



CELEBRATING
55 YEARS

nerej

Transforming apartment gyms into revenue engines: How Elite Wellness Amenity Group is redefining multifamily wellness amenities

August 15, 2025 - Front Section

THE ELITE PLAYBOOK:

TURNING RESIDENT WELLNESS INTO ROI

How to Transform Underused Amenities
into Profitable Wellness Hubs



BY: LUIS MENDONCA

Jennifer Rose DiCecco

The Amenity That Pays for Itself

In today's ultra-competitive multifamily market, property owners and developers are searching for ways to stand out – without taking on costly capital expenditures. Elite Wellness Amenity Group is leading that transformation, turning underused apartment gyms into fully activated wellness hubs that increase resident engagement, justify higher rents, and generate meaningful NOI growth. Amenities include:

- Certified personal trainers on-site;
- Personalized coaching and nutrition support;
- Weekly resident wellness events; and
- Fully staffed and operated by Elite – zero burden on the property team.

We saw an opportunity to turn a dormant space – the typical apartment gym – into a profit center. And to do it in a way that drives retention, satisfaction, and long-term asset value.

Led by Industry Disruptor Luís Mendonça

At the heart of this model is Luis Mendonça, founder & CEO of Elite Home Fitness and Elite Home Fitness Franchise, and head of partnerships at Elite Wellness Amenity Group.

A former director of personal training at LA Fitness turned multi-brand entrepreneur a decade ago, Mendonça understands the real estate market from a human-first perspective – where lifestyle amenities are not just perks, but powerful tools to shape resident experience and long-term asset value.

“We’re not just adding a service – we’re creating a retention tool, a lease-up magnet, and a revenue engine,” said Mendonça. “This is what happens when wellness becomes a core part of the living experience.”

The Financial Upside

The model is straightforward: Buildings integrate the Elite wellness program and market it as part of a luxury wellness living package. Rents are typically raised by \$300/unit, with \$100/unit going to Elite as a flat monthly service fee. The remaining \$200/unit stays with the property – pure NOI growth.

For a 200-unit property, this translates to:

- \$40,000/month in new rental income.
- \$20,000/month to Elite for staffing and programming.
- \$240,000/year in additional NOI.
- At a 5% cap rate, that equals \$4.8 million in increased property value.

Hands-Off for Operators, High Impact for Residents

Perhaps most compelling is the simplicity of integration. Elite staffs and runs the entire program – from one-on-one training and nutrition consults to wellness workshops and resident challenges. The property team simply promotes the amenity and collects the rent.

Residents benefit from:

- Personalized fitness coaching;
- Small group training and wellness events;
- On-demand support for their health goals; and
- A built-in sense of community and engagement.

Scalable, Flexible, and Built for Retention

There's no long-term risk, no construction, and no staffing headaches. Yet the retention and marketing power are substantial. Leasing agents now have a standout hook: "Free personal training and nutrition coaching – built into your rent."

Wellness as a Differentiator

As the multifamily space matures, luxury is no longer about granite countertops – it's about lifestyle. Elite Wellness Amenity Group has tapped into this shift, offering a solution that attracts high-quality tenants and keeps them engaged.

In a world where buildings compete for attention, Elite has found a way to turn wellness into a winning investment – for residents, operators, and investors alike.

Wellness Is the New Luxury

Today's renters aren't just paying for square footage – they're paying for how it feels to live in your building. Elite Wellness Amenity Group taps into this shift, creating lifestyle-centered environments that attract high-quality tenants and increase long-term value.

Want the Full Strategy?

Grab the blueprint now on Amazon: [The Elite Playbook: Turning Resident Wellness into ROI](#) -

Written by Mendonça, this book dives deep into how wellness programming is redefining asset performance in the multifamily space. It's a must-read for any property owner or operator serious about long-term NOI growth.

Jennifer Rose DiCecco is SVP of strategic partnerships at Elite Wellness Amenity Group, Boston, Mass.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540