


# Elite Home Fitness Makes Bold NYC Debut with Love-Driven In-Home Training Revolution


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 /EINPresswire.com/ -- Elite Home Fitness, widely regarded as the leading in-home personal training company in New England, is officially announcing its expansion into New York City — and it's not just another move. This is a mission to revolutionize how New Yorkers experience fitness, one home at a time.

Elite Home Fitness has spent the last few years building something special: a premium, people-first approach to fitness that places convenience, customization, and real human connection at the forefront. As it plants its flag in one of the most iconic cities in the world, Elite isn't just opening a new market — it's making a statement. The traditional gym model is no longer the only way to train, and for many people, it's not even the best way.


Luis Mendonça, the passionate founder and CEO behind Elite Home Fitness, sees this expansion as a natural next step in the company's journey. "New York is the perfect market for us," says Mendonça. "It's full of driven, busy people who want results — but who also crave convenience, privacy, and a higher level of personal attention. That's exactly



"Our Personal Trainers  
**TRAVEL TO YOU**"



### COMPARISON CHART

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|--|---|--|
|  <p><b>WORK OUT WHENEVER YOU WANT, RIGHT AT HOME</b></p> <p><b>TAILORED WORKOUTS AND NUTRITION PLANS</b></p> <p><b>NO NEED TO SHARE YOUR WORKOUT SPACE</b></p> <p><b>NO MEMBERSHIP FEES / JUST PERSONAL TRAINING</b></p> | <p><b>VS</b></p> <p><b>CONVENIENCE</b></p> <p><b>CUSTOMIZE</b></p> <p><b>PRIVACY</b></p> <p><b>COST-EFFECTIVENESS</b></p> | <p><b>TRADITIONAL GYMS</b></p> <p><b>DEAL WITH TRAFFIC, CROWDS, AND LIMITED HOURS</b></p> <p><b>GENERIC FITNESS CLASSES AND EQUIPMENT</b></p> <p><b>CAN BE DISTRACTING OR UNCOMFORTABLE</b></p> <p><b>HIGH MONTHLY MEMBERSHIP FEES PLUS PERSONAL TRAINING COST</b></p> |
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what we deliver. We're the future of fitness, and we're bringing that future to New York."

### A Brand Built on Heart, Not Just Hustle

While the company's model — pairing clients with elite personal trainers for private sessions in their homes — is already a huge draw, it's the culture that truly sets Elite Home Fitness apart.



"We're a brand that loves people,"

Mendonça emphasizes. "From our staff to our trainers to every single client, we're built on relationships, support, and connection. You'll feel that love from the very first moment you speak with someone from our team. We're not just helping people work out — we're helping them believe in themselves."

This mindset is woven into every interaction. Trainers at Elite Home Fitness are more than certified experts — they're motivators, supporters, and partners in every client's journey. The company is known for handpicking and developing a team of passionate professionals who embody the core values of empathy, positivity, and dedication to client success.

### Why New York? Why Now?

Elite's decision to expand to New York is both strategic and deeply aligned with its mission. In a city where time is precious and convenience is king, in-home training isn't just a luxury — it's a necessity.

"Gyms aren't designed with everyone's best interest in mind," says Mendonça. "The truth is, for many people, the gym can feel intimidating, inconvenient, or just not conducive to their lifestyle. We're eliminating those barriers and replacing them with a personal, empowering experience. You don't need to go to the gym to transform your body and mind. You can do it right in your living room, with someone who believes in you."

The post-pandemic world has changed how people view fitness. Remote work, hybrid schedules, and a deeper focus on health and wellness have increased the demand for solutions that adapt to the client, not the other way around. Elite Home Fitness is perfectly positioned to meet that demand.

### What Elite Offers

Elite Home Fitness brings the full gym experience — and more — directly to clients' homes. Services include:

Personal Training: One-on-one sessions tailored to each client's goals, schedule, and fitness level.

Nutritional Coaching: Guidance to complement training and fuel long-term transformation.

Post-Rehab Fitness: Specialized programs to support recovery after injuries or surgeries.

Progress Tracking: Regular check-ins, assessments, and data-backed adjustments through Everfit.io.

The process begins with a free in-home consultation where Elite's team assesses each client's goals, space, and needs. From there, clients are matched with a top-tier trainer who crafts a fully customized program.

Whether someone is looking to lose weight, build muscle, improve mobility, or just feel better in their body, Elite delivers results — and builds lasting relationships in the process.

#### Trainers Who Care, Clients Who Thrive

Elite Home Fitness is proud of its team, not just for their expertise, but for their character. Trainers are selected not only for their certifications and credentials but for their passion, integrity, and ability to connect with clients on a human level.

"Our trainers are the heartbeat of this company," says Mendonça. "They love what they do, and it shows. They show up every day with energy, with heart, and with a deep sense of purpose. When you invite someone into your home to train you, you want to know they care. Our trainers care — and it makes all the difference."

Clients frequently describe their trainers as mentors, friends, and trusted partners in their health journey. The company's glowing reviews speak for themselves, with hundreds of success stories across Boston, Rhode Island, and New York.

#### The Bigger Vision

New York is just the beginning. Elite Home Fitness wants to become a national household name in fitness—one home, one client, and one life-changing transformation at a time.

"This isn't just a business for me," says Mendonça. "It's a calling. I've seen what fitness can do — not just for the body, but for the soul. I've seen people go from insecure and doubtful to confident and unstoppable. We're here to bring that kind of change to more people, in more cities, starting with New York."

Elite is not chasing trends. It's creating a movement — a shift toward wellness that feels personal, attainable, and rooted in love. With each expansion, the company is not only reaching

more clients but also building a community that uplifts, empowers, and inspires.

#### Join the Movement

Elite Home Fitness invites New Yorkers to experience a new standard of fitness — one that's built around them, not the other way around. Whether you're new to fitness or ready to break through a plateau, Elite is ready to meet you where you are — literally.

Courtney Erickson

Elite Home Fitness

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