



Where Wellness Becomes ROI

THE VALUE OF WELLNESS ACTIVATION FOR OWNERS & OPERATORS

Higher Renewals = Stronger NOI

Wellness Activation creates daily human connection inside the building — the #1 driver of renewal intent. Residents who engage with your wellness team stay longer, refer more, and reduce turnover costs.

Impact:

- 20–30% lift in renewal intent
- Lower vacancy loss
- Lower turn costs
- Stronger stabilized occupancy

Rent Premiums Without Construction

Activated wellness creates immediate perceived value, allowing your property to justify:

- \$100–\$300 rent premiums
- Reduced concession dependency
- Higher tour conversion

And all without CapEx.

Full-Service Operations (No Work for the Property Team)

Your team gets a single partner to run everything:

- ✓ Gym operations
- ✓ Repairs & maintenance
- ✓ Group classes
- ✓ 1:1 training
- ✓ Nutritionist sessions
- ✓ Wellness events
- ✓ Educational seminars
- ✓ Community engagement

We reduce vendor clutter and improve operational efficiency.

“Wellness Activation isn’t an amenity — it’s a retention engine, a leasing advantage, and a measurable NOI driver.”

**It strengthens your asset.
It elevates resident experience.
It boosts renewals and revenue.
And it requires zero CapEx.**

THE CHALLENGE IN MULTIFAMILY LIVING

Amenities Don't Retain Residents — Experiences Do

Today's residents expect more than a fitness center — they expect a living experience that feels personal, connected, and genuinely supportive. Most buildings have the space, but not the activation. Empty gyms don't drive renewals, justify rent, or improve retention. Human-led wellness does.



WELLNESS ACTIVATION ENHANCES YOUR PROPERTY STRATEGY

02

NOI Maximization - Wellness Activation increases renewals, boosts rent justification scores, improves satisfaction, and drives occupancy — all key NOI levers.

Lease-Up - Accelerates lease-up by activating the gym from day one — creating energy, daily visibility, and a constant flow of resident interactions that fuel tours and conversions.

Stabilized Operations - Elite transforms your amenities into high-engagement, high-retention engines. Residents stay active, satisfied, and connected—boosting renewals and reducing turnover. This protects occupancy, cuts expenses, and stabilizes NOI.

Retention & Renewals - Strengthen the one metric that matters most — renewals. By creating daily human connection inside the building, we convert resident loyalty into long-term occupancy. The result: fewer move-outs, lower turnover costs, and a property that retains its people — and its NOI.

Revenue Optimization - Our human-led wellness activation increases rent premiums by 200+, boosts renewals, and reduces concession dependency. We optimize revenue by driving consistent resident engagement that directly supports stronger NOI month after month.

Value-Add / Renovation - We position your refreshed spaces with human-led wellness programming that immediately justifies higher rents and elevates the entire resident experience.

Expense Reduction - Replace multiple low-impact vendors with one high-value, human-led wellness partner. Through efficient staffing, streamlined services, and amenity activation, we cut waste while elevating resident experience. The result: lower OPEX, higher NOI, and a smarter operating model for modern multifamily assets.



Lease-Up - Accelerator

By activating the gym from day one — creating energy, daily visibility, and a constant flow of resident interactions that fuel tours and conversions.

Wellness is now a top-3 decision driver in multifamily leasing.



BEFORE WELLNESS ACTIVATION

- Underused Space
- No Human Support or Structure
- No Connection to Renewals
- Missed Community Opportunity
- Fails to Differentiate the Property



VALUE AT TOUR (AFTER WELLNESS ACTIVATION)

- The gym becomes a real selling point.
- Prospects feel connected instantly.
- Fewer tour objections, higher confidence.
- Your property stands out from competitor immediately
- Value is clear before they even sign.

Stabilized Operations

Most “stabilized” properties are stable in name only. Occupancy looks fine on paper, but renewals are fragile, turnover is expensive, and amenities aren’t actually driving performance. Elite Wellness Amenity Group transforms your amenities into high-engagement, high-retention engines. Residents stay active, satisfied, and connected—boosting renewals and reducing turnover. This protects occupancy, cuts expenses, and stabilizes NOI.

The Challenge in Stabilized Assets

- Gyms and amenities look good but sit underused
- Residents don’t feel truly supported, seen, or connected
- Turnover costs quietly erode NOI year after year
- “Amenity package” doesn’t meaningfully influence renewal decisions

Our Stabilized Operations Play

- We embed a human-led wellness team into your existing amenity spaces to:
- Activate the gym daily with coaching, small groups, and engagement
- Build real relationships with residents that drive loyalty and retention
- Create a wellness culture that makes your building feel alive and cared for
- Deliver structured programs that keep residents consistent and attached to the community

How This Impacts Stabilized Performance

- Protects Occupancy: Higher renewals = fewer vacant days
- Cuts Expenses: Lower turnover = reduced make-ready, leasing, and marketing costs
- Stabilizes NOI: More predictable income, less volatility, stronger year-over-year performance
- Strengthens Rent Justification: A visibly activated wellness program supports current and future rent levels



OCCUPANCY & RETENTION GROWTH

Creating Communities That Stay and Renew

Strengthen the one metric that matters most — renewals. By creating daily human connection inside the building, we convert resident loyalty into long-term occupancy. The result: fewer move-outs, lower turnover costs, and a property that retains its people — and its NOI.

