

Personal trainers bring the gym to your door

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By Peter Criscione, Staff Writer




Robert Foster is the owner of Trainers On Site, an in-home personal training service that brings the workout straight to your doorstep. Taking a page from Nerds on Site, a company that uses distinctive red Volkswagen Beetles to get noticed, Foster utilizes a Smart car to get around and advertise his business. For more information visit www.trainersonsite.com.

BRAMPTON - When it comes to finding an exercise regimen that works, there are many solutions to losing weight and taking inches off the waistline.

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But keeping up with a daily workout plan isn't the easiest thing to do, and purchasing a gym membership could turn out to be far more taxing on the pocketbook than it is on the body.

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A Brampton company now wants to help residents get their priorities straight by bringing the gym right to their front door.

"We show up even when you don't want to," said Robert Foster, owner of Trainers On Site, an in-home personal training service. "This motto guarantees greater results. You might not feel like going to the gym, park or studio. We bring the convenient, fun, and safe workout right to you."

Calling it the first in-home personal training business in Ontario, Foster said his program offers a systemized, yet personalized approach to achieving fitness goals.

Once a fitness goal is set out, Foster literally brings the gym (weights, medicine balls, and resistance bands) to the client's living room.

All the client has to do is provide the space and the motivation. Foster takes care of the rest.

"There is less thinking required. We take the guess-work out of exercise," Foster said. "We come to you, keeping your exercise apt. Plus, us showing up keeps you accountable, saves loads of time and generates great results due to individual focus."

For years, Foster, 31, worked as a personal trainer and instructor with a major fitness chain.

And although he enjoyed his job, this long-time Brampton resident said he realized he wanted to branch out on his own.

But the cost of running his own studio or buying into a franchise was far too pricey for Foster, who after much research decided "going mobile" was the smart thing to do.

Taking a page from Nerds on Site, a computer repair company that uses distinctive red Volkswagen Beetles to attract attention, Foster utilizes a Smart car to get around and promote his business.

Foster said business has picked up since it launched earlier this year and a few people have come onboard as new franchisees.

"It (the business) is really picking up," said Foster who has also applied his craft on television, appearing on the Shopping Channel and Breakfast Television. "Clubs are so impersonal, people are too embarrassed to workout in public, everyone finds it hard to stay committed and be accountable to their own exercise."

Trainers typically charge \$80 an hour for one session, but prices vary depending on the program.

Foster explained that if a client commits to six months of training at three times a week, the price drops to about \$59 an hour.

There are three training packages to choose from: bronze, which is three months, silver at six months and gold at 12 months.

Each package offers savings.

Also, Trainers On Site provides a group-training rate whereby the second person is charged half price.

Trainers On Site currently services, but is not limited to, Toronto, Brampton, Mississauga and Oakville.

For more information or to book appointments call 1-888-269-1867 or visit www.trainersonsite.com.