

**“NOBODY  
DOES THIS!”**

# **ALMOST NOBODY.**

**A Paramount Acceptance  
Case Study: Gold's Gym Utah**

 **Paramount Acceptance** is quickly becoming the leader in the fitness/health club industry for collections, software implementation, and processing EFT/Credit Cards. Here's what we did for Gold's Gym Utah (13 locations):

- Gold's Gym Utah collection increased by \$200,000.00 a month (or 15% more).
- Gold's Gym Utah is spending 3 to 4% less to collect its money
- Gold's Gym Utah was able to get out of the collection business and focus on increasing sales and growing their business.
- Gold's Gym Utah is now getting the state of the art collection and technical support they have wanted.
- Gold's Gym Utah is no longer paying 20 to 30% more for the finance company than they were quoted.
- One collector for every two clubs compared to the competition—one for every 35 clubs.
- Most gym owners have used two or three finance companies over the years of doing business, isn't it time you used the one that does it all and get the results

We offer the following 3 reasons why you should switch to Paramount Acceptance: **Money, Technology** and **Extras**.



## MAKING GOLD'S GYM MONEY

Gold's Gym of Utah re-evaluated their partnership with their collection and EFT processing company. They were not displeased with the service they were receiving, they simply grew tired of the generic approach to software application and the “nickel and dime” charges they were constantly being hit with. As Troy Peterson, Vice President of Gold's Gym of Utah put it, *“We needed something customized for our clubs. And, I didn't want to keep paying 20-30% above what I thought was the original agreement. The company we were with offered a low percentage fee up front and then added extra charges on the back end.”*

Gold's Gym of Utah, with their 13 locations, looked to Paramount Acceptance for a profitable partnership. When Paramount and Gold's met, Ron Littlebrant COO of Gold's Gym said, *“there is no way they can do what they say for the price they are charging.”* He later admitted he had been

wrong... *“you actually did it!”*

**EXAMPLE:** Gold's Gym did not have a “personalized” software program running their front end and front desk. Gold's Gym paid a small, flat fee for EFT and collections, but found it necessary to transfer delinquent accounts to another company after it reached 45 days. This transfer caused “hidden” fees to be added on top of the agreed upon fees. Gold's Gym also continued to have a high failure rate (15-20%) on their accounts receivable.

**“The company we were with offered a low percentage fee up front and then added **extra charges** on the back end.”**

Troy Peterson, *Vice President of Gold's Gym of Utah*

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## TECHNOLOGICALLY SUPERIOR

Gold's Gym was looking for a customized software program for their front end applications that also offered an easier tracking for EFT and collections. They found it very difficult to balance their books with the system they had in place. Accounts were missing transactions, balances were changed randomly, late posting of returns to make accounts even more delinquent, accounts randomly stopped drafting, and auto monthly renewals failed to draft. Many of these issues led to bickering between Gold's Gym corporate and their provider as to "whose money is it?"

**Paramount works with a ratio of 1 collector for every 2 clubs. Some competitors have 40-65 collectors for ALL 2,000 of their clubs!**

EXAMPLE: Gold's Gym turned to Paramount Acceptance for a new solution. The initial diagnosis was for new front end software that accomplished the following:

1. **Accurate billing** – seems simple, but includes tracking balances, payment schedules, independent services, and renewals.
2. **Customer Service/Collector Tools** – including on demand payments, payment schedules, notes, payment history, and is linked with Web FDM to visit histories.
3. **Scanned Image of Contract** – easy recall for front desk or back end to answer customer questions.
4. **Web FDM** – Club front desk monitor that links to database finance system creating no delay in information and *owner reports*.
5. **Accounting** – Reports that actually balance! Easy computation of fees. Balanced reports on monies collected. Cindy Reed, CFO, said "*We finally have reports that balance.*"

The software system is congruent with the paper contracts and focuses on setting up the account accurately from the beginning. Other companies charge late fees

and make money when the contract is set up incorrectly. Paramount Acceptance will make the same amount if the account is current or delinquent, it's a flat fee.

**SOLUTION:** For Gold's Gym, Paramount Acceptance provided the following solutions:

1. **More collectors** per club, per capita – Paramount works with a ratio of 1 collector for every 2 clubs they represent. Some competitors boast to have over 2,000 clubs on their system, but only have 40-65 collectors FOR ALL 2,000 CLUBS! Who do you think will be more effective at collections?
2. **Buckets** – trademarked software that keeps track of charges and fees for everything from child care to late fees to add-ons to renewals.
3. **Flat Fee Pricing Structure** – Paramount gives you one amount... a flat fee. You will not see other charges period. You hire Paramount for collections, EFT transfer, renewals, membership database, software applications, etc... you will pay what you were told. Nothing else!

4. **Communication** – Paramount is responsive to their clients and will actual return phone calls with answers (a novel concept).
5. **Business Partnership** – custom software programming, accounting, advertising, and marketing can all be applied because Paramount Acceptance becomes a business partnership with your club(s).
6. **In house culture** – Once Paramount takes on an account, it does not leave the company. The account is not sent to another company for collection problems after 90 days (causing you a fee). The solution is worked through by Paramount from start to finish to get the money collected.

**The solution is worked through by Paramount from **start to finish** to get the money collected.**

# 3

## ADDED BENEFITS

Simply put, Paramount Acceptance saves/collects hundreds of thousands of dollars for your company. Gold's Gym of Utah experienced an average of \$200,000 a month in collections increase after switching to Paramount Acceptance! In addition to an increase in collections the average cost has been 3 - 4% less cost than Gold's Gym's was previously paying. Ron Littlebrant stated, "*Paramount Acceptance has our loss rate down considerably.*"

Paramount Acceptance can do the following for your company:

1. **Customize** a user friendly software program for your clubs that tracks, finds, and simplifies the collections process. All while allowing the front desk to maintain an accurate check-in system.
2. **Make your club money.** The per club collector ratio offers you the chance to have a collector working constantly on your receivables for a higher success rate making you more money by improving the collection of delinquent accounts.
3. **Let you know up front** what you'll be paying for their services. Paramount won't "nickel and dime" you to death with hidden charges. Actually pay what you were expecting to pay.
4. Did we say make your club money? At a **lower loss rate, higher collection success rate, and lower fee structure**, your club will be more profitable.
5. Paramount Acceptance was developed under the direction of Robert Rice and Ken Melby, two of the pioneers of the fitness industry and has been a keystone of their many years of success.

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# Contact Us

If what you've seen or read has sparked interest and you'd like more information on how **Paramount Acceptance** can help your EFT and collections process, please

**visit our website:**

[www.paramountacceptance.com](http://www.paramountacceptance.com)

**send us an email:**

[sales@paramountacceptance.com](mailto:sales@paramountacceptance.com)

**or call us toll free:**

1-800-316-4444

Feel free to ask us for a list a references.



## Paramount Acceptance

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- Established 1975
- Developed under the direction of Robert Rice & Ken Melby, pioneers in the fitness industry
- Currently serving 42 Clubs
- Identified a serious need and created a niche in the health club collection industry by understanding how to increase collection dollars that others have left on the table.
- Offering *customized* application software, *seamless transitions* to our system, and introducing true *flat fee pricing*, no more nickel and dime costs, *no hidden charges*.