

Mindbody Rate Changes

(Effective to purchase made via Mindbody App or website only)

As you know, we pride ourselves on being affordable and accessible in the Manhattan marketplace. Decisions on rates and policy are made with thoughtful deliberation.

To meet the costs associated with glitches and fraud activity on the Mindbody platform we are implementing the following rates for purchases made through Mindbody effective September 1st, 2024.

	In Persons Rates (Unchanged)	Rates if Purchased on Mindbody
Single Class:	\$19.00	\$20.00
5 Class Card:	\$90.00	\$94.50
10 Class Card:	\$160.00	\$168.00
20 Class Card:	\$300.00	\$315.00
One Month Membership:	\$195.00	\$204.75
6 Month Membership:	\$950.00	\$997.50
One Year Membership:	\$1,650.00	\$1,732.50
3 Class Promotion (Mindbody Only):	n/a	\$52.50

We have attempted, for months, to have Mindbody address these issues, including double charging our customer, but have not had any known substantive changes. Thus, we are taking this action to ensure our teachers are compensated and our business can continue to serve our community.

These are the reasons for the changes:

- **Mindbody Issues:** We have had a number of issues with Mindbody ranging issues with the app's functionality to duplicate payments put on unsuspecting customers. These issues cost both our business and customers money. On our end, we are still saddled with transaction fees even when refunding the customer because of an

error with Mindbody. These types of errors have become unsustainable and thus we must adjust rates to account for them.

- **Increase in Fraud Activity.** There is a sharp increase in fraudulent activity - attempts at various forms of identity theft, use of the chargeback system to take free classes and other scams. This pulls resources away from the business of dance while creating a revenue loss for our business and teachers alike. Teachers depend on students to pay for class to earn revenue. When we have instances of fraud, it takes money from their hands. We cannot allow this and thus our rates and policies have evolved to prevent this.

To get the best value, we recommend purchasing classes in person and using the app to sign up in advance. Of course, provided classes are not full, students can walk on and sign up for classes.

Potential FAQs about these changes:

- Can you use credit/debit cards when purchasing in person (and still get the cheaper rate)? **Yes!** The rate changes **ONLY** apply to purchases made through Mindbody or the Mindbody App.
- Can I still sign up for classes on Mindbody (if I purchase it in person)? **Yes! You can still use Mindbody to sign up for classes.**
- **Should I arrive early if I'm purchasing something in person?** Yes, we recommend arriving a few minutes early just in case.

If you have any questions, please contact us or ask our staff.

Thank you for your support!