

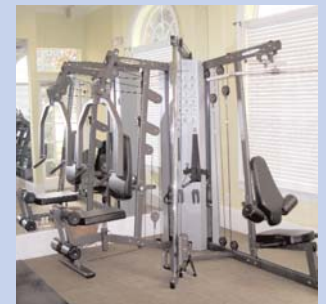
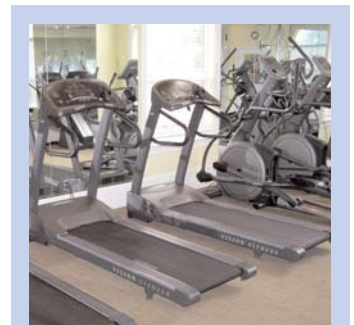


# Commercial Installation SHOWCASE

54 Magnolia  
Northeastern Florida

## Opportunity

Management at 54 Magnolia, an upscale apartment community in Northeastern Florida, made the decision to find some new equipment for their impressive fitness center. They came across Vision Fitness in the local Apartment Association Vendor Guide and gave our local sales representative a call to discuss their needs. The need for local service was expressed, as they had considered doing business with a procurement company, but felt they would not receive the timely service they required. Our sales rep discovered the 54 Magnolia management team was not only limited by a tight budget, but was also limited to using only preferred vendors of the management firm who owned the community. Having been given warnings about the difficulty of becoming a preferred vendor, Vision Fitness was ready for the opportunity to show that we were a perfect fit for preferred vendor status.



54 Magnolia  
apartment community

## Resolution

As warned, the process to achieve preferred vendor status was tricky, but Vision Fitness had the necessary elements in place and was approved to offer 54 Magnolia our products and services. Vision Fitness was able to outfit their fitness room with high-quality exercise equipment without raising their financial ceiling. Our well-respected local dealer in the area installed the equipment and was made available for any service issues that may arise in the future.

Management at 54 Magnolia has since received many compliments from their residents about the new Vision Fitness® cardio equipment and strength equipment. Now equipped with a great fitness area, 54 Magnolia continues to not only impress their current residents, but attracts the eyes of potential future residents!

## Products Installed:

3 T9700S Treadmills

2 X6750HRT Incline Elliptical Trainer

1 ST710 Multi-Station Gym

1 R2750HRT Semi-Recumbent Fitness Bike