



MISSION, VISION & VALUES

MISSION

Building business confidence in fitness studio owners so they can invest each day on what matters most.

VISION

We engage fitness studio owners with accounting, tax, and fitness industry advisory services empowering them to make profitable decisions.

OUR VALUES

Give First

"We make a living by what we get, but we make a life by what we give."

~ Winston Churchill

Optimize Second

Optimizing allows us to live our other values to the fullest

Add Value, Be Valued

Providing value reveals our own self-worth.

Embrace Health

"To keep the body in good health is a duty, otherwise we shall not be able to keep our mind strong and clear."

~ Buddha

Communicate Clarity

To build confidence in business owners, we must impart knowledge clearly.

Embody Integrity

Do the right thing and be courageous in the face of adversity.