

Alloy Personal Training Franchise Announces Three New Locations in Detroit, MI

Alloy Personal Training, the premiere, fast-growing personal training franchise, is opening 3 new locations in Detroit, Michigan.

DETROIT, MICHIGAN, UNITED STATES, May 31, 2023 /EINPresswire.com/ -- [Alloy Personal Training](#), the premiere, and fast-growing personal training fitness studio franchise, is set to open three new franchise locations in Detroit. This marks Alloy's first foray into the Detroit market and adds to the company's impressive list of over 100 locations across the United States.

Alloy Rochester will be the first location in Detroit to open their doors. The Rochester location is a family venture.

Trent Joynt is the Owner / Operator, with his wife Marissa and her parents Doug and Michele Weil as co-owners.

Joynt was introduced to the Alloy philosophy during his Michigan State personal training internship at a gym in East Lansing, Michigan, where he became familiar with Alloy Personal Training programming.

"We thought a lot about whether to franchise with Alloy or go it alone. Being part of the Alloy family, leveraging their extensive business experience and support has made this process so much easier than it would have been and has greatly enhanced our success," said owner/operator Trent Joynt.

Alloy Personal Training is a franchise model that offers high-quality personal training services to individuals of all ages and fitness levels. Each location is staffed by highly trained fitness professionals who work closely with clients to develop customized training plans tailored to their unique needs and goals. The company's state-of-the-art facilities make it easy for clients to stay motivated and engaged in their fitness journeys.





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Rick Mayo, Founder and CEO

“We are thrilled to bring Alloy to Detroit,” said [Rick Mayo](#), founder, and CEO of Alloy Personal Training. “We believe our unique approach to fitness will help individuals achieve their health and fitness goals in a way that is sustainable and enjoyable.”

With a focus on providing a unique and personalized fitness experience, Alloy has quickly become one of the most popular fitness brands in the United States. The company's expansion into the Detroit markets is a

testament to the strength of the brand and its commitment to providing exceptional service to its clients.

“Alloy’s unique value proposition embodies customized sessions tailored to fit each individual’s needs. Their mission to help people of all ages achieve their ideal health and wellness goals by offering customized training plans and support is exactly how we would like to serve our community,” says Michele Weil, co-owner of Alloy Rochester. “Our vision is to become the go-to provider of exceptional fitness experiences by helping individuals reach extraordinary physical and mental well-being through specialized coaching methods every single day.”

[Alloy Rochester’s](#) doors open on June 12, 2023. They are located in the City Life Plaza at the SE corner of N. Rochester Road and Tienken.

Two more Detroit locations are set to open in the coming months, and discovery days are underway for prospective Alloy franchisees. Territories are currently being awarded. If you or someone you know is interested in having their own successful personal training business, Alloy’s systems are proven, well-developed, and focused on an emerging sector of the fitness industry. Visit [alloyfranchise.com](#) to learn more.

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About Alloy Personal Training Franchise

Alloy's fitness program was created in 1992 around a very straightforward philosophy: people who get personalized coaching get better results. The Alloy systems, platforms, and know-how have already served millions of members in thousands of fitness facilities worldwide and were recently awarded the AFS Fitness Business of the Year.

Alloy's established, effective fitness platform and business management solutions have delivered real results worldwide. Alloy Personal Training Franchise gives franchisees the chance to impact their community and their future with a branded, brick-and-mortar Alloy Personal

Training franchise location.

Today, Alloy programs are among the most effective programs in the world for helping people who want to look and feel their absolute best. Learn more at <http://alloyfranchise.com>.

About Rick Mayo

Rick Mayo is an accomplished fitness business entrepreneur, founder, and CEO of the Alloy Personal Training Franchise. He is also the host of the Alloy Personal Training Business Podcast.

Rick's business journey began with his original personal training studio, which opened in 1992 and is still going strong, having delivered exceptional fitness experiences to tens of thousands of clients in the Roswell, Georgia, area. In 2010 Rick started Alloy, a personal training business platform. As a result of Alloy's combination of customized client programs, business systems, and technology tools, leading health club and gym brands adopted the Alloy model. It rapidly grew to serve over 2,000 licensed fitness facilities worldwide. With years of experience deploying the Alloy systems under their belt Mayo and his team took the next logical step by launching the Alloy Personal Training franchise in 2019 to deliver a turnkey opportunity encompassing the entire personal training business model from build-out design through equipment, business systems, technology platforms, marketing, and more.

Rick, a fitness entrepreneur, has delivered keynotes on personal training and fitness business trends to audiences worldwide. He has also been an advisor to organizations like the Gold's Gym Franchisee Association and the American Council on Exercise, among others.

Rick and his Alloy Personal Training Business team have signed several development agreements and are in talks to develop several additional markets. To learn more, visit www.alloyfranchise.com.

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