

CROSSFIT EMPOWER HIGH LEASE AND TAXES MAKING GYM OWNER SWEAT

- Corey opened his business 11 years ago after seeing first-hand how CrossFit improved his life after a serious physical injury.
- The goal: help others use fitness to overcome their own challenges.
- "We have people from age 10 to 85. We are like a family here. It's amazing to be able to help people."
- But the massive overhead his business faces has made it increasingly difficult.



*"I have not brought home a paycheck for **nearly 2 years**. Despite our rapid growth, overhead grows faster. If I can't pay rent, I can't keep doing this."*

— Corey Lapell, Business Owner Crossfit Empower

THE CHALLENGE

Rent has increased by 40% over 6 years. The lease is now over \$9,000 a month for just 1,900 square feet - plus unpredictable property taxes. *"In my industry, standard overhead is 30% gross revenue to stay profitable and open. Our overhead is 70%. We are able to stay open because I work 16 hours a day."*

"Knowing a massive spike in property taxes could come any time is very stressful. It makes it very difficult to plan ahead."

THE OUTCOME

Despite the cost increases, Corey won't pass it all on to customers. "Prices need to be affordable for people."

Even while having a growing business, it only gets by with Corey working 80+ hours a week and not taking home a paycheck. The skyrocketing costs has stalled expansion and prevented hiring local trainers.

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