



12+ Examples of Ancillary Revenue in Commercial Real Estate

Case Compendium

3	Introduction
4	Section 1: Building-Generated Revenue
	1. Rooftop Solar Installations: Selling power back to the grid 5
	2. Cell Towers & 5G Equipment: Leasing rooftops to telecoms 6
	3. Digital Billboards & Exterior Signage: Monetizing visibility 7
	4. EV Charging Stations: Partnering with networks for revenue share 8
9	Section 2: Tenant & User Experience Revenue
	5. Premium Storage Lockers: Turning basements and garages into income 10
	6. On-Site Fitness & Wellness Rooms: Leasing to operators or selling memberships 11
	7. Co-working Sublets: Carving underused floors into shared offices 12
	8. Pop-Up Retail & Kiosks: Leasing common areas temporarily 13
14	Section 3: Service-Driven Revenue
	9. Concierge Services: Package handling, dry cleaning, dog walking 15
	10. Parking Optimization: Charging for premium/reserved spots 16
	11. Shared Conference Facilities: Rent by the hour/day 17
	12. Rooftop Events & Private Rentals: Weddings, corporate retreats, parties 18
19	Bonus Quick-Hit Ideas
20	The Closing Word

Dear Commercial Real Estate Owner,

Right now, your property is leaving revenue on the table. I don't care if it's an office tower in New York, a strip mall in Boston, or a mid-rise in Atlanta. Somewhere in that building is a space, a surface, or a service that could be quietly putting extra dollars in your pocket every single month.

But here's the kicker... most owners don't see it. They walk past empty rooftops, underused basements, lobby walls, and tenant conveniences every single day without realizing these things can be monetized.

And that's why I pulled this together.

Inside, you'll see **12+ proven examples of ancillary revenue in commercial real estate**. Each one is short, sharp, and practical. You'll see how other owners are using them right now to cover rising costs, offset slow rent growth, and boost Net Operating Income (NOI) without pushing tenants for yet another rent increase.

Think of this as your cheat sheet.

You flip through. You pick one. You implement.

Simple as that.

Section 1: Building-Generated Revenue

Let's start with the big, obvious money makers.

The kind of plays that use the building itself to pull in cash. These are not dreams. They are already happening in markets all over the country. Owners are stacking them on top of rent to push NOI higher.

Rooftop Solar Installations

Selling Power Back To The Grid

Most owners think of their roof as dead weight. It costs money to maintain, it leaks, and it sits there doing nothing. But the truth is, that empty slab could be one of your most valuable assets.

Take a mid-size industrial property outside Phoenix. The owner partnered with a solar company to install panels across the entire roof. Cost to the landlord? Practically zero. The operator fronted the capital. Within a year, the building was producing enough power to slash operating costs. Even better, the extra energy was sold back to the local utility. That meant **recurring quarterly checks**.

And guess what: the project boosted NOI by over \$50,000 annually. When it came time to refinance, the building appraised higher because the solar revenue was locked in with a long-term agreement. What used to be a liability became a revenue engine. Owners across markets from Texas to California are seeing the same. With energy costs rising, the math only gets better.



