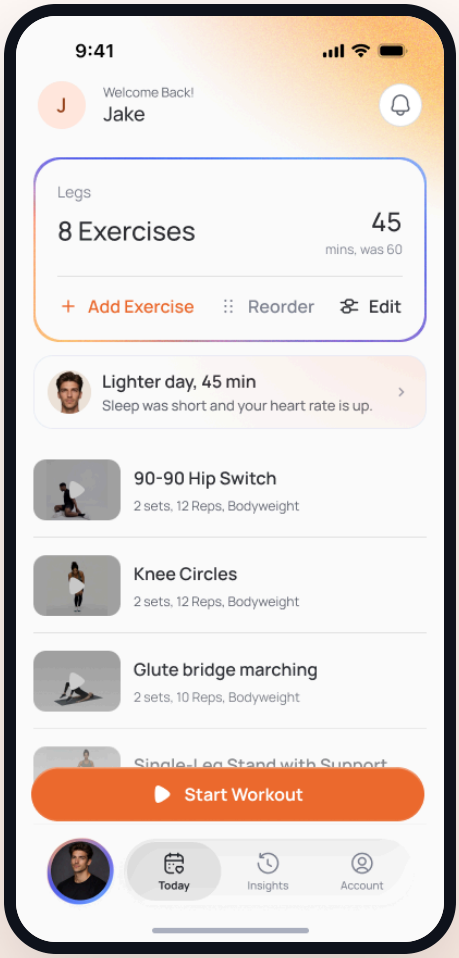
FOR APARTMENT OWNERS AND OPERATORS

The gym is table stakes. Use is the lever.

What published research says about fitness centers, renter preferences and turnover cost, and how to get value from a room you already pay for.



73%

of renters want a fitness center or won't rent without one

NMHC and Grace Hill, 2024

$41

a month renters said they'd pay for a fitness center

NMHC and Grace Hill, 2022

$3,976

average cost of one move-out

Zego, via Multifamily Dive

Inside: what the research says · what it means for you · questions your team will ask · sources

WHAT THE RESEARCH SAYS

The numbers, with sources

Published research and industry data only. Each finding names its source; the full list is on the last page.

73% interest

A fitness center ranks among the top ten community amenities. 73% of renters are interested or won't rent without one. Survey of 172,000+ renters.

NMHC and Grace Hill Renter Preferences Survey, 2024

$41 a month

Renters said they would pay about $41 a month more for an on-site fitness center.

NMHC and Grace Hill Renter Preferences Survey, 2022

Used, but not priced in

Gyms are among the most-used common amenities after clubhouses, yet fitness centers do not show up among the features most tied to rent.

Grace Hill, The Amenity Paradox, 2025 (Gatewise access data, HelloData rents)

Interest is cooling

In the 2024 survey renters cooled on fitness center use and fitness classes. Among those who value classes, 73% want instructor-led classes on site.

NMHC and Grace Hill, 2024, via GlobeSt and Multifamily Dive

About 49% turnover

Apartment turnover runs about half of units each year.

NAA Survey of Operating Income and Expenses

$3,976 per move-out

Lost rent, concessions, repairs and marketing add up to about $3,976 for each resident who leaves.

Zego, via Multifamily Dive

WHAT IT MEANS FOR YOU

Five things to do with this

Renters expect a fitness center, so it rarely earns extra rent on its own. The value is in whether residents use it and feel looked after, which shows up at renewal time.

1. **Don’t buy more equipment yet**
   Most rooms are underused, not under-equipped. Start with what you have.
2. **Give every resident a plan**
   A plan built for the exact equipment in your room gives people a reason to walk in.
3. **Measure use**
   Track how many residents use the room each month. It is the number you can move.
4. **Price the downside**
   Each extra renewal per 100 doors is worth about $3,976 a year in avoided turnover cost.
5. **Keep privacy simple**
   The property should see totals, never a resident’s workouts.

