



CELEBRATING
55 YEARS

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2025 Women in CRE: Jennifer DiCecco, Elite Wellness Amenity Group

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Jennifer DiCecco
SVP of Strategic Partnerships

What has been the most rewarding project or deal you've worked on in your career, and why? The most rewarding work I do is transforming underused apartment gyms into fully staffed wellness centers that create real experiences. Empty rooms become community hubs that boost engagement, renewals, and NOI. The true reward is seeing fitness build connection – residents living healthier, happier lives while ownership gains measurable value. It proves that when amenities are designed around people, both the community and the property thrive.

What drew you to commercial real estate, and what keeps you passionate? What drew me to commercial real estate was the opportunity to shape how people experience where they live. I've always believed buildings are more than walls – they're communities. What keeps me passionate is seeing the impact when we activate underused spaces and turn them into amenities residents truly value. Helping properties perform better financially while also improving people's daily lives keeps me inspired every day.

What's a challenge you faced early in your career, and how did you overcome it? A challenge I faced early in my career was being seen as the underdog – something I still encounter today. Instead of letting it hold me back, I've embraced it. My background as a collegiate athlete shaped me to love adversity and thrive under pressure. Sports taught me discipline, resilience, and how to rise above doubt. That mindset has carried into my career, where every challenge is an opportunity to prove what's possible and deliver results.

What advice would you give to a woman considering a career in commercial real estate? My advice to women considering a career in commercial real estate is to embrace being bold and never shy away from the table. This industry rewards persistence, creativity, and the ability to see opportunity where others don't. You may face moments of being underestimated, but use them as fuel. Build strong relationships, stay resilient, and trust your perspective – it brings unique value. Commercial real estate is challenging, but it's also full of opportunity to make a real impact.