

WHERE DOES YOUR PRICE PUT YOU?

Four brackets, one honest placement, and the questions that decide whether you should move. The numbers on this page are industry-wide. The answers are yours.

THE FOUR BRACKETS US monthly membership fees by gym type, industry data, 2024

BUDGET

\$10-30

PER MONTH

Big-box and low-cost chains. Volume, minimal staff, a club on every corner.

☐ This is us

MID-TIER

\$40-70

PER MONTH

General gyms. Where most memberships sit, and where "average" gets measured.

☐ This is us

BOUTIQUE

\$50-150

PER MONTH

Studios and most martial arts schools. Coaching, small classes, a community.

☐ This is us

PREMIUM

\$150-300+

PER MONTH

Premium clubs and high-touch academies. Everything included, nothing shared.

☐ This is us

\$69

Average monthly fee in 2024, facility-side (HFA). Up from \$65.

\$38

Median. Budget gyms drag the median down while boutique and premium pull the average up.

\$75,000+

Household income of the majority of gym members (HFA). Most members can afford more than budget pricing.

\$517

Average revenue per member per year (HFA estimate). Yours depends on price, add-ons, and how long they stay.

STEP 1 · WHERE YOU SIT TODAY you and the three gyms a prospect would compare you to

GYM	BASE PRICE / MO	BRACKET	WHAT THAT PRICE INCLUDES	WHAT THEY HAVE THAT YOU DON'T (OR THE REVERSE)
Us				

STEP 2 · THE POSITIONING QUESTIONS

Who is this gym for, in one sentence?
A person, not a demographic. If you wrote "anyone," start again.

What does that person get here that the cheaper option can't give them?
Coaching, a community, a rank system, a coach who knows their kid's name.

What does your price say about you before anyone walks in?
A martial arts school at \$35 says "budget gym." Is that what you meant?

What is one member worth to you over a year?
Price × 12 × the share of the year they actually stay. Write it down: \$

Which bracket does your best member think they're in?
Ask three of them what they'd guess you charge. The gap is your answer.

STEP 3 · THE MOVE

ANCHOR ON THE VALUE, NOT THE GYM DOWN THE ROAD
Pricing five dollars below the nearby chain is a race to the bottom you can't win. Pricing thirty above, with a clear reason a member can repeat to a friend, works. The reason is the whole job.

☐ **Hold.** Price matches the bracket, members can say why, retention is healthy. Revisit in twelve months.

☐ **Raise for new members.** You're priced a bracket below what you deliver. New rate: \$_____ from _____. Current members keep theirs, or move on a notice period your state allows.

☐ **Add a tier.** Same base price, plus a level that includes the things your best members already ask for. Tier name: _____ at \$_____.

☐ **Fix the package first.** If you're losing prospects on price, change what the price includes before you touch the number.