

# Mitch McGinley

Business Broker & Exit Planning Advisor | Speaker | Author



70+

Transactions

\$30M

Closed

30+

Podcasts

6 yrs

In market

## AVAILABLE FOR

- Podcast guest appearances
- Keynotes & conference panels
- Studio owner workshops
- Industry association events

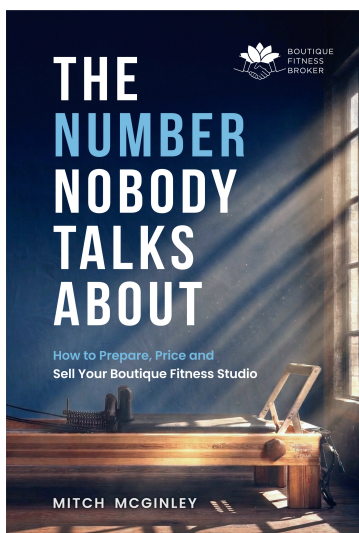
## CONTACT

- [mitchmcginleyspeaks.com](http://mitchmcginleyspeaks.com)
- [boutiquefitnessbroker.com](http://boutiquefitnessbroker.com)
- [mitch@boutiquefitnessbroker.com](mailto:mitch@boutiquefitnessbroker.com)

## BFB SOCIAL SCAN TO BOOK



MITCH SOCIAL



## BIO

Mitch McGinley is a business broker and exit planning advisor — the only one exclusively focused on yoga, Pilates, and boutique fitness studios. He bought his own yoga studio with his wife, sold it in 2019, and built Boutique Fitness Broker from there. Since 2019 he's closed 70+ transactions totaling \$30M, helping studio owners prepare, price, and exit on their terms. His book, *The Number Nobody Talks About*, is out this summer.

## WHAT LISTENERS WALK AWAY WITH

### Why exit planning is an operating strategy, not an exit event

The owners who sell well start years before they're ready. Mitch shows what to build now so when your moment arrives, you're operating from strength — not scrambling.

### What your studio is actually worth — and why most owners undersell

Valuation in boutique fitness gets misunderstood every day. Mitch shows how buyers really think and how to position your studio to get paid what you've earned.

### The conversation nobody in this industry is having

Every owner exits eventually. The question is whether you exit on your terms — paid fairly, legacy intact, community thriving under new energy.

## CONFERENCE STAGE

- Health & Fitness Association — London [Sept 24–26, 2026](#)
- Pilates Journal Conference — Miami [Sept 11–13, 2026](#)
- ZaxFit — Beacon, NY [Sept 8–10, 2026](#)
- Reformer Pilates Conference — London [June 3, 2026](#)
- Health & Fitness Association — Las Vegas [Mar 2025](#)
- IHRSA — Los Angeles [Mar 2024](#)
- BFS CEO Summit — NYC [Oct 2023](#)
- barre3 Summit — Portland [Sept 2023](#)
- IHRSA — San Diego [Mar 2023](#)
- Results University — Newhall, CA [Mar 2022](#)
- Mindbody University — Presenter & Faculty [2019–2023](#)

## WEBINARS & PARTNER CONTENT

- ClubReady + NetGym [Jan 2026](#)
- Offering Tree [Dec 2025](#)
- Walla [June 2025](#)
- FitGrid [Oct 2025](#)
- Momence [2025](#)
- Wellness Living [2024](#)
- Boutique Fitness Solutions (BFS) [Oct 2023](#)
- Mindbody [2019–2023](#)

## PODCASTS

The Business of Boutique Fitness · The Pilates Business Podcast · Yoga Biz Champ · Boutique Fitness Marketing · Well, Well, Well (Walla) · Health Coach Nation · Health Coach Academy · Female emPOWERED · The Mike Litton Experience · Financial Freedom Podcast · Capital Gains Tax Solutions · The Root of All Success · Grow A Small Business · 21st Century Entrepreneurship · Chasing the Insights · Finding Genius Podcast · Millionaires Unveiled · Success Profiles Radio · Franchise IQ · SharkPreneur

## PRESENTATION TOPICS

### What is your studio actually worth?

Most owners have no idea. How studios are valued, what buyers pay for, and what kills a deal.

### How to build a studio someone wants to buy

Exit planning is an operating strategy, not an exit event. What to track, fix, and systematize now.

### The emotional side of selling your business

Identity, community, and what happens when the thing you built is no longer yours.

### Buying a yoga or Pilates studio

For aspiring owners and investors — what the process looks like and how to avoid the pitfalls.

### 70+ deals and what they taught me

What separates the studios that sell from the ones that don't.