

NASHVILLE

LIFESTYLES

GO INSIDE!

A \$6.5 Million
Gentleman's
Farmhouse

**FALL
WEEKEND
GETAWAYS**

Five Hot College Towns

25 MOST BEAUTIFUL PEOPLE

Including ABC Nashville's *Chris Carmack*

FAST FITNESS

TECH CRUNCH

A new training concept offers a highly personalized approach to working out—and it's time-efficient, too.

What if you could whip yourself into shape—and it took only 40 minutes per week? That's the premise of The Exercise Coach, a franchise that Rick Bundy and his father Chuck bought into when they opened its first Tennessee outpost in Brentwood this summer.

"This is not a gym membership, it's a personal training concept," Rick explains. "The idea is that we can get the results that clients want and need in two 20-minute workouts per week. A lot of that is because of the innovation of the equipment, and it's because of the coach-guided sessions that really create an efficient workout."

Thanks to the company's exclusive line of Exerbotics equipment, resistance is digitally driven, which enables the coach to measure the client's metabolic and muscular makeup during the first two sessions.

"That gives us the ability to prescribe a dosage of exercise that's for them, as opposed to whomever was on the machine before them," Rick says. "The concept was created by Brian Cygan, and he saw a largely unmet need within the majority of the population—they were unlikely exercisers rather than folks who were going to go to the gym three, four, five days a week. This concept addresses common barriers for the unlikely exerciser that get in the way of that sustainable regimen."

Those barriers, Rick adds, can include being too busy to get to the gym, dealing with an injury, being afraid of using the equipment incorrectly, or simply not liking exercise, period. There's no obligation or month-to-month requirement for using The Exercise Coach; rather, a client sets up an appointment with a coach to come use the equipment. The results are based on the ability to improve the quality of the muscle, not how long one exercises.

"The best way to comprehensively metabolize is to safely and effectively tear down the muscle and, even more importantly, allow it time to recover," Rick says. "Really going in day after day and continuing to tear down the same muscles can be prohibitive; if you allow your muscles to rest, that's where the bulk of metabolizing actually

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Trainers Marjorie Turner and Graham Sesler



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Through the bio-adaptive technology, clients can watch the digital screen on each piece of computerized equipment track their progress, including where they were the last time they worked out and where they should be in the current session. The equipment—running the gamut of arm, legs, and cardio machines—measures muscular makeup, and the data-driven assessment offers recommendations reinforced by real-time digital feedback.

"The screens provide instant feedback, which yields greater focus and greater results," Rick says.

The ability to set the range of motion means the company caters to all ages—clients range from 12 to 75—and they offer four free sessions to new clients to help familiarize them with the equipment. After that, each coach-guided session costs \$31 (with a partner) or \$38 (one-on-one). Look for additional locations to open in Nashville in the coming year. (7031 Executive Center Dr., Ste. 109, Brentwood; 615-326-4449; exercisecoach-brentwood.com) —Kristin Luna