

When I first saw HydroMassage, I thought what an easy decision this would be for my members. We already have a massage therapist who charges \$80-\$90 per hour, but that's not something that most members do. The real question is, where else are you going to get a 10-minute massage everyday for 10 to 15 bucks a month? You're not. Exercise and massage- it's the perfect way to help relieve stress, which everybody is feeling right now. People are definitely tighter with money. But, they will buy things are cost effective in this market. And, to be able to do this for \$10-\$15, is worth it. There's no question about it.

We got rid of an old high pressure tanning bed to put in the HydroMassage bed, and after we did, there's never been a point where we weren't making money with it, so we also decided to put beds in all 5 of our Florida clubs. If you show it, you sell it; that's the key. At least half of the people that I tour sign up with the Hydromassage added to their membership, and the guy that sells the most memberships in this club also uses it to help him close sales. It's no coincidence that he also has the highest closing percentage of all my salespeople.



Bob Shepherd
Golds Gym, Alexandria, VA