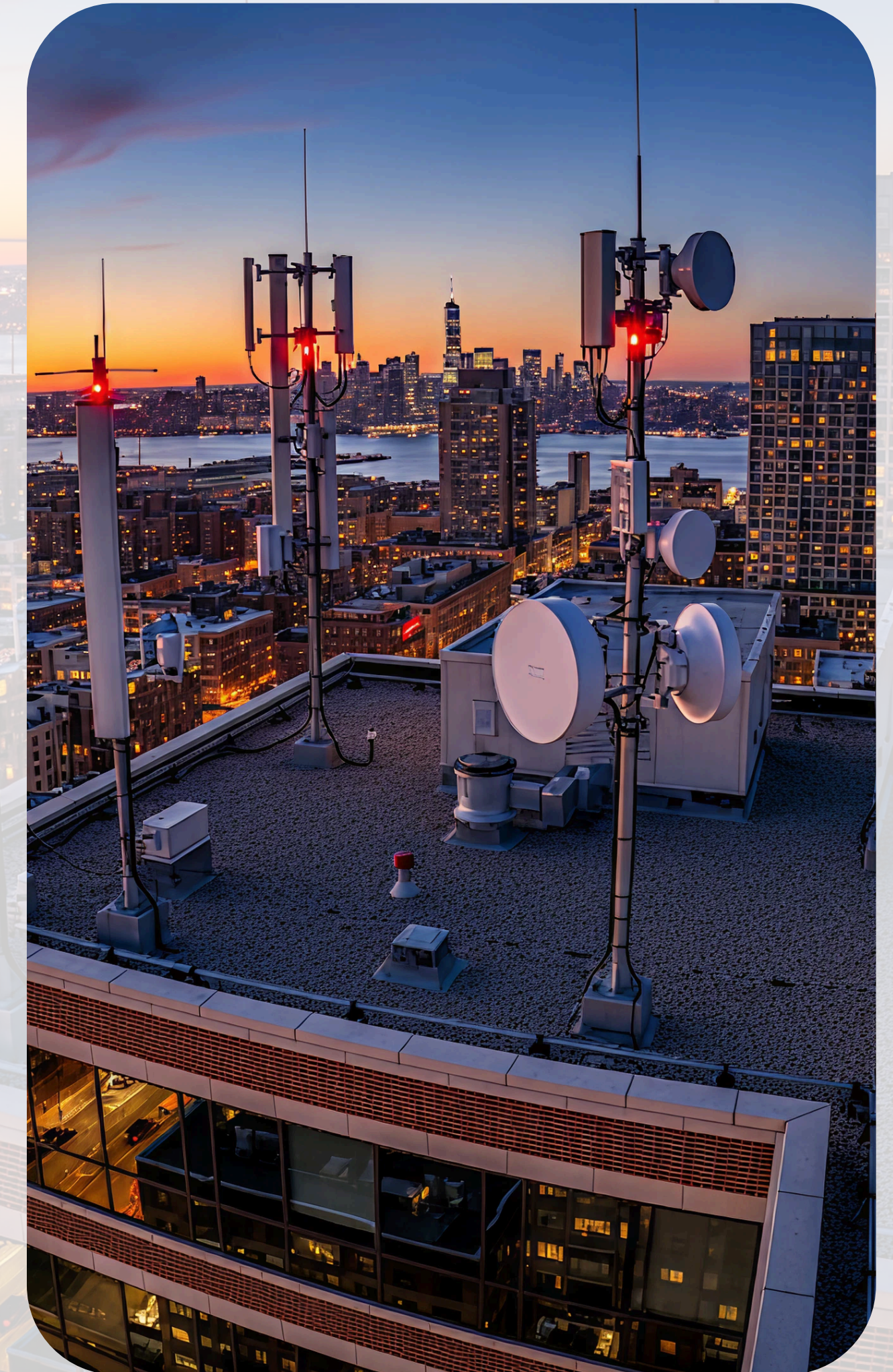
Cell Towers & 5G Equipment

Leasing Rooftops To Telecoms

Telecom companies are in a land grab. They need thousands of new small-cell sites for 5G. And your rooftop could be their perfect location.

I know of a Class B office tower in New Jersey, nothing fancy. Vacancies were dragging NOI down. Then the owner struck a deal with a national carrier. The tenant? A cluster of 5G antennas. Footprint? Barely the size of a small shed. The lease? A ten-year agreement at \$3,000 per month. That's \$360,000 in guaranteed rent over the term, for giving up a patch of roof that no one else wanted.

Multiply that across multiple carriers, and you start to see real money. These deals also increase building stickiness. Telecom operators don't like to move equipment once it's installed. Which means stable, long-term income with little headache.



Digital Billboards & Exterior Signage

Monetizing Visibility

If your building faces a busy street or highway, you are sitting on advertising gold. Most owners don't think of their exterior walls as rentable space, but they should.

In Los Angeles, one multifamily building turned a blank side wall into a digital billboard facing I-10. Traffic crawls past that wall every day, thousands of eyes glued to the LED screen. The building owner signed a revenue-sharing deal with an outdoor advertising company. Result? Over \$200,000 per year in passive revenue.

And here's the beauty of it: the sign was installed and maintained by the operator. The owner just cashes the checks. Digital billboards can change ads instantly, so advertisers line up, and the building gets paid. It's one of the simplest ancillary plays in dense urban corridors.



