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## **Conquest Capital Partners funds 24,000 s/f Fit Factory in Braintree; To be designed by Wong of Gadles Development**

November 28, 2014 - Retail

Matthew Genes and partner, Ryan Gadles, founder of Conquest Capital Partners, have secured a deal with Jiffy Lube Genius, Local business Magnate and landlord Richard Valentine, to lease 24,000 s/f at his 288 Wood Rd. building which is the former home of Golds' Gym Braintree and current F1 Racing track.

The 24,000 s/f building will become a luxury low cost health club named Fit Factory. Fit Factory was founded and concepted at Conquest's Quincy Headquarters targeting the 288 Wood Rd. address and Valentine for nearly 12 months. The club will also feature a 6,000 s/f Crossfit box named CrossFit Factory - Wood Road. The box will pride itself on a staff up with the most qualified Crossfit instructor in the South Shore, Taylor Poulin.

Conquest will capitalize \$1 million in improvements to the structure and fitness amenities. The new health club will be designed by Tracey Wong, lead designer for home builder, Gadles Development.

"The fitness and health club industry have clearly moved to a low cost model. That is what is succeeding in our day in time. We do not feel that club goers should suffer in terms of quality and cleanliness simply because of the low-cost model taking over the area. Our goal is to provide a high quality, luxury fitness experience at an affordable price that the market deserves," said Gadles.

The club will be offering rates as low as \$10/month with no money down and no contract. The club expects to be fully operational by January 1st.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540