

Acquisition of Idaho Fitness Factory

“Idaho Fitness Factory was born in the Treasure Valley, and we found a successor who understands the importance of that legacy. We couldn’t have imagined a better outcome for the business and our team.”

— CORY COLTRIN, CO-FOUNDER

Deal Snapshot

- Locations: 8
- Employees: 28
- LOI to Close: 4 months
- Year Founded: 2011
- Recurring Customers: 18,000
- Deal Amount: \$7,500,000

About Idaho Fitness Factory

Idaho Fitness Factory was founded in 2011 by Cory Coltrin, Cade Coltrin, Chris Coltrin and Tyler Hess. They successfully scaled the business into the premier local gym in the Treasure Valley with a focus on cleanliness and customer service. The gyms offer no-contract, straightforward pricing with a la carte additions like tanning, group fitness and multi-club access to fit the needs of their members.

The Partnership

Idaho Fitness Factory is a people-focused business with an emphasis on clean facilities, no-hassle membership, and high-quality customer experience. After achieving a decade of success, the founders were looking for a partnership with strong core value alignment. The founders established a strong leadership team and high growth potential which made the Idaho Fitness Factory partnership a perfect fit for the Alturas Business Fund.

- Committed and experienced leadership
- Positive impact on the community
- Exponential growth potential
- Dedicated and passionate staff

The Alturas Impact

Alturas Ventures’ focus is creating long-term value for its partners, starting with team members and portfolio company employees. People are the heart and soul of every business so Alturas Ventures is focused on creating and maintain environments where employees want to give their best and are aligned with the long-term success of the business.

New Employee Benefits:

- Paid holidays & Paid time off
- Added generous 401(k) match
- Added health, dental, and vision insurance
- Introduced leadership program

Operational Growth:

- Career growth opportunities for employees
- Elevated current leadership
- Exploring additional locations

Learn more about building a partnership with Alturas Ventures.

Contact us at partners@alturasventures.com.