

Create A Shift Concludes Transformative Franchise Partnership with Bodybar Pilates

Led by CEO Danielle Wright, Create a Shift propels boutique fitness brand to unprecedented growth.

TAMPA, FL, UNITED STATES, May 13, 2025 /EINPresswire.com/ -- Create A Shift, a full-service fractional franchise development organization, announced today the conclusion of its impactful

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partnership with Bodybar Pilates. Over the past three years, Create A Shift has supported Bodybar’s expansion into a nationally recognized franchise, helping award over 150 territories and contributing to the brand’s rise to a top ranking on the Entrepreneur Franchise 500 list.

Led by Founder and Certified Franchise Executive Danielle Wright, alongside franchise veterans Rich Roneree and Shannon Rooney, Create A Shift has worked closely with Bodybar to build a responsible and strategic growth model tailored to micro-emerging brands. The collaboration has

been instrumental in setting a new standard for franchise development in the boutique fitness industry.

“Every brand hits an inflection point in its growth,” said Danielle Wright, CFE and Founder of Create A Shift. “It is with great excitement that we helped Bodybar reach its growth goals, expand its team, and become a must-have franchise in the boutique fitness segment. We wish Bodybar continued success and will proudly cheer them on from the sidelines.”

As Create A Shift sunsets its work with Bodybar Pilates, the team looks ahead to new opportunities to help emerging franchise brands scale with purpose, clarity, and long-term vision.

About Create A Shift

Create A Shift is a boutique franchise coaching and development firm that partners with micro-emerging brands to scale franchise systems with integrity. Through fractional development services and expert guidance, Create A Shift helps brands build the foundation for sustainable growth.

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