

ASF PAYMENT SOLUTIONS — LOOKING BACK

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In 1973, Richard Reed developed a billing and loan program for martial arts schools across the U.S. that ultimately pioneered a new business segment in the fitness industry. Reed's early success with ASF (American Service Finance) was followed by the purchase of Marina Fitness Club in San Francisco where he tested and introduced the first EFT and credit card payment options and the first DOS based check-in system to track member attendance. Over the years ASF introduced the first Windows based management software, interactive referral programs, integrated business tracking and full-service payment management. Today, ASF continues their commitment to innovation and offers proven payment solutions, robust online software, mobile technology and unparalleled member and client support.

In 1973, Richard Reed developed a billing and loan program for martial arts schools across the U.S. that in turn pioneered a new industry in the health and fitness world. This early success at ASF led to the development of EFT and credit card payment options for club members. Reed purchased a health club in San Francisco in 1981 and that same year Robert Riches joined Marina Club as V.P., followed



by Sean Kirby and Tamara Valdez as club managers the following year. In 1982, ASF created the first DOS based check-in system on a stand-alone PC to track member attendance. By the nineties, along with experienced health club employees, Riches (President), Kirby (VP sales) and Valdez (VP Marketing), ASF added the first Windows Electronic Membership Tracking System and created the first internet member portal. Today, ASF has implemented numerous cloud based software features and benefits and continues to be a pioneer, innovator and leader in health and fitness club software industry.