



**TURN YOUR
APARTMENT GYM
INTO A REVENUE-
DRIVING AMENITY.**





Elite Home Fitness Amenity Partnership Model

Elite Home Fitness transforms underutilized residential gyms into high-impact wellness centers. Through our staffed fitness and nutrition programs, we help properties elevate tenant experience, justify rental increases, and generate ongoing revenue for both parties.



HOW WE WORK?



Partnership Structure

Elite Home Fitness places certified personal trainers and wellness staff onsite to:

Amenity Integration

- Lead private training sessions
- Host group fitness & wellness classes
- Offer nutrition consultations
- Maintain equipment and drive engagement
- Curate resident wellness events

Rental Value Upsell

- Property markets the building as having a Luxury Wellness Amenity Program.
- Example: Base rent = \$4,000 → After integration = \$4,300
- The \$300 increase is attributed to the enhanced wellness amenities.

Revenue Sharing

- Property pays Elite Home Fitness a flat fee of \$100/unit/month.
- Remaining \$200/unit stays with the building to offset costs and increase NOI.



FINANCIAL EXAMPLE

Metric	Pre-Integration	Post-Integration
Monthly Rent	\$4,000	\$4,300
Monthly Increase	-	\$300
Elite Share	-	\$100/unit
Property Gain	-	\$200/unit

For a 200-unit building:

Property earns: \$40,000/mo additional rent (\$200 x 200)

Elite earns: \$20,000/mo recurring revenue (\$100 x 200)

OPERATIONAL ROLES

Party	Responsibilities
Elite Home Fitness	Staff gym, lead fitness programs, host wellness events, maintain engagement
Property	Promote amenity in leasing materials, support space needs, collect rent premium



Resident Benefits

- 1-on-1 & small group personal training
- Customized fitness plans and accountability
- Nutrition education & support
- Monthly wellness challenges, workshops, and more



Contractual Model

- 2-month renewable agreement
- Minimum occupancy clause (e.g. 80% rented units)
- Elite provides monthly reports on usage & outcomes
- Termination clause with 60-day notice



WHY IT WORKS FOR APARTMENT BUILDINGS

Increased Revenue Without Capital Expense

They can raise rents by \$300/unit without major construction or capex.

The \$100/unit fee to Elite covers all staffing and wellness programming.

Net ROI is strong: \$200+/unit/month directly increases NOI (Net Operating Income), which boosts building valuation.

Differentiation in a Competitive Market

Most buildings offer basic gyms with no real engagement.

By offering onsite trainers + nutrition + events, the property becomes a premium wellness living destination, appealing to health-conscious tenants.

Retention + Community Building

Wellness programming increases resident satisfaction and length of stay, which reduces turnover and vacancy.

Group classes and fitness events build community culture, which further improves retention.

Marketing & Leasing Power

A high-value amenity like this becomes a leasing hook.

“Free personal training & nutrition built into your rent” is a clear value proposition that leasing agents can easily sell.

Scalable & Low Risk

Month-to-month flexibility (with a service contract, not a capital investment).

Elite handles all operations, staffing, liability, and engagement — building owners stay hands-off but get the upside.

Value from a Business Perspective

- That \$200/unit rent lift also translates to a huge asset value increase.
- For example, at a 5% cap rate, an additional \$480,000/year in NOI = \$9.6 million in added building value.

 Gym vs. Other Amenities — What Delivers the Most Value?

amenity	upfront cost	monthly operating cost	boosts rent?	increase revention?	usage rates	roi potential
basic gym (no elite staff)	\$50K-200K	low	✗ no	⚠ low	💬 ~16	▼ low
elite -staffed gym	o (uses exiting gym)	100/units+	✓ Yes (\$100–\$300/unit)	✓ High (wellness loyalty)	🔥 70–90%+	💰 High (\$200/unit profit) +
pool	\$100K –500K	High (maintenance)	⚠ Sometimes	✗	~10–20%	⚠ Limited
concierge services	medium	Medium	✗ Not tied to rent	⚠ Minimal	~30%	⚠ Variable
rooftop desk/lounges	\$100K–250K	Medium–high	⚠ Possible	⚠ Some impact	~20–40%	⚠ Lifestyle-focus
business center/coworking space	75K+	Medium	✗ Rare	✗ Low	~15–25%	⚠ Limited
package room	\$20K–\$40K	Low	✗ No	✗ No	Passive	▼ No revenue