business
for sale



BUSINESS REPORT

Date: **23rd November 2026**
Business Reference:**38538**

About the Business:

PRIME INVESTMENT OPPORTUNITY: Two Fully Equipped Commercial Gyms for Sale as a Single Business

An outstanding opportunity to purchase two established, fully operational commercial gyms located in Fairlands (Randburg) and Southdale, Johannesburg, offered together as a ready-to-operate business. With over 2,500 active paying members, the business benefits from an established membership base and

recurring monthly income. Both facilities are equipped with advanced access control, customised membership management software, automated enrolment and payment collection systems, and facial recognition technology. The sale includes quality commercial-grade strength and cardio equipment with a combined stated value exceeding R5 million, providing significant tangible assets without the substantial capital investment required to establish new facilities. Both gyms occupy strategic locations, with the Fairlands branch serving established residential and commercial communities, while the Southdale branch benefits from a busy commercial setting, strong visibility and access to a diverse customer base. The business is fully operational and ready for handover, with further growth opportunities through corporate wellness programmes, specialised fitness classes, supplement sales and enhanced digital marketing initiatives. Due to restructuring, the current owners are looking for a prompt sale, presenting an attractive opportunity for an investor or owner-operator to acquire both established businesses as a single investment.

PRIME INVESTMENT OPPORTUNITY: Two Fully Equipped Commercial Gyms for Sale as a Single Business



Sector: **Services**

Asking Price:

R 3,500,000

Monthly Profit:

R 25,930

Asset Value:
R 4,500,000

Stock Value:
R 0

Yearly Net Profit :
R 311,163

Business Report

Fully describe the business's activities?

Accelerate Fitness gyms are fully commercial, fully equipped gyms with over 2500 members

How does the business operate on a daily basis?

The business operates daily (except for easter and Christmas periods) for current gym members and to tour prospective members

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The gyms operate daily, excluding the Easter and Christmas periods, catering to existing members while also welcoming prospective members for tours and facility viewings.

What Advertising/Marketing is carried out?

Activations, Google Ads, Referral campaigns

What competition exists?

None at this time.

How could the profitability of the business be improved?

Profitability could be further improved under an owner-managed operating model, allowing for closer oversight of operations and potentially reduced management costs.

Do any have management potential?

Yes

How involved is the Owner in running the business?

The business is currently operated with limited day-to-day involvement from the owner, presenting an opportunity for a new owner to improve operational oversight and potentially increase profitability through more hands-on management.

What are the main assets of the business?

The gym equipment and membership contracts

Strengths?

Large membership base
Prime location in a high-traffic shopping centres.
Strong visibility and brand exposure.
Convenient and accessible for members.
Large and diverse target market.
Opportunities for walk-in membership sales.
Secure premises with ample parking.
Ability to attract both local residents and shoppers from surrounding areas

Weaknesses?

Members need to be managed to pay and follow rules and regulations
Dependence on Membership Volume
Member Retention Challenges
Equipment Wear and Replacement Costs

Opportunities?

Growing Health & Wellness Trend
Expansion of Service Offerings
Supplement and Merchandise Sales
Technological Integration

Threats?

Rising rental, staffing, utility and maintenance costs.
Competition from other gyms and fitness facilities.
Membership cancellations and reduced consumer spending.
Dependence on mall lease agreements and rental escalations.
Equipment repairs, replacement costs and operational disruptions.
Management challenges associated with operating two locations

What is the reason for the sale?

The current owner/manager is required to remain actively involved in the business on a day-to-day basis, and the sale is being considered due to this ongoing operational requirement and personal time constraints