Burn Boot Camp Franchisee Tammy Opfer Opens Burn’s 200th Location in Ahwatukee, Arizona

Community-based female fitness concept Burn Boot Camp is primed for explosive growth in the western US.

CHARLOTTE, N.C. (PRWEB) April 11, 2019 -- Tammy Opfer of Chandler, Arizona will soon open her first Burn Boot Camp location in the village of Ahwatukee, Arizona, located in the greater Phoenix area. While it will be the first Burn Boot Camp location for Opfer, the opening marks the fourth Burn location to come to Arizona and means that Burn Boot Camp has hit its 200-unit mark, all within only four years of franchising.

Opfer, who worked for years in corporate America and most recently with telecommunications company Sprint, knew in early 2018 that the time had come to make a change. Her company was experiencing significant volatility amidst a possible merger with T-Mobile, and Opfer wanted to take charge of her direction while also embracing a role that allowed her to support other women, especially other working mothers. Burn Boot Camp’s focus on female clientele and eye on sustainable wellness--including lifestyle-friendly perks like 45-minute camps and complimentary childwatch--made the brand the perfect fit for Opfer. In Spring 2018, Opfer decided to transition from Burn Boot Camp member to franchisee. She signed on as the fitness franchise’s newest owner-operator in her new territory of Ahwatukee, Arizona, about 30 minutes south of downtown Phoenix, raising Burn Boot Camp’s unit count to 200 since the brand began franchising in 2015.

In anticipation of her Grand Opening, Opfer will be hosting a Grand Opening Orientation Event on April 13 where prospective members can familiarize themselves with Burn’s camps and experience the life-changing fitness concept. Attendees at the Orientation Event will meet a special guest from HQ; franchise partner, Tammy; the location’s trainers and childwatch staff. Guests will also learn camp times, gym layout, have the opportunity to participate in a raffle and meet Burn Boot Camp Ahwatukee’s local business partners, including Nekter, Platinum Medical Group, The Buzzed Goat and Lorna Jane.

Up until April 15, Opfer is also offering a special promotion where new members can sign up for their first 30 days free.

“Burn Boot Camp is for every fitness level and every age group,” Opfer emphasized. “I tell clients: ‘If you can get to the door, we can take care of you from there.’” Bolstered by her passion for the brand, Opfer plans to become a multi-unit owner once she establishes her first location, a testament to her commitment to open Burn’s doors to women everywhere.

That community-oriented approach is just one of several key differentiators that set Burn Boot Camp apart. Additionally, Burn offers complimentary childwatch, unlimited 45 minute camps for optimal results and one-on-one trainer-client focus meetings. The effectiveness and inclusiveness of the Burn Boot Camp model have created an organic “Burn Nation” of members across the country who bleed blue and who love feeling the Burn.

And the fire is spreading.

With Opfer opening the brand’s fourth Arizona unit, Burn Boot Camp is building on its momentum and preparing for explosive growth in the western U.S., targeting development in markets including California,
Arizona, Washington and Colorado. With open territories in all four markets, Burn Boot Camp is on track to grow by at least 300 to 400 additional units within the next two to three years. The franchise brand is already making strides toward its 300-unit mark, which the company plans to cross by the end of the year.

Devan Kline, Burn Boot Camp’s CEO and co-founder along with his wife Morgan Kline, is looking forward to the brand’s continued explosive growth and momentum.

“When Morgan and I started Burn Boot Camp out of a parking lot in North Carolina seven years ago, we could have never fathomed having 200 locations, including gyms in California and Arizona, within our first four years of franchising,” Kline said. “This 200-mark opening confirms the strength of our offering and points to our aggressive franchise development trajectory. We are planning to open at least another 200 units over the next two years, with more than 50 of those in the western U.S. We anticipate being very well-received in Arizona and beyond as Burn Boot Camp’s second-to-none offering spreads to influence thousands of members across North America.”

ABOUT BURN BOOT CAMP
Burn Boot Camp was founded in 2012 by husband and wife Devan and Morgan Kline in Huntersville, NC. The company began franchising in 2015 and now has 200 open doors and 180 more locations in development in 36 states. Burn Boot Camp highlights five keys to success: Mindset, Burst Training, Strength Training, Organic Whole Nutrition and Community. In 2019, Burn Boot Camp was ranked on Entrepreneur Magazine’s Franchise 500 list, landing the 31st spot on the magazine’s rankings of Fastest Growing Franchises. To learn more about franchising opportunities visit https://franchise.burnbootcamp.com/.
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