

## Credit Union Trusts Fitness Expert for Excellent Returns

22 February

### Challenge.

Through a referral, an executive of a growing credit union approached FitRev about supplying equipment for the planned fitness center in their new building. He hoped we could take over the entire project since he was busy with so many other matters. The construction plans were not yet finalized, so we knew how much the square footage was allotted, but not the exact shape of the room that would hold the equipment.

### Solution.

As president of FitRev, I worked personally with the executive for a year before construction even began. After interviewing the credit union employees and ascertaining their projected time and levels of use, we assembled a general equipment plan. When our client asked for top quality and highly reliable equipment, I specified Precor strength and cardio exclusively. When we knew that the space would be generally long and narrow, we created a computer mock-up that we had to modify only slightly when the actual dimensions came in.

### Results.

I'll use the client's words from a letter my client sent: "Much of the credit for all the accolades about our beautiful new fitness center belongs to you. The equipment is state-of-the-art and we received it at a fair and reasonable price. I'm extremely pleased to say that you delivered on every single promise, including quality of product and timeliness of delivery. Sadly, it's rare to find a business partner today that is truly dependable and lives up to its billing. FitRev did all that and more."



*"Whenever clients make it clear that they prefer higher quality equipment and appreciate long-term value, I recommend Precor."*

*– Doug Carter, FitRev,  
Tampa, FL*