



## WHY HPT?

### Our Athletic Performance Coachess:

- ✓ Education: We are degreed and certified.
- ✓ Lifestyle: Our coaches are fit, healthy and have a passion for working out.
- ✓ Coaching: Our coaches are motivating, energetic and possess great communication abilities.

It's the people that make a place great. That's why we seek out coaches that are not only fit and fun, but have a passion for making your fitness journey as rewarding as possible as well. Are you tired of working with trainers that don't know what they are doing and spend half their time bar tending? We know anatomy and physiology, and how it applies to training and to your body. We understand how when you integrate good nutrition, it doubles your results. Not only are our coaches former athletes (some at the professional level) and live a fit lifestyle, but they are passionate, and career orientated.

### Our Clientele:

- ✓ They are goal orientated
- ✓ They encompass all fitness levels (middle aged mom to professional athlete)
- ✓ They have a diverse economic status (CEO's to administrative assistants)- HPT has trainers and services to work with any budget)
- ✓ They love to refer to us (thanks to them, we spend very little on marketing)

HPT has become a one stop health and fitness destination. Many clients are referred in after rehab. Clients see us when they want to change their body. NFL football players see us when they want a better contract.

### Our Athletic Performance Facility:

- ✓ Environment: Non-intimidating, client centered, results producing environment.
- ✓ Professional: Both our staff and our clientele are respectful and results orientated.
- ✓ Clean: We take pride in providing you with a clean and well maintained facility.
- ✓ Spacious: We have ample of space and since 95% of what we do is training; you won't be crowded.
- ✓ Top of the line equipment: Unlike the big box clubs, we actually use everything we have. We have all the tools you need to sculpt a healthy, lean, fit physique.

When people first step into HPT they always say how different we are. Their first comment is how classy the lobby is, and how clean and nice the locker room is. They can't believe we have private showers (their ready to sign up then and there). But once they get into the weight room area they say, "wow, this is way bigger than I thought it would be. I thought you were just a personal training studio. You're as big as a health club, with all the equipment and you're not over crowded. I like that everybody here is working with a trainer." People leave realizing they found something very special, a unique atmosphere to get fit, faster.



## Our Programming:

- ✓ Safe: You are in great hands with us. We are trained in exercise and nutrition sciences.
- ✓ Proven: Come join the many who have changed their fitness. Our business has been built on results.
- ✓ Integrated: The way we join together your training and your nutrition doubles your results.
- ✓ Personalized: Everything is customized for you from the detox coaching to the personal training.
- ✓ Cutting Edge: We are passionate at getting better at our trade. We attend education events from the best. Our Motto: Better Minds (ours)- Better Body (yours).
- ✓ Tracking: Regular measurements will hold you accountable and speed your results.

Have you heard the saying, if you fail to plan, you plan to fail? At HPT, everything starts with your plan. We plan your training and we plan your nutrition. Nutrition and training are integrated in a way to support one another and accelerate your results. Our nutrition systems and training plans are top notch and have delivered incredible changes in our clients physiques and in their fitness. What has made HTP incredibly successful is the fact that we don't do cookie cutter programming. Instead, we customize your exercises, your nutrition, and even your supplements- based on you. Then to motivate you and hold you accountable, we track everything: reps, sets, body fat, habits, etc.