

GOING CONCERN SALE

A Complete Turnkey Health and Fitness Clubs Offering



Suburban Milwaukee Combined 2013 EBITDA = \$6.1 Million

Our firm has been engaged to sell 4 complete health and fitness facilities in suburban Milwaukee, Wisconsin to the highest and best bidder(s), either individually or in any combination. These are going concern operations that include real estate and equipment. An accelerated sale process is underway in the US Bankruptcy Court for the Eastern District of Wisconsin with an anticipated auction date of September 29.

BID DEADLINE OF SEPTEMBER 22



HERITAGE
EQUITY
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For more information including a photo gallery, equipment list, and more, please visit

www.hgpauktion.com

Items subject to prior sale. Buyers are advised & encouraged to inspect equipment and read all Terms and Conditions prior to auction.

YMCA: SUBURBAN MILWAUKEE HEALTH AND FITNESS CLUBS - TURN KEY



SOUTHWEST FACILITY

11311 W Howard AV
Greenfield, WI 53228

Built	1986
Acres	12.87
Square Feet	74,175
EBITDA	\$1,275,617
Retention	57.3%
Membership as of 6/8/2014	5,948

HIGHLIGHTS:

Provides a full range of programs including health and wellness, youth sports, aquatics, day camp and youth programs. It is an important destination for kids and families from Milwaukee, Franklin, Greendale, Greenfield, Hales Corners, New Berlin and other surrounding communities. Lap pool, whirlpool, (2) multiple gymnasiums, locker rooms, member engagement room, child watch area, member lounge, community meeting room, a large cardio and strength workout area, group exercise studios, classrooms, and an indoor running/walking track.



Broker's Opinion of Value: \$4.47 million **Minimum Bid: \$1.35 million**



TRI COUNTY FACILITY

N84 W17501 Menomonee AVE,
Menomonee Falls, WI 53052

Built	1982
Acres	21.32
Square Feet	68,900
EBITDA	\$1,614,064
Retention	66.6%
Membership as of 6/8/2014	5,862

HIGHLIGHTS:

Conveniently located, the Tri-County location serves kids and families in Menomonee Falls, Germantown, Sussex and the other northwest suburbs of Milwaukee with a full range of programs, including health and wellness, youth sports, aquatics, day camp and youth programs. Adventure pool, lap pool, whirlpool, gymnasium, locker rooms, member engagement room, child watch area, member lounge, community meeting rooms, racquetball/handball courts, classrooms and a large cardio and strength workout area and group exercise studios.



Broker's Opinion of Value: \$3.25 million **Minimum Bid: \$1.35 million**



To view a complete asset list,
visit our website @ www.hgpaucauction.com

IMMEDIATELY ACCEPTING BIDS THRU: SEPTEMBER 22, 2014 - 12:00 PM EST

WEST SUBURBAN FACILITY

2420 N 124th ST,
Wauwatosa, WI 53226

Built	1971
Acres	8.59
Square Feet	84,800
EBITDA	\$2,135,368
Retention	59.5%
Membership as of 6/8/2014	7,685

HIGHLIGHTS:

For over 30 years, the West Suburban location has been a fixture in the Wauwatosa community. Generations of families have taken part in a full range of programs including health and wellness, youth sports, aquatics, day camp and youth programs. Lap pool, whirlpool, gymnasium, locker rooms, member engagement room, child watch area, member lounge, community meeting room, classrooms, a large cardio and strength workout area, racquetball/handball courts, group exercise studios and an indoor running/walking track.



Broker's Opinion of Value: \$ 3.07 million Minimum Bid: \$1.35 million

FEITH FAMILY OZAUKEE FACILITY

465 Northwoods Road
Port Washington, WI 53074

Built	1999
Acres	21.5
Square Feet	50,000
EBITDA	\$557,260
Retention	70.1%
Membership as of 6/8/2014	3,513

HIGHLIGHTS:

The Feith Family Ozaukee facility brings programs and services to Port Washington, Saukville, Grafton, Cedarburg and surrounding communities. This facility is a great place for families, with a gymnasium, adventure pool and family prime time center. Lap pool, whirlpool, gymnasium, locker rooms, strength training equipment, basketball courts, volleyball court, family center, athletic fields and outdoor running/walking track.



Broker's Opinion of Value: \$ 3.75 million Minimum Bid: \$2.10 million

CONTACT

Debbie Beall

Tel: 866.969.1115 Email: dbeall@equitypartnershg.com

AUCTIONEER'S NOTE

HEP is pleased to be selected to conduct this Going Concern Sale for:

YMCA

ABOUT THE SALE

Our firm has been engaged to sell 4 complete health and fitness facilities in suburban Milwaukee, Wisconsin to the highest and best bidder(s), either individually or in any combination. These are going concern operations that include real estate and equipment. An accelerated sale process is underway in the US Bankruptcy Court for the Eastern District of Wisconsin with an anticipated auction date of September 29.

This is a tremendous opportunity to buy turnkey fitness businesses complete with all equipment, currently generating substantial positive cash flow. These suburban locations are currently owned by the YMCA of Metropolitan Milwaukee, and are being sold as a plan to focus on their inner city facilities and youth programs.

Please view our website at www.hgpaucaution.com for the bidding instructions and the full terms of the sale. Thank you for your interest, and we look forward to providing you quality equipment sales and World Class Service.



Scan this QR Code with your smartphone for More Information.

Contact Information

Debbie Beall, Tel: 866.969.1115
Email: dbeall@equitypartnershg.com

A BUYER'S PREMIUM WILL APPLY AT THIS SALE

For more information including a photo gallery, equipment list, and more, please visit us online at www.hgpaucaution.com. Items subject to prior sale. Buyers are advised & encouraged to inspect equipment and read all Terms and Conditions prior to auction.



Suburban Milwaukee - Combined 2013 EBITDA = \$6.1 Million

Complete Health & Fitness Facilities In Suburban Milwaukee, Wisconsin to the Highest & Best Bidder(s), Individually or In Combination.

GOING CONCERN SALE

Starting: Immediately Accepting Bids
Ending: September 22, 2014 - 12:00 pm EST

LOCATION

11311 W Howard Avenue, Greenfield, WI 53228



WOULD YOU LIKE TO SELL AN ASSET?

Simply call 1.650.207.0627 and speak with Kirk Dove, Managing Partner for more information. We will be glad to listen to your specific needs and from that HGP can prepare a detailed solution for your review that will maximize the returns for you're assets for the company and It's Shareholders.

GLOBAL HEADQUARTERS

Hacienda Del Mar
12625 High Bluff Drive
San Diego, CA 92130
Phone: (877) 303.8040
Fax: (866) 388.8595

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POSTMASTER: Dated Material.
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For complete Terms of Sale, visit our website at:

www.hgpaucaution.com

AFFILIATIONS

