

It's time to review your membership collection alternatives!

Discover how your business can benefit from improved membership collection rates, membership collection FREE OF CHARGE for 3 months and have the support of a business that will help you gain more members.

Membership collection from a company that will also supply you with the tools to sell more members!!!

Dear Club Owner,

Gaining new members gets increasingly difficult as there is more competition and the expectation of prospects is higher than ever. Your time, your staff time and serious money are all invested into the marketing of your business to generate new members. You also spend time and money in strategies to retain members, who as we all know can be more difficult than finding them in the first place.

So once you have your members the most important thing is that they keep paying. Of course, you will get a percentage of members paying you in advance by cash or credit card, but the vast majority will want to pay by monthly direct debit.

In this communication I hope to show you how to:

- [benefit from Direct Debit](#)
- [earn more from your members by outsourcing the membership collection.](#)
- [discover the goldmine you're sitting on; find out how effective third party Debt Recovery can be.](#)
- [get more from your collection company.](#)
- [gain the support of a company who wants to see you succeed.](#)
- [join Harlands Group NOW and receive membership collection free of charge for 3 months.](#)

Benefits of Direct Debit

It's important for all clubs seeking improvements in their business to now benefit from the flexibility of Direct Debit and to no longer accept second best with the use of inflexible standing orders. Direct Debit means that you're in control of submissions and also receive instant information on reasons for non-payment or advice in relation to

cancellations. Standing Orders do not give you this level of information or control. Flexible Direct Debits also give the ability to freeze payments and upgrade or downgrade fees to suit member's needs.

Unfortunately, not all businesses can achieve BACS status allowing you to collect Direct Debits, and even those that can end up buried in administration in relation to member's requirements and the chasing of cancellations. It is important in any business to stick to what your good at and presumably, when opening a club your strength is in understanding the Health & Fitness market, and not the administration of regular payments. Just as you employ a company to service your equipment, an accountant to do your books and a solicitor to advise on your business, then so should you outsource your membership collection to maximize it's potential.

How much can only a small variation in collection rates cost you?

Assuming you had 500 members paying you £30 per month on a 12 month agreement. The gross potential income is £180k. I've been in the collection business for 15 years and have audited many in-house systems and on average a good club will collect approximately 70% of all revenue due (£126k). The 30% is lost in cancellations for those members who have an excuse to get out of their agreement, bad debt on those who cancel and despite your letters make no effort to pay and also in missed payments, which your administration simply doesn't pick up.

What can you expect from a good outsourced collection business such as Harlands Group. We can never allow for these members that you want to cancel, however, we can ask for proof of injury redundancy or relocation, something that your staff might find difficult. Our procedures ensure that all default is pursued to the extent that the club requires, and our Debt Recovery utilizes resources not usually accessible by clubs such as Credit Reference Agencies. This entire process adds up to a 95% collection rate or higher in some cases. Consequently, there is a 25% variation or in this example £54k. This is huge amount of money to lose, but what cost to achieve this? Harlands Group would cost you as little as £9k, to collect, and hence a massive net gain of £45k.

CAN YOU AFFORD TO GIVE AWAY £45,000.00?

You're probably sitting on a Goldmine!!

Many Health Clubs use a 12-month contract in an attempt to improve loyalty from members and increase revenue. If you already use a collection company with default and debt recovery then you may already receive some payments in respect of cancelled agreements where the members have settled. However, not all companies are the same and the success rates could vary enormously.

Harlands Group both understand the market and also have an independent Debt Recovery business with trained staff using the latest technology available to successfully recover the funds due to you on contractual membership agreements.

Some of you may believe that it isn't in your best interests to utilize a Debt Recovery business to capture payments due on defaulted agreements. However, if you correctly sold the agreement and your members were clear when signing then it is important that you do enforce the agreement to give your business credibility. Why have the agreement in the first place if your not going to collect on it. What's more the income can make a huge difference to your business. Harlands Group are successful in collecting 50% of all income referred to our Debt Recovery. We are aware of companies collecting as little as 15%!!! Therefore choosing the right company is essential.