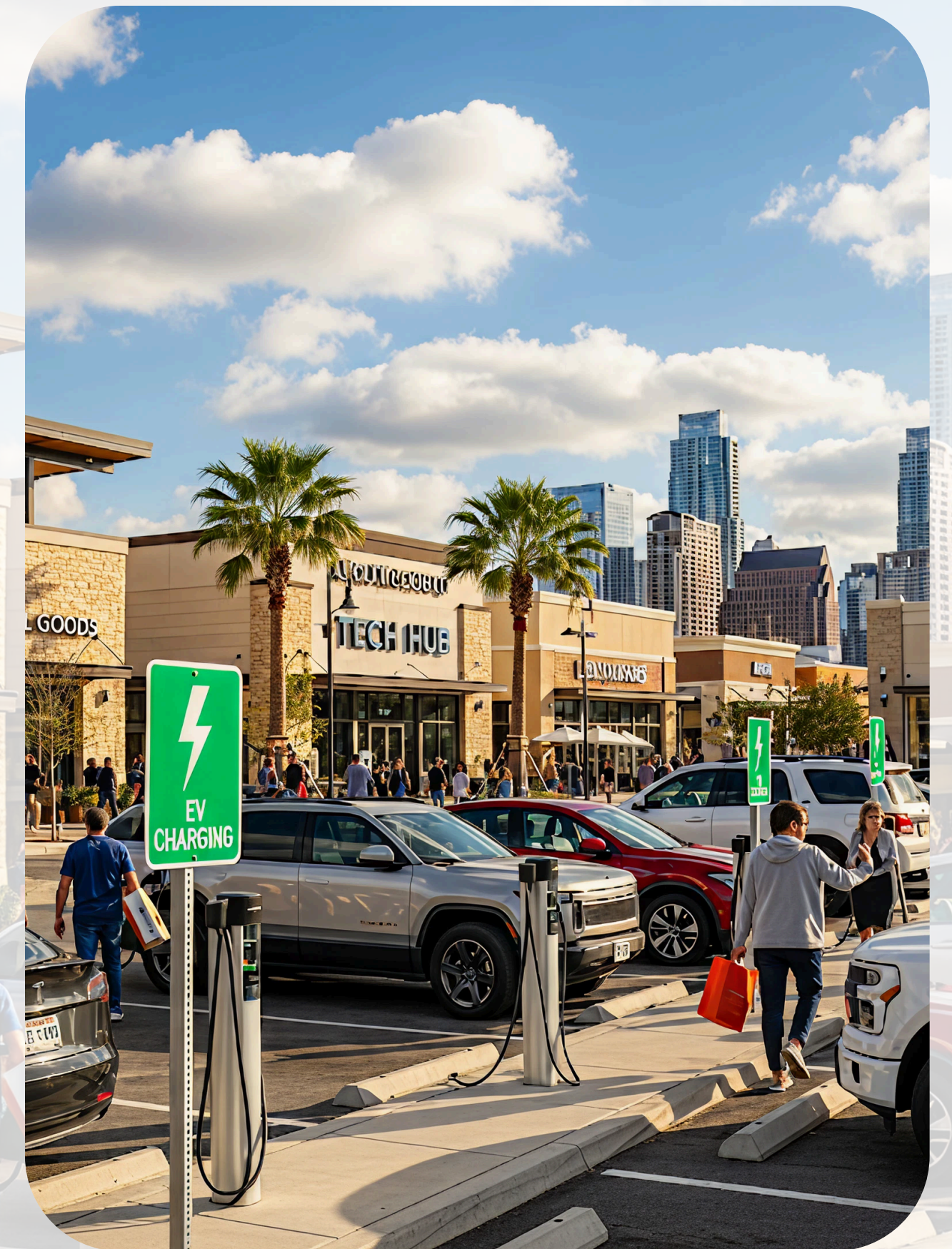
EV Charging Stations

Partnering With Networks For Revenue Share

Electric vehicles are no longer a niche. As of 2025, nearly 10 percent of new cars sold in the U.S. are EVs, and that number is climbing. Every EV driver needs charging, and buildings with chargers are winning tenants and generating revenue at the same time.

A shopping center in Austin cut a deal with a national charging network. The operator covered installation and maintenance. The landlord got a fixed rent plus a cut of every charging session. Within the first year, chargers pulled in steady traffic, boosted footfall for retailers, and generated an extra \$50,000 in revenue.

And there's more, chargers also boost your property's profile with ESG-conscious investors. Green amenities translate into stronger valuations and easier financing. So, you're not just collecting rent, you're strengthening your property's long-term position.



