

Our Why: Strength, Community, Longevity

For us, opening a Lagree studio is about much more than fitness. It is about **health, longevity, community, and creating a place where people can show up for themselves—at any age.**

We both believe that staying active is one of the most important investments we can make in our future. Our individual journeys with fitness have been different, but they have brought us to the same place: **we want to keep moving, stay strong, live healthy lives, and help others do the same.**

Fran has been active since she was a little girl. Her grandmother made morning calisthenics part of their daily routine and became an important example of what lifelong movement could look like. Even at 87, her grandmother was still carrying her own groceries up the stairs to her apartment. That example stayed with Fran and reinforced the belief that age should never determine what our bodies are capable of doing.

Family experiences have also shaped Fran's commitment to health. Losing her mother and sister has made her even more determined to make different choices and prioritize movement and wellness. She wants to lead by example—not only for herself, but for her grown children and the generations that follow.

Roni has been active since the early 2000s and shares that same commitment to lifelong health. His motivation comes from wanting to build a healthier future for himself while also creating a sustainable business and expanding his community. Family experiences with obesity, smoking, diabetes, and rheumatoid arthritis have made the importance of health and mobility very real to him.

Together, we believe there is a better way to approach fitness.

Neither of us was looking for another traditional gym environment filled with loud music, sweaty smells, and an atmosphere that can sometimes feel intimidating or impersonal. We wanted something different—a **welcoming, positive environment where people feel comfortable, connected, challenged, and supported.**

That is what we see in the Lagree Method.

Lagree gives us the ability to combine **low-impact, high-intensity movement with strength building, muscular endurance, stability, and mobility.** It challenges the body without putting unnecessary impact on the joints and can be adapted to different ages and fitness levels.

But our vision goes beyond the workout.

We want to create a community where people **show up for themselves and for each other.** A place where someone who has never considered themselves “a fitness person” can walk through the door and feel welcome. A place where someone in their 20s can build healthy habits for life, while someone in their 60s, 70s, or beyond can continue building strength, mobility, and confidence.

We believe that if we develop good habits early—and continue those habits throughout our lives—we give ourselves the best opportunity to remain independent, active, and engaged in the things we love.

Our vision for the next ten years is simple: **we want to still be moving.**

We want to be strong, flexible, mobile, and able-bodied. We want to travel, work, play, enjoy our families, carry our own groceries, get up and down off the floor, and live life without allowing age to dictate what we can do.

And we want our members to be doing the same.

Fran & Roni are opening this Lagree studio because we believe movement is not just about how we look today—it is about how we want to live tomorrow.

We want to build a business, but more importantly, we want to build a **community of people committed to showing up, staying moving, getting stronger, and living their best lives for as long as possible.**

This is our why.