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Rumble Boxing President Buys Stride Fitness, Plus More Bold Deals

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Xponential announced its divestiture of treadmill-based gym brand Stride Fitness February 15.

Xponential Fitness is back to 10 brands after it sold Stride Fitness to an entity owned by Shaun Grove, the president of another Xponential concept, Rumble Boxing.

Grove's Stride Fitness Franchising is the new owner of Stride, a treadmill-based interval training concept. Xponential, which owns boutique fitness brands such as Club Pilates, Pure Barre and CycleBar, bought Stride in 2019 when it had one location; Stride's website list just 19 studios today. Grove, who Xponential

CEO Anthony Geisler brought in as brand president of Club Pilates in 2015, had been leading Rumble Boxing since 2021. He agreed to remain in his role until Xponential finds a successor. Xponential, meanwhile, is facing a series of class action lawsuits that allege it defrauded investors.

Rentokil Terminix acquired Terminix Puerto Rico to expand its Caribbean presence. Established in 2004, Terminix Puerto Rico provides pest control services throughout Puerto Rico, with a focus on metro areas Carolina, Trujillo Alto, Guaynabo, Cataño and Bayamon. Headquartered in Carolina, Puerto Rico, the company mainly offers commercial services. Mark Kitchenman is the owner and operator. Paul Giannamore and Franco Villanueva-Meyer of The Potomac Company acted as financial advisers to Terminix in the transaction.

BizCom Associates acquired franchise marketing and lead-generation firm Brand J, formerly known as Brand Journalists. Terms of the deal were not disclosed. Texas-based BizCom was co-founded by CEO Scott White and COO Monica Fied in 1999. Brand J, which was founded in 2008, will operate as a separate division under the BizCom umbrella that includes BizComPR, Digital BizCom and BizCom Design. There are no Brand J staff changes as a result of the transaction.

Chicago-based integrated marketing and advertising firm **Mainland** acquired Seed PR & Communications. The two firms primarily serve franchisor and franchisee clients. Mainland uses a storytelling approach for its public relations and content marketing services, publishing 1851 Franchising and also producing Estatenvy, which covers real estate, Room 1903, which covers upscale travel and hospitality, and StacheCow, which covers personal wealth and finance. Mainland CEO Nick Powills launched 1851 Franchising in 2012 as a platform to share news about franchise business model. Chad Cohen is CEO of Seed PR & Communications, which provides media relations, branding, graphic design and website and franchising development services.

FranConnect, a franchise management and multi-location management software provider, acquired RizePoint, a provider of QMS management systems and serving global restaurant, retail and hospitality brands. |

Terms of the transaction were not disclosed. This is FranConnect's third acquisition over a four-year period. Global restaurant brands that use RizePoint include Ecolab, Wendy's, GoTo Foods (formerly Focus Brands), Dine Brands, L Brands and Sodexo. More than two million audits are conducted annually using RizePoint, with over 1 million users across 120 countries and translated in over 39 languages. Backed by Baltimore-based Access Holdings, RizePoint is based in Salt Lake City with employees across North America and the United Kingdom. Vancouver, Canada-based Canaccord Genuity acted as financial adviser to RizePoint on the transaction.

9Round Kickboxing Fitness acquired iLoveKickboxing and its 56 franchise locations in the United States and Canada. The acquisition allows 9Round, which provides individual workouts with 24/7 access, to preserve the identity and branding of iLoveKickboxing, which offers scheduled group classes. Founded in 2008 by professional kickboxer Shannon Hudson and his wife Heather, 9Round has nearly 500 9Round locations open in 41 states and 17 other countries.

Impact Home Services acquired the operations of Precision Garage Door franchisee Panther Overhead Door in Georgia. Terms of the deal were not disclosed. Shirin Kanji formed Impact in 2021 and partnered with Eagle Merchant Partners, an Atlanta-based private equity firm, in 2023. Impact operates Neighborly brands Mr. Rooter Plumbing, Mr. Electric and Precision Door Service franchises in the Atlanta metro and broader Georgia. With more than 100 locations nationwide, Precision Garage Door Service was acquired by Neighborly in 2020. Boxwood Partners acted as the sell-side adviser to Panther for the acquisition, which marked Boxwood's fifth residential services franchisee transaction and fourth within the Neighborly system over the last year.

Blackstone Growth and affiliated funds invested in 7 Brew Coffee to accelerate the brand's expansion in the United States. Terms of the transaction were not disclosed, although Jimmy John Liautaud, founder of Jimmy John's Sandwiches, was identified as a selling shareholder in the transaction. Since 7 Brew began operating its first unit in Rogers, Arkansas, in 2017, the drive-thru coffee concept has grown to more than 190 locations in the U.S.