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Our mission is to provide the absolute best personal training to our clients through focused, attentive and customized training. Willow Bend Fitness Club provides a unique opportunity for trainers to be in business *for* themselves, but not *by* themselves. At Willow Bend, we credit our success to our most precious and valuable asset – our people. We are dedicated to serving our trainers and members with a unique combination of cutting edge equipment, robust resources, and personalized involvement. We strive to provide our trainers with all of the resources needed in order to exceed the expectations of their clients, allowing those clients to achieve physical fitness goals that will benefit them for a lifetime.

- The model of WBFC allows you the opportunity to be in business *for* yourself but not *by* yourself. WBFC is a code access gym which gives the client and trainer the ability to come and go as they want.
- WB is a one stop shop for your clients. We offer Cryotherapy, Game Ready Ice Therapy, Massage, Structural Integration, Muscle Activation Technique and laser lipo.
- Flexibility as to how you can build your clientele list, but with the structure and support of a robust staff committed to your success. **A full time trainer can make over 90% of their Independent Training.**
- Our trainers earn 100% on all training sessions conducted independently and pay a reasonable fee to the facility for each client
- WBFC funnels internal referrals to interested trainers, providing a constant source of new clients for trainers and can earn up to 60% on those clients
- Our club offers a variety of membership offerings, including flexible month-to-month options that still allow guests full access to all of the club's resources and amenities.
- The Executive Lounge for trainers provides an escape complete with mini-kitchen, power station and couches
- Our 12,000 square foot facility provides both our trainers and members with a clean and streamlined fitness environment.
- Our state-of-the-art exercise equipment, along with an abundant variety of fitness accessories, allows our trainers flexible options by which to keep clients engaged and motivated
- Willow Bend members enjoy locker rooms mirroring the aesthetic of a country club environment
- Willow Bend's Cardio Theater offers your clients a great way to get their cardio in.
- The trainers of Willow Bend Fitness Club are some of the most experienced trainers in the Metroplex, allowing you to learn and work with the best
- In addition to leveraging access to our 400+ members, our club is situated directly in the heart of Willow Bend with easy toll road access.
- The hands-on local ownership of Willow Bend Fitness Club is committed to help you manage your own business with tremendous psychic and financial upside potential.