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COMMERCIAL REALESTATE

WORKING OUT YOUR NEEDS

Jason Greenspan brings the gym to the workplace

WHEN buildings have in-house gyms or pools, the operation and maintenance of those amenities usually fall outside the wheelhouse of the regular staff.

Jason Greenspan, president of Practical Fitness & Wellness, is capitalizing on the need for these services by providing staffing, maintenance and operations oversight for such health clubs and gyms, as well as personal fitness services to the building's tenants.

He also provides "corporate wellness" to companies. "Sitting in front of a computer for 10 hours a day can play havoc with [your] health," says Greenspan.

Greenspan initially works with architects to create a fitness club in oftentimes raw space by advising on the layout. Once a design is settled upon, he obtains bids from vendors and places the appropriate equipment.

"We oversee the job until it's finished," he says. "The space is there and we contact several different vendors for bids [on items] from mirrors to mats to equipment."

Greenspan is able to tailor his services as needed; for example, a building with a small gym may not need management services, but could want access to fitness services. These are then offered to residential, office and hotel occupants through the company's Fitness Concierge Services program. This pay-as-you-go amenity offers no charge at all to the building — instead, part of that revenue is actually paid back to the building.

When services are needed, his pre-screened massage therapists or trainers are sent to meet the individual at the gym or their apartment, office or hotel room, and it is the responsibility of the person to pay for the service.

"Because we are a boutique company, what distinguishes us is that I am personally involved — I frequent the clubs and we have 24/7 emails that we answer right away," Greenspan says.

This dedication is a result of Greenspan's 20 years of experience in the fitness industry. Having previously worked as a tennis pro, he became a personal trainer in 1994. "I worked in all the clubs in training and management. Then, eight years ago, I decided I wanted to offer more personal services with a higher level of quality control," he explains.



Christian Johnston

Besides bringing the gym to the office, Jason Greenspan has also authored several fitness books.

— Lois Weiss