



Is It Time to Switch Your Fitness Vendor?

A Guide for Property Managers Focused on Delivering a Best-in-Class Tenant Experience



As a commercial property manager, you're not just managing space. You're curating an experience that keeps tenants happy, engaged and renewing their leases. A well-run fitness center is one of the most valuable amenities you can offer, but only if it's active, inviting, and professionally managed.

If your current fitness vendor isn't delivering on that promise, it may be time to explore new options.

This guide walks you through the red flags to watch for, what to look for in a new partner, and why switching vendors doesn't have to be a heavy lift.

Signs It's Time to Switch Fitness Vendors

1 The Fitness Center Is Underused

A great tenant amenity should attract attention and traffic. If the fitness center is empty most of the time, something's off.

Look for:

- Sparse usage during peak hours
- Lack of excitement or feedback from tenants
- No programs or events to create buzz



2 Programming Feels Stale

If your fitness partner isn't offering classes or challenges, tenants may not realize there's a program in place.

Red flags:

- No group fitness or guided services
- No special events for members
- Fitness center feels more like a storage space than a tenant destination



3 Staffing Issues

The staff running your fitness center should feel like an extension of your property team—professional, friendly, and consistent.

Warning signs:

- High turnover or frequent absenteeism
- Minimal interaction between staff and tenants
- Lack of energy or customer service focus



Your Tenants Deserve More

Today's tenants are prioritizing fitness and wellness more than ever. If they're asking for newer equipment, more classes, or a better fitness experience—and your current vendor isn't responding—that's a missed opportunity.

A new vendor can:

- Reinvigorate your fitness center with fresh programming
- Increase tenant satisfaction and daily engagement
- Give your property management team a strong story to tell
- Provide a stronger return on your amenity investment
- Remove the burden and stress of managing a fitness center on your own





HealthFitness Makes Switching Easy

Changing vendors might sound like a headache but sticking with the wrong one can damage your tenant experience and hurt retention. When you choose the right partner, the improvement is immediate and noticeable.

At **HealthFitness**, we specialize in smooth transitions. Whether you're replacing an existing vendor or activating a dormant space, we make the transition smooth and stress-free.

Here's what you can expect:

- **Seamless Handoff.** We manage every step of the transition, from staffing to programming to management to communications, so you don't have to.
- **Tenant-Focused Programming.** From yoga and bootcamps to lunchtime pop-up classes and events, we tailor everything to your building and tenant profile.
- **On-Brand Staffing.** Our fitness professionals are trained in hospitality and service. They don't just run workouts; they make people feel welcome.
- **White Glove Service.** We manage logistics, member onboarding, space utilization, and more, so you don't have to.



Immediate Impact

Our fitness and wellness programs are built to drive participation, enhance tenant loyalty, and elevate the value of your property.



Let's Upgrade Your Tenant Experience

If your fitness center isn't a selling point, or your vendor is falling short, it's time for a change. Let's talk about how HealthFitness can help you turn your fitness center into a true amenity asset.

Visit healthfitness.com or reach out to [connect with our team](#).

About HealthFitness

As the nation's premier provider of fitness and wellbeing solutions, HealthFitness can help bring your building to life through expertly managed fitness centers, wellness programming and highly engaged service teams. Our work enhances tenant satisfaction, strengthens retention and adds measurable value to your property.

Whether you're planning a new development, reimagining an existing asset or simply just needing a better partner, HealthFitness is your strategic partner in creating a dynamic, future-ready workplace destination.

Contact us and learn more about what sets us apart and how we can help you make the switch.

We are the leading provider of tenant fitness solutions

400

client sites

180+

clients

40+

commercial real estate sites

3,000+

professionals nationwide

10 Years

average client tenure

94%

satisfaction rating



HealthFitness, a Trustmark company, is a trusted partner in delivering integrated fitness, wellness, and injury prevention solutions that help organizations create thriving cultures of health and wellbeing. A proven leader in engaging people both on-site and digitally, HealthFitness supports the whole person through four key elements: Movement, Nutrition, Recharge and Connection. For more information, visit www.healthfitness.com.

800-639-7913
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