

Twelve Twelve to offer boutique fitness service, equipment

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Results Fitness, DaneFit to have presence in Gulch luxury condo tower

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The developers of Twelve Twelve, the luxury condominium high-rise under-construction in The Gulch, have secured Results Fitness and DaneFit to program and equip the 23-story tower's 3,800-square-foot wellness center space.

The addition of the two entities, the lease terms for which are not being disclosed, follow Twelve Twelve co-developers Ray Hensler (Hensler Development Group) and Fort Lauderdale, Fla.-based Stiles Corp. recently reaching \$50 million in value of reserved units from 70 prospective buyers.

Started by Nashville fitness veterans Leann Fray and Josh Rogers (both of whom are picture here), Results Fitness is a boutique-style personal training and group fitness company with a center located on Music Row. Results has been voted "Best Local Gym" in the *Nashville Scene's* "Best of Nashville" awards issue.

Relatedly, Dane Burks established fitness equipment sales and service company DaneFit in 2003. Burks is a former wellness director with YMCA of Middle Tennessee.

"They really put a lot of thought into it. Sydney McCann, who is teaming with Parks in The Gulch brokers Zach Goodyear and Brian Stoltzfus to market and sell Twelve Twelve units, said as to why Results Fitness and DanFit were chosen. "They know how to incorporate and engage the building amenities into the programming, and our developer team was impressed with the equipment they have chosen for the center. I believe what they've designed is where fitness is going."

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