Harlands Group Debt Recovery is available to you even if the member originally signed your membership contract and we didn't do the Direct Debit collection. This means you could have 100's of cancelled agreements that you have given up on but we could collect up to 50%. Say you have 100 cancelled agreements with an average of £200 on each. That means a total of £20,000.00 of which we could collect **£10,000.00**.

If you don't believe me then why not take the word of one of our new clients...

"Our business, based in Ipswich, commenced trading with Harlands Group in July 2005. We had been collecting our own Direct Debits supported by limited credit control, after which we had been outsourcing to another supplier with only very limited success. Despite being disappointed with the existing service we were forced to seek an alternative when our existing supplier, not surprisingly, ceased trading. Having had a poor experience we were hesitant in moving the business to another outsourced Debt Recovery agent, however, Harlands Group worked on a No Win No Fee basis and hence there was little risk.

In reality this has turned out to be one of our better business decisions. We have been delighted with Harlands Group in all aspects of the relationship but in particular their communication with both our members and ourselves. Despite chasing defaulting members we still want to ensure that we do not gain a bad reputation and Harlands Group have been very professional in their approach, which has brought no negative feedback on the club.

Income from successful collection has been steadily growing, far in advance of our previous arrangement, and is now a very welcome and assured additional to the varied make up of the clubs total revenue. I would happily recommend Harlands Group to any company seeking Debt Recovery on membership contracts in the Health Club Industry."

Colin Plummer
Managing Director Owner Gym and Trim Ltd

Harlands Group has something for every business.

The Harlands Group offers a flexible solution for the collection of membership fees by direct debit from simple month-to-month collection and comprehensive administration on contracted memberships to chasing bad payers. As an authorized BACS Bureau, Harlands can also administer collections on behalf of clients that have their own direct debit status, but don't want to deal with the associated administration or credit control. Clients without their own BACS direct debit status can simply use Harlands' origination status, which means that we receive the funds and pass onto to you.

This means whatever your current billing arrangements we have a solution to both efficiently and cost effectively improve your business.

Extract from Health Club Management October 2005...

Last year Harlands Group took over the collection of direct debits for Castlereagh Borough Council in Northern Ireland. The council runs three fitness suites in conjunction with income share service provider EZE Fitness. The council had previously made its own submissions, but wanted a more effective credit control system than it was able to achieve with its own software, says Terry Kinear, business manager at Castlereagh Council. ***“Harlands was able to take over our membership function smoothly without disruption and now promptly inform us of any non-payers, something that was difficult to manage effectively internally.”***

Sean Thornton, director of EZE Fitness says: ***“Our customer promise encompasses the use of fair contract terms for all parties, we don't ask members to sign long term agreements, but do ask for cancellation terms which Harlands Group enforce. This protects our revenue and we are still managing to achieve great sales results. Harlands has been instrumental in providing us with an outstanding service that not only mirrors our service culture but has increased our growth and profitability”***

Harlands Group wants to see your business succeed.

We always want to see our clients succeed in their business. To this effect we are constantly looking for Sales & Marketing solutions that really do work. If you need assistance in any of the following we can help:

- Marketing advise
- Marketing campaigns
- Sales solutions
- Internet Marketing
- Sales incentives
- E newsletters

Join Harlands Group now and receive membership collection free of charge for 3 months

We all look forward to times of the year when we generate plenty of new members from sales and marketing campaigns. Sales are high and everything looks rosie. However, no sooner do you get the new members signed up than your collection company is charging you more for the new business. In many cases if you pay your collection company in full for a new contract the benefit of the 1st collection can be lost entirely.

FREE COLLECTIONS WITH HARLANDS GROUP

This year Harlands Group want to give all new clients a reward in the form of submission free collection* for 3 months. That means we'll collect your members subscriptions and charge you nothing for 3 months!! We want to give you a chance to see how good our service is and also have the benefit of some significant savings to kick start your account with us.

You could save up to £5000!!

If you sign up say 250 members between Jan 1st and March 31st this could mean a saving of £5,000, for clubs whom currently pay arrangement fees in full. Even if you pay per collection per month you'll still save almost £1000.

*Applies to contracted memberships only.