Connection creates loyalty. Loyalty protects occupancy.



05

RETENTION & RENEWALS

Strengthen the metric that matters most — renewals. When residents experience daily human connection inside the building, something changes: loyalty turns into long-term occupancy.

The outcome is simple:

Fewer move-outs



Lower turnover expenses



Higher resident satisfaction



A community that retains its people — and its NOI



Instead of relying on static amenities that get ignored, we activate your space to retain the people you worked so hard to attract — and protect your asset's long-term performance.



REVENUE OPTIMIZATION

Turn your into a predictable revenue engine — not a cost center.

Our human-led wellness activation consistently drives the metrics owners care about most:



\$200+ rent premiums supported by high engagement



Higher renewal rates that protect occupancy



Reduced concession dependency, even in competitive markets

By creating daily, structured resident engagement, we elevate perceived value, increase willingness to pay, and stabilize demand — all of which flow directly into stronger NOI month after month.

**Elite Wellness doesn't just enhance the resident experience.
We optimize your revenue across the entire lifecycle of the tenant.**

VALUE-ADD / RENOVATION

Turn every upgrade into a revenue-generating experience — not just a cosmetic improvement.

We position your refreshed spaces with human-led wellness programming that brings your renovations to life and immediately justifies higher rents. Instead of simply showing new equipment or upgraded finishes, we activate the space with daily engagement, coaching, and personalized support that residents can feel the moment they walk in.

- **Stronger rent premiums tied to real, lived value**
- **Higher tour conversion during lease-ups**
- **Greater satisfaction with new amenities**
- **A clear competitive advantage in value-add markets**

Renovations make your building look better. Activation makes your building perform better.

EXPENSE REDUCTION

Cut waste, streamline operations, and elevate resident value — all at once.

Modern properties often overspend on a patchwork of low-impact vendors: fitness instructors, event coordinators, wellness apps, and one-off engagement services that don't move the needle. Elite Wellness replaces all of that with one high-value, human-led partner that delivers daily activation and measurable outcomes.

Our model reduces expenses through:

- Efficient, consolidated staffing**
- Streamlined service delivery**
- Elimination of redundant or low-ROI vendors**
- Activation that boosts retention, reducing costly turnover**

The impact on the bottom line is immediate:

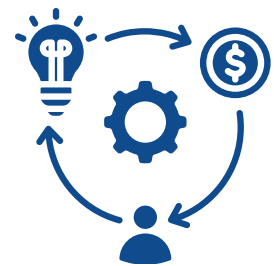
**You're not cutting services — you're cutting inefficiency.
We help your building do more with less while delivering a superior resident experience.**



Lower OPEX



Higher NOI



**A smarter, more modern
operating model**

built for today's multifamily demands

You're not cutting services — you're cutting inefficiency.
We help your building do more with less while delivering a superior resident experience.

3-Day On-Site Program – Elite Access

- ✓ Gym Operations & Daily Oversight
- ✓ 1:1 Personal Training (Resident-Paid or Property-Supported)
- ✓ Weekly Group Classes (On-Site + Outdoor Options)
- ✓ Equipment Repairs & Preventative Maintenance
- ✓ Quarterly Educational Seminars
- ✓ Resident Preference Data & Engagement Analytics Dashboard

5-Day On-Site Program – Elite Plus

- ✓ Gym Operations & Daily Oversight
- ✓ 1:1 Personal Training (Resident-Paid or Property-Supported)
- ✓ Monthly Community Health & Wellness Events
- ✓ Equipment Repairs & Preventative Maintenance
- ✓ On-Site Resident Nutritionist Access
- ✓ Weekly Group Classes (On-Site + Outdoor Options)

7-Day On-Site Program – Elite Elite Signature

- ✓ Gym Operations & Daily Oversight
- ✓ Equipment Repairs & Preventative Maintenance
- ✓ 1:1 Personal Training (Resident-Paid or Property-Supported)
- ✓ **Daily Weekly Group Classes (On-Site + Outdoor Options)**
- ✓ **On-Site Resident Nutritionist Access**
- ✓ Monthly Community Health & Wellness Events
- ✓ **Quarterly Educational Seminars**
- ✓ Resident Preference Data & Engagement Analytics Dashboard

**EXPERIENCE THE IMPACT BEFORE
YOU INVEST — SCHEDULE YOUR 3-
DAY ACTIVATION PILOT.**

