

New fitness concept Row House opening in Orlando



California-based Row House will open its first two Orlando-area fitness centers in Winter Park and Oviedo. (Handout)

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APRIL 25, 2019, 7:36 PM

A new fitness concept is coming soon to the Orlando area. Two **Row House** locations are scheduled to open later this year offering group rowing classes.

“We row together as a team and the more you use your legs, the more intensive the workout is for you,” said Sheri Andersen, area developer for Row House. “Rowing engages 85 percent of the muscles in your body.”

One studio, scheduled to open in mid-August, will be on Aloma Avenue in Winter Park in Winter Park Corners. The Oviedo location will be in Oviedo City Center on Mitchell Hammock Road and is scheduled to open a month later. Eventually, plans are to have 10 locations.

“We really wanted to make an impact in the Central Florida community,” Andersen said. “The goal is to have four open the first year, four the next, and then the other two.”

The hangup is finding space. “It’s difficult to find the proper and available real estate in the proper locations,” Andersen explained. The studios need a minimum of 30 feet of frontage and 2,100 square feet of space. “I really like shopping centers where people have to go every day,” she said, adding her ideal location has an anchor like a grocery store, discount store, or pharmacy.

The company has engaged **JLL**'s Colette Santana to assist in site selection.

Once the studios open, they will offer a variety of low-impact group classes throughout the day and anyone can participate. “We really focus on welcoming anyone coming into our studios,” Andersen told **GrowthSpotter**. “We want everyone to feel welcomed, needed, and included.” During the classes, everyone rows as a group at the same pace, but at a different resistance level.

Overall progress as a team is the goal, but each rower will receive an individualized email with statistics after each class. “I think that is what is going to make us stand out is our inclusiveness and our team spirit,” Andersen said.

Class fees for drop-ins will be \$25 per class and packages and unlimited passes will be available. Andersen is hiring staff for the Winter Park location.

Irvine, California based **Xponential** Fitness owns the Row House concept along with Stride, AKT, YogaSix, Pure Barre, StretchLab, CycleBar, and Club Pilates. Anderson said she flew out to the company’s discovery day with the intention of having one club, and instead became the exclusive area developer. Row House sold its 200th franchise agreement in March.

“I just really hope to be able to offer an environment people will want to come to,” Andersen said. “The hardest and heaviest door to open at any gym is the front door.”

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