Section 2:

Tenant & User Experience Revenue

Now let's talk about the kind of revenue that comes from giving tenants and users something extra.

These plays make the building more useful, more convenient, and more profitable at the same time. When you add value, people are willing to pay for it.

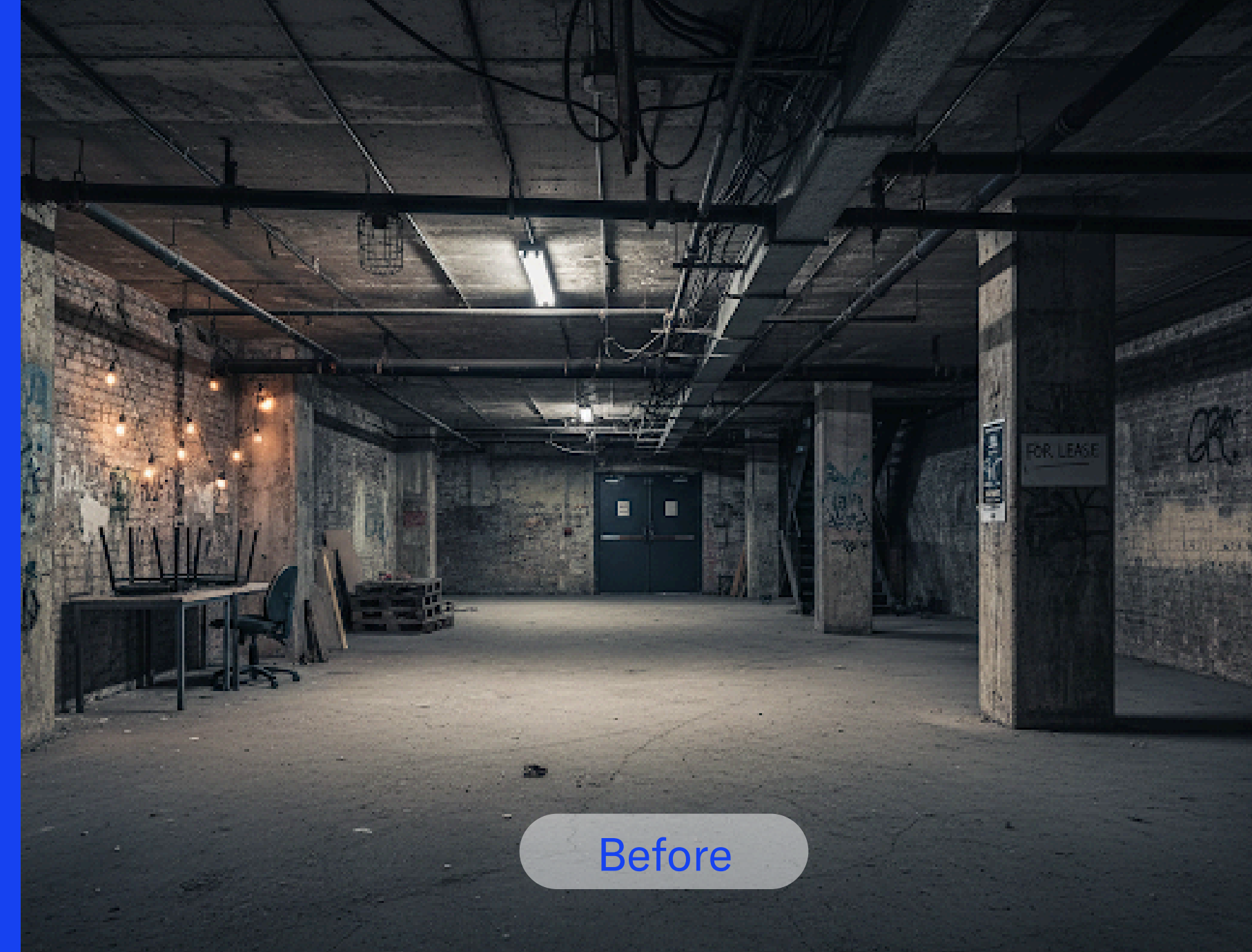
Premium Storage Units

Turning Basements And Garages Into Income

Here's the simple truth: people always want more space. In fact, **surveys show nearly 70% of city residents say lack of storage is their biggest frustration.** Yet most buildings let their basements and garages sit idle, gathering dust.

