary focus and how to achieve it is a challenge.

## Protecting the franchise brand

**York:** As a franchisor, your top priority is to protect your brand and make sure that the concept you built can grow in a scalable way and that your franchisees are compliant and supported in a way that allows them to grow their business. I recommend that all my franchisees use ADP, especially because of the HR component. I rely on ADP for helping my franchisees directly with employee handbooks and hiring paperwork and to be a resource for the franchisees to call if they have specific HR questions. With a set of standards of what's expected when rolling out new franchisees, it's helpful that the consistency of ADP's product and service is already there.

## Finding a solution to growing pains

**York:** The business grew over the next several years. But growth doesn't happen without a little pain. One of the biggest issues I had was scaling our payroll. I always go in with an 80% mindset, 20% tactical approach when finding solutions to problems, so that's how I worked around payroll headaches for a while.

I was attending a franchise show when I met our ADP sales rep. She was impressed with our business model and as we talked, she recognized and understood the challenges we were experiencing as a business. She explained some of the ways that ADP could help and honestly, after that day, the rest is history as we've been with ADP ever since. ▶



From a compliance standpoint, RUN provides an incredible advantage for us. It would take a lot of extra time out our day to stay ahead of any regulation changes we need to be aware of.

**James Bonavita**  
Franchise Co-owner

## Powerful tools with RUN Powered by ADP (RUN)

**York:** The most important thing is for us is to work on the business, not in the business. **RUN Powered by ADP** allows us to side-step the time-consuming administrative work and focus that time on returning phone calls, securing sales, creating new workout plans and driving revenue. I always say you should focus on your strengths and delegate your weaknesses. That philosophy matches perfectly with RUN. But it's been more than just a fix for our payroll. I use the entire platform of solutions and the HR component has been a huge win for us. The HR capabilities that RUN provides are very useful, especially from a franchise perspective.

**Langer:** One of the most important tools available with RUN has helped make the hiring process transparent and seamless. It's hard enough to find good employees but having the resources and documents helps make the recruiting and onboarding process easy.

## Keeping up with compliance

**York:** A lot our success comes from providing a great customer experience. We want to ensure we are providing a consistent level of service — regardless of the location. We get the same from ADP. I never worry about regulation changes in our territories because I know that ADP is on top of it, with products that are designed to help us with compliance. The same goes for keeping us updated on new trainings we need and advising us on updates we should make to our Employee Handbook. Consistency is the key to achieving results and RUN brings me confidence that we have the tools and resources to help.

**Bonavita:** From a compliance standpoint, RUN provides an incredible advantage for us. Between our two locations, Sam and I manage 17 employees. It would take a lot of extra time out of our day to stay ahead of regulation changes we need to be aware of. If we need help, we access the ADP portal to get answers we need. And, we use the Employee Handbook which makes it simple and fast to keep our people informed on policy and training requirements, as well. ▶



And, having RUN also makes it quick for us to pull reports. It typically a one or two step process that literally takes about a minute.

**Sam Langer**  
Franchise Co-owner

## Efficiencies realized

**York:** I recently reached out to our rep to ask if there was a way to link RUN with Mindbody, the software our staff uses to enter their hours. She responded with “On it, I’ll let my team know and get right back to you”.

This was another huge win for us because of the amount of effort it saves everyone on the backend. Before that, we were manually entering employee information, hours, and pay rates from one platform to another. It was a headache. Now, with a click of a button — it’s done and we save so much time better spent on running the operations.

**Bonavita:** We process payroll every two weeks and RUN always makes it easy. I’d estimate we save at least three hours a week which might have been dedicated to payroll alone. Instead we use that time focus on other priorities like marketing, sales, customer retention and staying connected to our clients.

**Langer:** And, having RUN also makes it quick for us to pull reports. It typically a one or two step process that literally takes about a minute. It’s very helpful, especially the year-end reports that help us with budgeting for the following year. So, we’re able to understand where our expenses need to be and how much we need to allocate to payroll.

## Poised and ready for growth

**York:** Using ADP has helped us grow the franchise and I’m confident they will continue to help us get to where we want to go — the leading fitness brand in the world. Their expertise takes the guess work out of so many aspects of running the business, allowing us to focus our expertise where it needs to be — continued growth. It’s been an exciting journey for me and if I had to describe how ADP fits in that journey, I’d say it’s been magical. Magic doesn’t happen often but when it does, it’s a great feeling.



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