

# WELLNESS ACTIVATION: THE RETENTION MULTIPLIER

## How Human-Led Wellness Increases Renewals, Reduces Turnover, and Protects NOI

### 1. Retention Drives NOI — and Wellness Drives Retention

Turnover is the largest hidden expense in multifamily. Wellness activation reduces vacancy loss, cuts concessions, and lowers make-ready costs by strengthening resident loyalty through daily engagement.

### 2. Residents Stay Where They Feel Supported

Human-led wellness creates ongoing touchpoints—trainers greet residents by name, build routines, and create accountability. This emotional connection becomes a powerful renewal driver.

### 3. Wellness Boosts Amenity Satisfaction

Amenity satisfaction is a top-3 predictor of renewals. In a recent 302-unit pilot:

- 93% said wellness investment increases satisfaction
- 77% not fully satisfied with current gym
- Engagement surged immediately

### 4. Habits Anchor Residents

Routines like weekly classes, personalized training, and check-ins bind residents to the building. People do not move away from where they grow, connect, and improve.

### 5. High Engagement = Higher Renewals

A 72-hour pilot delivered 38 sessions and heavy resident demand for ongoing programs. This type of engagement directly influences renewal intent.

### 6. Wellness Solves the #1 Cause of Turnover: Disconnection

Most non-renewals happen when residents lack community. Wellness builds connection, accountability, and a sense of belonging—reducing churn.

### 7. Proven NOI Impact

A 3–5% retention lift in a 300-unit building protects significant NOI annually through reduced vacancy loss, fewer concessions, and lower make-ready expenses.

### 8. Recommended Program: 6-Month Retention Activation

Includes weekly coaching, group classes, engagement tracking, surveys, and KPI reporting. This duration allows habit formation and captures two renewal cycles.

### Your Strategic Takeaway for Ownership

Residents stay where they feel connected, supported, and seen. Wellness activation transforms your property from a place residents live into a place they belong—driving higher renewals and stronger NOI.

### Schedule a 3-Day Wellness Pilot

Experience the retention impact firsthand. Message “PILOT” to begin.