QUESTIONS YOUR TEAM WILL ASK

ASSET MANAGER

Will this raise rent?

Research does not show fitness centers adding rent on their own. Treat it as a resident experience and retention lever.

PROPERTY MANAGER

Is this more work for my team?

No. Residents sign up in the app and get plans for your room’s equipment.

RESIDENTS

Will the building see my workouts?

No. The building sees usage in totals only.

OWNER

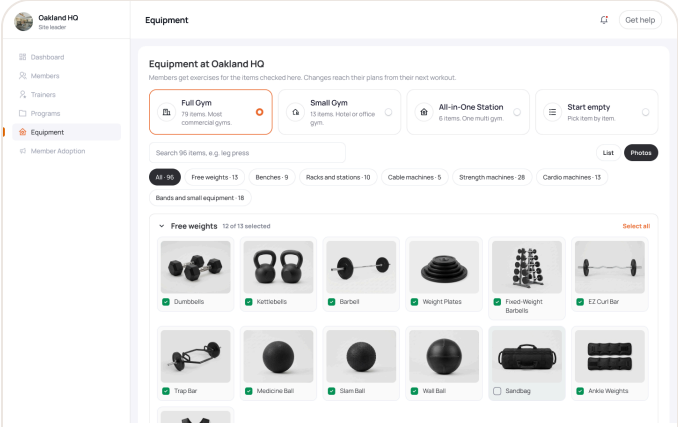
Can we start with one property?

Yes. Many operators start at one building.

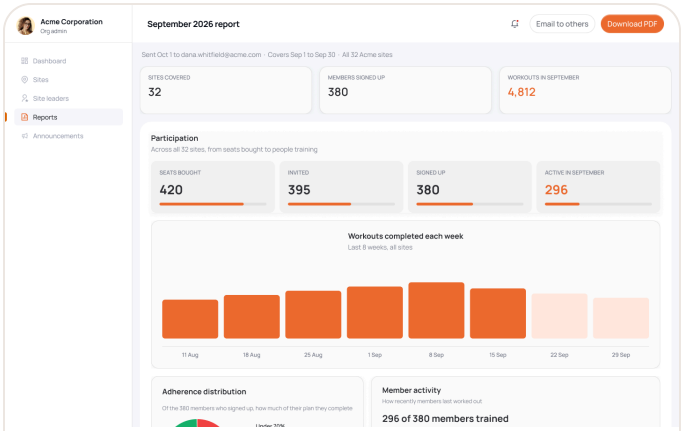
HOW SWIPEHEALTH FITS

A plan for every resident, built for your room

- Every resident gets a plan built for the equipment in your fitness center, or for home.
- Plans adjust day to day as residents train.
- The property sees usage in totals and by equipment, never individual workouts.



Equipment view: plans built for your room



Monthly usage report in totals

Run your own numbers

The calculator uses the same research. Then book 30 minutes if you want to talk it through.

Open the calculator

Sources

1. NMHC and Grace Hill. 2024 Renter Preferences Survey Report (172,000+ respondents); reporting by Rental Housing Journal, Multifamily Dive and GlobeSt.
2. NMHC and Grace Hill. 2022 Renter Preferences Survey Report; reported by REBusiness Online.
3. Grace Hill. The Amenity Paradox, 2025 (Grace Hill surveys, Gatewise access data, HelloData rent data).
4. National Apartment Association. Survey of Operating Income and Expenses.
5. Zego. Cost of resident turnover, reported by Multifamily Dive.

This brief summarizes published research and industry data. Figures describe the populations studied and are not a guarantee or a SwipeHealth result; results for any one organization will vary. SwipeHealth provides general-wellness guidance. It is not a medical device and does not diagnose or treat conditions. SwipeHealth®, Swipe Health, Inc., 5900 Balcones Drive #33470, Austin, TX 78731. Book a call: https://calendar.app.google/w4QRkaaW1KihQZEc9