



FOR IMMEDIATE RELEASE

**Gym Revival Group Unveils GRI™ — The Institutional Benchmarking Standard for the
\$100B Global Fitness Industry**



The GRI™ introduces Wall Street-level scoring for gyms—enabling capital markets, lenders, and fitness operators to speak a common operational language for the first time.

Dallas, TX — August 2025 — Gym Revival Group, the fitness industry’s premier business transformation firm, today announced the launch of the **Gym Revival Index™ (GRI™)**—the first institutional-grade benchmarking system engineered to evaluate the operational, financial, and investment-readiness of gyms and fitness businesses worldwide.

The GRI™ introduces a unified scoring framework that enables operators, investors, and lenders to evaluate fitness businesses using a single, objective, and standardized methodology—finally bridging the data credibility gap that has long limited institutional investment in the \$100B global fitness economy.

“The GRI™ is to gyms what Moody’s is to bonds. It is the infrastructure the sector needs to scale, to mature, and to be taken seriously by Wall Street. This isn’t just a scoring tool—it’s the operational language of the fitness capital markets.”

— **Daniel Gale**, Vice-President, Gym Revival Group

The Institutional Challenge: Why Capital Remains Sidelined

Despite accelerating M&A activity and growing private equity interest in wellness, the fitness sector remains systemically undercapitalized. Operators rely on fragmented KPIs—monthly recurring revenue, churn, and member count—while capital partners struggle to assess performance, risk, or enterprise value at scale.

Without a standardized system to compare performance across formats, models, and regions, institutional investors face uncertainty. Due diligence remains imprecise. Risk premiums stay elevated. And billions in potential capital remain sidelined.



A Framework for Institutional Readiness

The Gym Revival Index™ replaces legacy guesswork with a rigorous five-pillar architecture designed to quantify operational excellence, financial health, and capital alignment.

The Five Institutional Pillars:

- **The Performance Index™** – Sales velocity, LTV, churn, funnel conversion, and referral rate
- **The Efficiency & Engagement Index™** – Space utilization, sentiment scores, team capacity
- **The Financial Health Index™** – CAC, MRR, EBITDA margin, upsell penetration
- **The Investor Readiness Score™** – Governance, scalability, digital infrastructure, GRCO™ leadership
- **The Member Value Realization Index™** – Behavioral adherence, tenure, and experience value

Each participating business receives a weighted **Institutional Readiness Score™ (IR Score™)**—a single composite score that reflects maturity, scalability, and capital readiness.

Proven Use Cases: Already Deployed at Scale

The GRI™ has already been used across Gym Revival Group's private equity engagements, enterprise rollups, and turnaround initiatives. Scores have influenced capital infusion timing, pricing strategy, operator selection, and acquisition targeting.

It is also embedded into the **GRCO™ (Gym Revival Certified Operator™)** executive credential—ensuring the system is integrated into frontline execution and portfolio performance.



Legacy Metrics vs. Institutional Scoring

Legacy KPI	GRI™ Institutional Metric
Monthly Recurring Revenue	MRR + LTV:CAC Ratio + Volatility Score
Member Churn	Net Churn + Tenure + Behavioral Adherence
Revenue	Segment Variance + 12-Month Trendline Delta
Staff Count	Staff-to-Member Ratio + Operational Engagement Score
Location Count	Scalability Index + System Replicability

Access and Availability

The Gym Revival Index™ is currently in private beta with GRCO™-certified operators and capital-backed fitness groups.

- **Standard Access** will be offered free to every gym globally during rollout
- **Enterprise API Integration & Licensing** is available to capital firms, lenders, and franchisors
- **Waitlist Now Open:** www.gymrevivalgroup.com/gri-waitlist

Media and Coverage Opportunities

Qualified press outlets, analysts, and institutional partners may now request:

- Private briefings
- Executive interviews
- Custom insight briefings by sector or portfolio strategy

Media Contact

media@gymrevivalgroup.com

Press & Media Room: <https://www.gymrevivalgroup.com/press>

800-733-4862

###



About Gym Revival Group

Gym Revival Group is the fitness industry's leading business transformation firm—specializing in revitalizing distressed assets, launching high-growth gym ventures, and building institutional-grade fitness enterprises. With proprietary systems and elite operators, the firm delivers billion-dollar execution to visionary leaders across the U.S. and beyond.

© 2025 Gym Revival Group. All rights reserved. Gym Revival Index™, GRI™, IR Score™, GRCO™, and Investor-Ready Club™ are protected trademarks of Gym Revival Group.