

D1 Training Strengthens Presence Throughout Texas; 5 New Facilities to Open by 2020

Leading Athletic-Based Fitness Center Announces 24 Signed Agreements Across the State, Continues Nationwide Franchise Growth

September 30, 2019 // Franchising.com // TEXAS - D1 Training - a leading fitness concept utilizing the five core tenets of athletic-based training to help people of all ages achieve their sport and fitness goals - has announced the projected openings of five new locations throughout Texas by 2020. The brand continues to target Texas as a key franchise growth market with 24 signed agreements and an aim to add over 20 locations across the state in the next three years.

Kickstarting these development efforts is D1 Training franchise, Ken Fidje, who owns seven new territories throughout Texas and just purchased D1 College Station. One of his D1 Training facilities will open in the highly anticipated iSports complex currently under construction in Cedar Park. The 15.4-acre, 206,000-square-foot facility features an innovative mix of sports-themed concepts – including two regulation-sized National Hockey League ice rinks, turf fields, sand volleyball courts, sports medicine, as well as retail and restaurant space aimed at offering well-rounded family entertainment options. Being developed by iSports Real Estate Development LLC, the project broke ground in late May and is slated to open in the summer of 2020.

D1 Training has multi-unit and single-unit signed agreements spanning all of Texas' metro markets including San Antonio, Houston, Dallas-Fort Worth and more. Texas as proved to be a prime state for expansion as the brand is experiencing explosive growth contributing to the system's 100+ signed agreements nationwide.

Upcoming Texas Openings:

Aledo, TX – slated to open fall 2019
Colleyville, TX – slated to open fall 2019
Boerne, TX – slated to open fall 2019

San Antonio, TX – slated to open fall 2019
Katy, TX – slated to open spring 2020

D1 Training continues to seek qualified franchise partners in additional target development cities throughout the state including continued growth in San Antonio, Houston, and Dallas-Fort Worth.

“Our team is well poised to continue expanding throughout Texas with strategic franchise partnerships,” said Dan Murphy, chief operating officer of D1 Training. “The scholastic sports culture throughout the state has fueled our aggressive growth and we look forward to what’s to come. Texas truly rallies around youth athletics and recognizes the value and encouragement a training environment like ours provides.”

All D1 Training locations offer five age-based programs including Rookie (ages 7-11), Developmental (ages 12-14), Prep (ages 15-18), Boot Camp (adults), and Strength Training (adults). Each fitness program is based on the five athletic-based tenets: dynamic warm-up, performance guide, strength program, core and conditioning, and cool down. Outside of group workouts, D1 Training offers one-on-one training with world-class coaches.

Today, D1 Training is seeking qualified, community-minded franchisees with a passion for the fitness industry to continue its growth through single and multi-unit franchise deals.

About D1 Training

Founded in 2001 by former NFL player Will Bartholomew, D1 Training is a national fitness concept providing programs for all ages that are based on the five basic tenets of athletic-based training to achieve sport and fitness goals. Based in Nashville the brand began franchising in 2016 and has 24 locations currently open, with an additional 80 in development, across 24 states and anticipates more than 75 locations operating by 2019. The brand was recently ranked in Entrepreneur Magazine’s Franchise 500 and was named a Top 30 Gym in America by Men’s Health. D1 Training has also received recognition by the NFL Players Association as well as being endorsed by the National Academy of Health Medicine.

SOURCE D1 Training

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