

Blvd & Bond Resident Wellness Pilot Recap

302 Units | 48 Resident Responses | 3-Day On-Site Pilot

79%
NOT FULLY SATISFIED

Residents not fully satisfied with current gym.

95%
WELLNESS INCREASES SATISFACTION

Say wellness investment would increase satisfaction

24 Hours Of Service In 3 Days

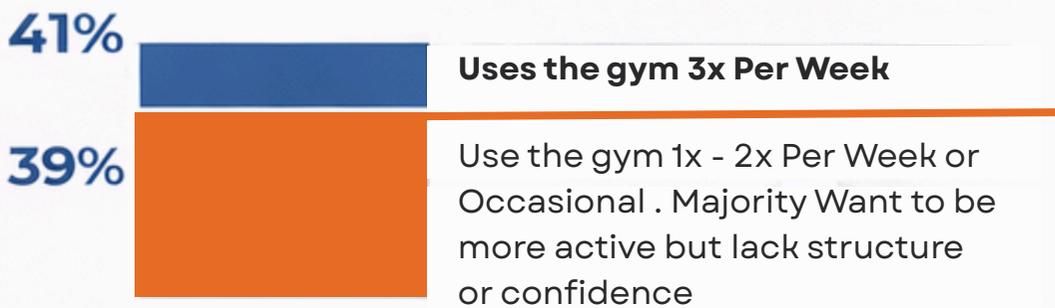
43/48
SESSIONS COMPLETE

3 Day - Staffed Programmed Activation, Pilot

WHY WELLNESS ACTIVATION IS REQUIRED

Residents want **structured, human-led wellness** — and believe it will significantly increase satisfaction and retention.

RESIDENT ENGAGEMENT SNAPSHOT



We turn underused gyms into white-glove, staffed and programmed wellness experiences with owner reporting—no capex, no staffing burden.

CURRENT AMENITY SATISFACTION GAP

79% residents not fully satisfied with current gym

Fitness amenities are a top-3 renewal driver in multifamily

Low satisfaction = higher turnover risk

DEMAND FOR WELLNESS SERVICES

95% of residents say investing in wellness would increase satisfaction

62% + Significantly more satisfied

33% + slightly more satisfied

WHAT RESIDENTS WANT (HUMAN-LED)

- Strength training (1-1 Personal Training)
- Mobility & stretching
- Small-group training
- Personalized plans
- Nutrition guidance
- Accountability & consistency
- Community wellness events

OWNER LENS:

Higher Satisfaction →
Stronger Renew Intent →
Less Turnover Risk →
Rent Justified →
NOI Protection →

Next Step:
90 Activation Pilots

Includes staffing, programming, resident scheduling, and monthly reporting.

Scan to visit our site and book a 30-minute Amenity Strategy Intro Call



No Equipment Upgrade, Can Deliver This. It Requires Elite Wellness Staff Activation.