

For Immediate Release

Planet Fitness Coming to West Broad Street in Richmond

Joins Burlington, Aldi, Office Max



RICHMOND, VIRGINIA, October 7, 2024 – Cushman & Wakefield | Thalhimer is excited to announce Planet Fitness has leased 19,286 square feet at 6303 West Broad Street in Henrico County, Virginia. Planet Fitness joins Burlington, Aldi, and Office Max at the retail center.

Planet Fitness is one of the largest and fastest-growing franchisors and operators of fitness centers in the world by number of members and locations. As of June 30, 2024, Planet Fitness had approximately 19.7 million members and 2,617 stores in all 50 states, the District of Columbia, Puerto Rico, Canada, Panama, Mexico, Australia and Spain. This will be their 7th location in the Richmond Metropolitan Area.

The brand-new Planet Fitness location will feature state-of-the-art strength equipment and cardio machines, a functional training room, fully equipped locker rooms with day lockers and showers, HydroMassage loungers, Recovery Lounge, massage chairs, tanning booths*, total body enhancement booths, and more*.

Beginning on October 22, the community can join Planet Fitness Richmond (Willow Lawn) online at planetfitness.com/gyms/richmond-willow-lawn-va. Introductory membership specials include a discounted rate on the PF Black Card® Membership at \$19.99 a month and no commitment. That's a savings of \$60 per year as the PF Black Card® Membership will go back to its normal rate of \$24.99 per month once the club opens.

James Ashby IV and Nicki Jassy of Cushman & Wakefield | Thalhimer represented Planet Fitness in the lease transaction.

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**PF Black Card® amenities may vary by location*



About Planet Fitness

Founded in 1992 in Dover, NH, Planet Fitness is one of the largest and fastest-growing franchisors and operators of fitness centers in the world by number of members and locations. As of June 30, 2024, Planet Fitness had approximately 19.7 million members and 2,617 stores in all 50 states, the District of Columbia, Puerto Rico, Canada, Panama, Mexico and Australia. The Company's mission is to enhance people's lives by providing a high-quality fitness experience in a welcoming, non-intimidating environment, which we call the Judgement Free Zone®. More than 90% of Planet Fitness stores are owned and operated by independent business men and women.

About Grand Fitness Partners

Founded in 2010 by David Bidwell and Scott Linsky, Grand Fitness Partners is one of the fastest growing franchisees in the Planet Fitness system, and recently partnered with private equity firm, HGGC, in November 2021 to accelerate growth and expand the franchise's footprint. Grand Fitness Partners has 75 locations across South Florida, Central California, and parts of New Jersey and Virginia. With a strategy centered on health & wellness, the franchise strives to achieve Planet Fitness' mission to enhance people's lives by providing a high-quality fitness experience in a welcoming, non-intimidating environment.

About Cushman & Wakefield | Thalhimer

Thalhimer was founded in 1913 and currently has offices in Richmond, Newport News, Virginia Beach, Fredericksburg, Roanoke, Charlottesville, and Lynchburg, Virginia. The company has nearly 100 broker professionals and employs more than 450 associates. Thalhimer represents, on behalf of its clients, a property portfolio of 54 million leasable square feet, management of more than 27 million square feet of commercial property, and 10,000 multifamily units. In 2023, Thalhimer completed over 1,800 transactions with a transactional volume of more than \$1.7 billion. Thalhimer is the region's leading provider of comprehensive commercial real estate services, including corporate services, investment sales, tenant



representation, project management, asset management, and the sale and leasing of office, industrial and retail properties. To learn more, visit www.thalhimer.com.

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About Cushman & Wakefield

Cushman & Wakefield (NYSE: CWK) is a leading global commercial real estate services firm for property owners and occupiers with approximately 52,000 employees in nearly 400 offices and 60 countries. In 2023, the firm reported revenue of \$9.5 billion across its core services of property, facilities and project management, leasing, capital markets, and valuation and other services. It also receives numerous industry and business accolades for its award-winning culture and commitment to Diversity, Equity and Inclusion (DEI), sustainability and more. For additional information, visit www.cushmanwakefield.com.

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