

## CASE STUDY

### Retro Fitness

How Greencrown executed an energy audit to build a unique and efficient energy management strategy for Retro Fitness.

#### OVERVIEW

In 2012, Retro Fitness was seeking an exclusive energy management partner to help their 140+ member locations manage their electricity supply bills and fitness club lighting needs. In the hyper competitive world of health and fitness, they needed a solution for club owners that would drive operational expense reduction so they could continue to offer a great member experience at a low price.

#### GREENCROWN SOLUTION

Greencrown completed an energy audit of Retro Fitness' utility invoices across all markets and identified areas of opportunity. Greencrown then leveraged their strong supplier relationships and strategic pricing platform to deliver electric supply solutions to members, along with energy efficiency and lighting rebate programs that reduced energy spend, decreased consumption, and improved club aesthetics via LED upgrades.

#### MEANINGFUL RESULTS



##### GENERATED SAVINGS

Delivered over \$250,000 in annual electricity savings, averaging to 16% savings/year for each health club served



##### REDUCED ENERGY CONSUMPTION

Reduced annual energy consumption for participating clubs by ~36% through LED lighting upgrades and rebates



##### IMPROVED CLUB AESTHETICS

Installation of efficient LED lights created an improved and aesthetically pleasing environment for club members



#### HEALTH & WELLNESS/ FITNESS

140 LOCATIONS IN U.S.

100+ EMPLOYEES

#### ELECTRICITY & LIGHTING

*“Greencrown has been an extremely valuable vendor of ours for many years. They will work with all of our franchisees to control their energy cost and consumption. They are our only approved vendor for energy, and we get nothing but compliments and praise from everyone about them. They are a true asset to us as a franchisor.” – Robbie Sprechman, CFO*