

# Looking for a transfer?

**BUFF STUFF**  
WORDS: GRANT STOCKWELL

COLD mornings and early sunsets make winter an ideal season for improving your sleep pattern.

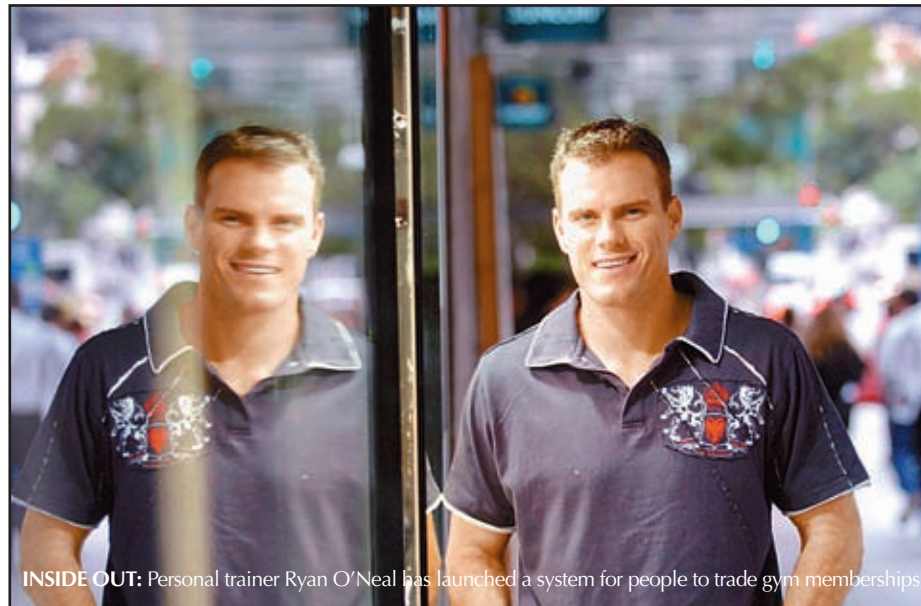
But those telltale seasonal signs also make maintaining a fitness regime a much more arduous task – a fact not lost on Ryan O’Neal.

The intuitive fitness fanatic last month identified a niche market in the flourishing fitness industry and promptly launched an online, national gym-membership trading site.

Transferymembership.com is a one-stop site where slackers can rid themselves of unwanted memberships and stalwarts can make the most of those opportunities.

“Many people buy into a health club contract and for a variety of reasons, they’re unable to fulfill the length of the contract with the health club facility,” O’Neal said.

Transferymembership.com provides consumers the opportunity to subscribe to a gym in a more flexible manner than is currently available.”



INSIDE OUT: Personal trainer Ryan O’Neal has launched a system for people to trade gym memberships.

But O’Neal’s venture isn’t only aimed at aspiring gym junkies.

“The can be effectively used by health clubs as a selling tool, as it enables them to more easily sell yearly memberships to patrons who are concerned about being locked

into an annual contract,” he said.

“At present many people shy away from month to month memberships because of the hefty membership fees involved with subscribing in this manner.”

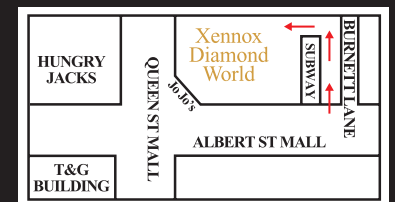
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