

MITCH McGINLEY

Speaker · Author · Business Exits & Main Street M&A

Forged in real deals. Refined on real stages.

mitchmcginleyspeaks.com · mitch@boutiquefitnessbroker.com



70+

Deals Closed

\$30M+

Transaction Volume

80%

Close Rate (4x avg)

4.7/5

Mindbody U Rating

In 2012, Mitch and his wife Karson bought a yoga studio in San Diego, grew it into a thriving community business, and sold it for five times what they paid. That experience became the foundation for Boutique Fitness Broker — the only M&A advisory focused entirely on boutique fitness, health, wellness, and service businesses. Since 2020, Mitch has brokered 70+ business sales totaling \$30M with an 80% close rate — four times the industry average. The patterns he's seen across those deals apply far beyond fitness. He speaks about the decisions that separate a life-changing exit from a disappointing one.

SPEAKING TOPICS

- **What Buyers Look For — And How to Be Ready Whether You Sell in Two Years or Ten**

Every owner will exit eventually. The things buyers pay more for are the same things that make your business better right now: clean financials, a real team, and systems that transfer.

- **From Buyer to Seller to Broker: What 70 Deals Taught Me About Main Street M&A**

The stories are real, the lessons are specific, and people see themselves in it. No slides, no theory — just the stuff that actually happens when someone tries to buy or sell a business.

- **The Emotional, Financial, and Legal Journey from Listing to Close and Beyond**

Confidentiality, competing offers, due diligence, SBA financing, and the emotional weight of letting go of something you built. The owners who come out ahead are never the ones who tried to do it alone.

SELECTED EVENTS

Health & Fitness Association (HFA)

2025 — Las Vegas

IHRSA

2023 Presenter, 2024 Panel Moderator

Mindbody University

Founding Faculty, 2019–2023

barre3 Summit

2023

BFS CEO Summit at IDEA World

2023 — New York

Results University

2022 — Newhall, CA

ClubReady + NetGym Webinar

2026

OfferingTree Webinar

2025

30+ Podcast Appearances

Including top 0.5–1% ranked shows

WHAT ORGANIZERS SAY

"Mitch was an incredible addition to our programming at the Health & Fitness Association. He brought real-world experience, clear takeaways, and genuine enthusiasm that kept the room engaged from start to finish."

Katie Philipp

Director of Education, Health & Fitness Association

4.7 / 5 Stars

Mindbody University Attendee Ratings

AUTHOR

The Number Nobody Talks About

How to Prepare, Price and Sell Your Boutique Fitness Studio

Coming 2026



Book Mitch to Speak

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