



# Commercial Installation SHOWCASE

Murray Franklyn  
Seattle, Washington

## Opportunity

One of Seattle's largest developers, Murray Franklyn, was shopping around for fitness equipment for a new luxury condominium being developed in Seattle's Phinney Ridge neighborhood when they made a call to a Vision Fitness sales representative to inquire about our exercise products. Our representative met with the Murray Franklyn management team to discuss their needs for a fitness center. It was discovered that they had traditionally gone to one of our competitors for their equipment needs but were open to see what else the market had to offer. Vision Fitness was excited for the opportunity to work with Murray Franklyn and to show them first-hand our competitive advantages.

## Resolution

After plenty of discussion, management at Murray Franklyn made it clear their biggest concerns for choosing their fitness equipment vendor were the quality of service and product warranty. If service was needed, they wanted to know who to contact and wanted the peace-of-mind in knowing that it would get corrected in a timely manner. With Vision Fitness's industry-leading warranty and award-winning customer service, management decided to deter from tradition and equip their new condominium with Vision Fitness® exercise equipment.

Murray Franklyn has been very satisfied with their Vision Fitness installation, so much so that they welcome our Vision Fitness sales representative to use their facility as a showroom for future prospective customers!

## Products Installed:

2 T9800HRT Treadmills w/TV

2 X6850HRT Incline Elliptical Trainer w/TV

1 R2850HRT Semi-Recumbent Fitness Bike w/TV



"We have a great relationship with Murray Franklyn. They know if they need anything we are a phone call away, and they will always get personal attention."

Angela, Vision Fitness  
sales representative