



Dear Valued Client:

Thank you so much for choosing us to assist you on your quests towards your personal best!

Beginning June 1, 2012 we will have an updated cancellation and personal training session payment policy.

In the past we have asked you to pay for training after the sessions were complete. As of June 1st, we will ask that you pay for your training sessions as you use them. We can either charge your credit card or ACH as you use them or you can pay for multiple sessions at the beginning of each month. It is our hope that this policy will ensure accurate payment processing without confusion.

We would also like to give you an explanation of our updated cancellation policy.

PUREENERGY Fitness operates on a scheduled appointment basis for all Small Group and Private Training sessions and thus, requires that you provide a 12 hour notice when cancelling an appointment. No charge will be levied should you cancel with MORE than 12 hours' notice. Should you cancel a session with LESS than 12 hours prior notice, you will be charged in full for that session

This policy is as important for you as it is for us. A strong cancellation policy keeps you accountable and ensures that you keep the commitment to yourself. The reality is that for most people, exercise is a 'chore'. It becomes easy to skip a workout if you're feeling a bit tired, stressed at work, or need to take care of some things at home. However, when clients know they will be charged for a session if they don't show up, it forces them to prioritize their health and fitness. It is this type of consistency that ensures great results for our clients. We are the ones to make sure you do the things that sometimes you don't really want to do but know you need to do!

When you make an appointment with your trainer, we reserve that time for you. Your trainer spends time preparing for your session. When a client cancels on short notice, it is very difficult (often impossible) for us to make a connection with another client who could possibly take that appointment. That time becomes lost revenue and a loss to the trainers' income that cannot be recovered.

We are also sympathetic and understand that things come up that may force you to cancel unexpectedly (illness, work and home emergencies, etc.). In the event of a short-notice cancellation, your trainer will use that time reserved to do something for you. For example, your trainer may research a health and nutrition topic of interest to you, design a new exercise program, or outline some exercises you can do at home. They may also use the time to brainstorm some new goals or pull together a report of your progress. You can also ask them to work on something specific for you during that time. We want you to understand that when you do have to cancel without 12 hour notice, we will use that time for you so it will not be money wasted.