

Excellence in Interior Design

Sleek, Stylish, Sexy, Sophisticated the embodiment of creativity.

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10/10 concept

A Budget Conscience Solution

# Fitness

RFCY is a full service national as well as international architectural and interior design build firm dedicated to the fitness and wellness industry. RFCY would like to thank you for taking interest in our services, more specifically the 10/10 Concept.

In this brochure we will further explain the 10/10 Concept to you, examining the process, price schedule, as well as evaluating the most basic and frequent questions regarding the 10/10 Concept.

All of us here at RFCY hope this brochure answers any questions you may have while making this concept the most suitable for your space.



Raymond F. Connelly, A.M.S.R.A.  
Principal



# What & Why?



The 10/10 Concept is an interior design solution which will aesthetically transform your existing space. RFCY will choose ten specific target areas to redesign and convert the existing areas into a perfect balance of functionality and aesthetic beauty. RFCY understands that budget plays a major component in the redesign process. Rest assured, the 10/10 Concept is a budget conscientious service.

RFCY understands that in the fitness industry, owners are constantly finding their facility in need of being updated. With the 10/10 Concept, RFCY can give any facility the updated look it needs while still being affordable. Also, with the 10/10 Concept, any facility can receive a high end design appearance without the expensive price tag. When using the 10/10

Concept, not only are clients getting an affordable, high-end design look, but they are also receiving their solutions within a ten day turnaround. In this field of work, our expertise in completing various types of projects, along with our distinctive creative designs is what sets us apart from the competition.



- Tier Levels: RFCY offers three simple and creative packages of the 10/10 Concept. Here is a more in-depth look at each tier.



# TIER ONE

Tier 1 is the most basic package, as RFCY will focus on specific areas to redesign. For example; the front entry and reception areas are the key focal point in your facility and would be a good starting point for your renovation. What impression do you want to leave on your future patrons?

Example:

Areas Focused In Tier 1:

Entry Area

- Floor Finishes
- Wall Finishes
- Ceiling Finishes
- Lighting
- Accessories

Reception Area

- Desk Finishes
- Wall Finishes
- Lighting
- Accessories



# TIER TWO

Tier 2 includes our basic package (Tier 1) plus additional services. Some of these services may include the renovation of existing locker rooms.

Example:

Areas Focused In Tier 2:

Entry Way Design Concepts

- Floor Finishes
- Wall Finishes
- Ceiling
- Lighting
- Accessories

Front Reception Area

- Desk Finishes
- Wall Finishes
- Lighting
- Accessories
- Desk Ergonomics

Locker Room

- Tile
- Flooring
- Fixtures
- Ceiling





# TIER THREE

Tier 3 is the premier option in the 10/10 Concept. The focus of Tier 3 is to redesign multiple areas. For example, this services may include: the group fitness room, group cycling room, free weight area, and the sales area.

Example:

Areas Focused In Tier 3:

Entry Way Design Concepts

- Floor Finishes
- Wall Finishes
- Ceiling
- Lighting
- Accessories

Front Reception Area

- Desk Finishes
- Wall Finishes
- Lighting
- Accessories
- Desk Ergonomics

Locker Room

- Tile
- Flooring
- Fixtures
- Ceiling

Group Fitness Room

- Floor Finishes
- Wall Finishes
- Ceiling
- Lighting
- Accessories

Group Cycling Room

- Floor Finishes
- Wall Finishes
- Ceiling
- Lighting
- Accessories

Free Weight Area

- Floor Finishes
- Wall Finishes
- Ceiling
- Lighting
- Accessories

Sales Area



# TIER 1

Tier 1 is the most basic package, as RFCY will focus on specific areas to redesign. For example; the front entry and reception areas are the key focal point in your facility and could be a great starting point for your renovation. What impression do you want to leave on your future patrons?

Example:

Areas Focused In Tier 1:

Entry Area

- Floor Finishes
- Wall Finishes
- Ceiling Finishes
- Lighting
- Accessories

Reception Area

- Desk Finishes
- Wall Finishes
- Lighting
- Accessories

# TIER 2

Tier 2 includes our basic package (Tier 1) plus additional services. Some of these services may include the renovation of existing locker rooms.

Example:

Areas Focused In Tier 2:

Entry Way Design Concepts

- Floor Finishes
- Wall Finishes
- Ceiling
- Lighting
- Accessories

Front Reception Area

- Desk Finishes
- Wall Finishes
- Lighting
- Accessories
- Desk Ergonomics

Locker Room

- Tile
- Flooring
- Fixtures
- Ceiling

# TIER 3

Tier 3 is the premier option in the 10/10 Concept. The focus of Tier 3 is to redesign multiple areas. For example, this services may include: the group fitness room, group cycling room, free weight area, and the sales area.

Example:

Areas Focused In Tier 3:

Entry Way Design Concepts

- Floor Finishes
- Wall Finishes
- Ceiling
- Lighting
- Accessories

Front Reception Area

- Desk Finishes
- Wall Finishes
- Lighting
- Accessories
- Desk Ergonomics

Locker Room

- Tile
- Flooring
- Fixtures
- Ceiling

Group Fitness Room

- Floor Finishes
- Wall Finishes
- Ceiling
- Lighting
- Accessories

Group Cycling Room

- Floor Finishes
- Wall Finishes
- Ceiling
- Lighting
- Accessories

Free Weight Area

- Floor Finishes
- Wall Finishes
- Ceiling
- Lighting
- Accessories

Sales Area

# GETTING STARTED

10/10 Process:

- Phone Consultation
- Selection of Tier Level
- Issuance of Purchase Order
  - Client Approval
  - Deposit
- Schedule of Services
- On Site Survey
- Visual Presentaion to Client



# SCHEDULE

## Day 1

RFCY will conduct an on-site meeting with the client to review the notes from the prior conference call. At this time, RFCY will also review the site conditions by taking pictures, measurements, assessment of the structures, and the overall surrounding environment.

Key Components to be reviewed by RFCY:

1. Budget
2. Client's overall objectives
3. Client's thoughts and design suggestions
4. RFCY's thoughts and design suggestions
5. On-Site Survey

## Day 2

RFCY will commence the drafting of existing condition while collaborating and creating a design program. The design program will contain notes taken from our meeting.

Key Components to be reviewed by RFCY:

1. Start drafting of the existing conditions
2. Development of design program
3. Preparation of meeting notes.

## Day 3

RFCY will review and revise the design program and e-mail changes to the client for review. RFCY will then prepare a conference call with the client to discuss the parameters of the design program and other pertinent documents. Afterwards, RFCY will then continue drafting the prepared design solutions.

Key Components to be reviewed by RFCY:

1. Review and revise documents
2. E-mail the client all formatted materials
3. Prepare for a conference call with the client to discuss all parameters including the design program and minutes of meeting
4. Continuation of drafting, of the existing condition

## Day 4-Day 7

From Day 4 to Day 7 RFCY will initiate the design process based upon the notes from the prior conference calls and meetings, along with the services that the client has requested.

Key Component to be reviewed by RFCY:

1. RFCY will develop designs based upon the prior discussion with client.

## Day 8

RFCY will present the client with a draft of the design, while holding a conference call to review the parameters of the submitted drawings and sketches with the clients. Afterwards, RFCY will review all the comments given by the client.

Key Components to be reviewed by RFCY:

1. Designs are then submitted to the client, along with a conference call to review the parameters of submitted drawings and sketches.
2. RFCY will then review the comments given by the client.

## Day 9

Drawings and sketches will be completed by RFCY

## Day 10

RFCY will submit the final designs to the client.

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