



FITNESS SYSTEMS

"The Fitness & Wellness Experts!"

PORTFOLIO ADVANTAGE PROGRAM

**EXHIBIT B: FIRSTSERVICE VENDOR
PROGRAM - IN GOOD COMPANY - 2020**

HEARTLINE FITNESS SYSTEMS

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FIRSTSERVICE RESIDENTIAL

As a sister company of FirstService Residential, Heartline provides FirstService Residential best-in-class, total solution programs that include both fitness products and maintenance services. These services are provided at most favored client pricing on a project-by-project basis.

FITNESS CENTER SERVICES

- New PM Contracts – First Visit Free on all quarterly service agreements in Year 1.
- Contract Labor Rate - \$85/hour (Non-Contract Labor Rate = \$115/hour). All labor rates for FirstService are considered “contract” rates even though they may not decide to have a formal PM agreement with Heartline.
- Contract Travel Rate - \$75. (Non-Contract - \$85).
- 48-Hour Service Response Time from "Call-to-Site."
- Access to Heartline's client portal mobile APP (Apple and Android) for account and asset management by property manager.
- \$10 million in completed operations insurance coverage with additional insured privileges for those properties under Heartline PM agreement.
- Complimentary fitness center site assessments (ADA compliance, traffic flow, layout efficiency, brand/product mix alignment with property and demographic).
- Complimentary 2D and 3D facility design by Heartline Design Group.
- Creative project financing including leasing and potential payment deferral programs.
- Priority access to new products and product demos.
- Equipment Relocation. Heartline's installation division will re-locate equipment within the property and/or within the space itself.
- Trade In. As part of all projects, Heartline uses some five national used equipment groups to optimize the trade in value for FirstService clients.

SOLUTION CAPABILITIES

Heartline provides total solutions to FirstService clients from design to brand/product fit out, installation and grand opening reveals.

Product solutions are comprised of several categories such as:

- Cardiovascular Equipment (treadmills, bikes, ellipticals, etc.)
- Recover and Wellness Solutions
- Entertainment and Virtual Fitness
- Flooring, Turf and Mats
- Strength Equipment (selectorized, functional and free weights)
- Accessories (dumbbells, plates, bars, stability balls, etc.)



VALUE-ADD

1. ELEVATE THE OWNER-RESIDENT EXPERIENCE

Elevate the owner-resident experience with streamlined layout + design, specialized equipment, and curated engagements.

2. ELEVATE + SUSTAIN OWNER-RESIDENT PROPERTY VALUE

The acceleration of new developments and state-of-the-art amenities have increased the competitive stakes for existing condos. As a result, asset management and investment have become necessities to simply maintain property values.

3. EXCEPTIONAL SERVICE

With Heartline, you'll have access to best-in-class products and 48-hour maintenance response, mitigating equipment downtime. Our mobile app makes transacting business and asset management seamless.

4. ENSURE SAFETY + MITIGATE RISK

Amenity fitness center design efforts are focused on promoting facility safety - complying with ADA guidelines, providing proper traffic flow, understanding peak-hour workout populations, and specifying the appropriate cardio and strength equipment mix for your fitness center.

5. BUDGET ATTAINMENT

There's no difference in running a business or managing a condo property. To elevate property performance we must work together to implement and execute asset strategies that will optimize your operating budget.

THE HEARTLINE WAY!

ASSESSMENT

Heartline's process begins with the site assessment. This discovery phase establishes the baseline for the client's project expectations.

RECOMMENDED SOLUTION

Based on such key project elements as project vision, property class, facility size, current space condition, timeline and end-user demographics, Heartline and the client "co-create" an optimized solution.

APPROVAL

Heartline works diligently to align final solutions with the client's budget but also works creatively developing financing options that maximize investment returns.

PROJECT MANAGEMENT

Upon project approval, client on-boarding moves into high gear establishing the client's account, project schedule and milestones, and installing Heartline's HL Beat Mobile APP for account and asset tracking.

RELATIONSHIP

In Heartline's view, the relationship never ends, and in fact begins in earnest once the project completes as our service division takes the baton and begins caring for your facility on a long-term basis.

