

The Walking Center of Beverly Hills

We're Shaping the Future Now!

What do actors Sylvester Stallone, Ann Margret and Ed O'Neill have in common? They all share the same interest in taking care of their physical selves so they can look and feel their best in all that they do. All three also own a unique piece of fitness training equipment called the MAX-4, four minute exercise machine. Sold exclusively in Los Angeles at The Walking Center of Beverly Hills, the "Max-4" (formerly known as the "ROM" range of movement machine), combines modern technology with scientific data on exercise physiology producing maximum fitness results in the course of a few, regular, 4-minute workouts.

Ron Fleishman, Vice President of Sales at The Walking Center, says the "Max-4" is their premiere piece of equipment, for those who have a serious interest in investing in their health. Calling it a "breakthrough in physiology," he states, "The Max-4 works the muscles in ways they've never worked before. In just four minutes, a person gets complete cardiovascular flexibility and a complete muscle workout." With two, separate workouts available (for both the lower and upper torso), persons of all ages and weights can use the "Max-4" without fear of pain or soreness following the short but high-intensity exercise. In fact, most people feel instant exhilaration resulting from the increased blood flow generated by the workout.

However, rather than advocating sales of the "Max-4," Ron and James O'Conner, head of exercise physiology at The Walking Center, spend most of their time helping their everyday clients choose fitness equipment which best suits their exercise needs. The South Beverly Drive showroom displays a select inventory of high quality, well-designed treadmills, carefully chosen for durability and ease of usage. Says Ron, "We focus on treadmill walking as a mode to achieve aerobic fitness. We have the best treadmills available and The Walking Center has personally tested and certified all of our equipment, so we know it's the best."

Another distinguishing feature of The Walking Center is that clients are primarily seen by appointment rather than on a walk-in basis. By setting appointments, each customer is guaranteed the benefit of personal, one to one service, privacy, and old fashioned customer service that is seldom available in other stores. As a result, some of Hollywood's biggest and brightest stars shop here for fitness equipment.

While The Walking Center is mainly a retail store, it is also a place where people can go to research and learn more about any piece of equipment they stock. Both Ron and James are degreed exercise physiologists, who can assess their clients' needs and direct them to the equipment that will help them attain the best results. Ron explains, "In many retail fitness equipment stores, the sales people are just that: they are not necessarily educated in fitness

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or in exercise physiology. We are trained in fitness and our primary goal is in providing service. Our customers receive personal, attentive service and helpful information so that they can select equipment that is comfortable for them to use and which won't end up serving as a clothes rack on their floor."

And the service doesn't stop after the sale has been made: The Walking Center delivers, sets-up, and provides personal instruction on proper usage of each new piece of equipment purchased. All equipment comes on a thirty day trial basis. If the equipment ever needs servicing, rather than shipping it back to the manufacturer, customers can call The Walking Center and know they will receive prompt service.

Overall, The Walking Center stands for service. Says Ron, "When you buy a piece of equipment from us, you are buying more than the machine; you're buying results! We sell only the best quality equipment because we want our customers to be able to use it for a long time, as opposed to selling cheaply-made equipment that may break down. Our clients know that the equipment they buy is an investment; it will last and prove a great value over time." He adds, "In the process, The Walking Center is able to affect people's lives in a positive way, helping them become and remain fit for the rest of their lives."

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