One owner in New York, had a basement that sat empty for years. Leasing teams tried everything: gyms, coworking, small retailers. Nothing stuck. Then they partnered with Stuf Storage. In less than three months, that “dead” basement was converted into climate-controlled self storage units. Residents signed up immediately, and locals from the neighborhood followed. Within a year, the owner was making tens of thousands in recurring revenue off a space that had been a drag on NOI for a decade.

This is not theory. It's low CapEx, scalable, and delivers sticky income. Even if only 20–30% of residents use it, nearby businesses and neighbors pick up the slack. Storage solves a universal problem and creates dependable cash flow.



Before



After

On-Site Fitness & Wellness Rooms

Leasing To Operators Or Selling Memberships

Not every building can attract a national gym tenant. But almost every building has unused space that can be reimaged.

Take a 150,000-square-foot office tower in Atlanta. The owner carved out 5,000 square feet for a boutique fitness operator. Build-out costs were modest compared to a full gym, and the operator signed a multi-year lease. The result? Tenants got a modern wellness amenity they valued, while the landlord locked in a steady rent stream that boosted NOI.

In multifamily, smaller “wellness rooms” with yoga, spin, or even meditation pods are seeing strong uptake. Owners can either lease to local operators or run them as paid memberships. Either way, it transforms unused space into income while making the property more attractive to tenants.



Co-working Sublets

Carving underused floors into shared offices

Vacant office floors don't have to sit idle while you wait for a unicorn tenant. Owners across the country are cutting empty space into flexible, co-working-style sublets.

A property in Denver turned half a vacant floor into 12 small, plug-and-play offices. Demand came from startups, consultants, and even remote workers tired of home. Within six months, the space was fully booked. Instead of one tenant paying \$40 per square foot, the landlord earned the equivalent of \$60 per square foot across multiple small tenants.

Co-working sublets aren't about building the next WeWork. They're about taking what you already have and slicing it into smaller, rentable pieces that fill faster and generate higher blended income.



Pop-Up Retail & Kiosks

Leasing common areas temporarily

Every building has corners and corridors that feel like wasted space. Smart owners are monetizing those spots with pop-up retail and kiosks.

One mixed-use building in Chicago tested this during the holidays. A local chocolatier set up shop in the lobby for six weeks. Rent was modest, but traffic spiked, tenants loved it, and the landlord banked revenue off a space that previously sat idle. Since then, the building has rotated in coffee stands, flower vendors, and art showcases.

The upside? Flexibility. Pop-ups bring in seasonal cash without long-term commitments. And they add life to the property, which helps with leasing and tenant satisfaction.



Section 3: Service-Driven Revenue

Some of the easiest money in real estate comes from services people already need.

If you can save tenants time or make life easier, they'll pay for it. Owners who get creative here often find these “little” income streams add up fast.

Concierge Services

Package handling, dry cleaning, dog walking

E-commerce has changed the game. Ten years ago, a handful of deliveries came in each week. Today, some multifamily buildings in New York or Chicago see hundreds of packages every day. That creates headaches for managers but also a revenue opportunity.

One 200-unit building in Washington, D.C. introduced a “white-glove package service.” For \$25 per month, residents got secure delivery, notifications, and even in-unit drop-off if they were away. Within six months, over half the tenants signed up. That’s \$30,000 in annual recurring income for a service the building was already managing poorly for free.

Add dry cleaning drop-off, grocery delivery, or even dog walking through vetted vendors, and suddenly the property is not just covering costs but generating cash.



Parking Optimization

Charging for premium/reserved spots

Parking is often the forgotten asset. Too many owners lease spots at a flat rate and call it a day. But the truth is, demand isn't equal. Some tenants want premium spaces near elevators, covered garages, or electric-vehicle (EV) ready spots.

In Los Angeles, one landlord re-striped part of a 200-space garage and introduced tiered pricing. Standard spaces stayed the same, but premium spots closer to the lobby rented at a 25% markup. EV charging stations carried an additional monthly fee. The changes added \$60,000 in incremental annual revenue without adding a single square foot.

For office properties, offering daily paid parking to visitors or nearby businesses can also turn underused garages into a steady cash machine.



Shared Conference Facilities

Rent by the hour/day

Vacant boardrooms are a silent drain on NOI. Why not open them up? Owners in secondary markets are renting conference rooms, training centers, and event spaces by the hour or day.

One mid-sized suburban office park near Dallas turned a 3,000-square-foot conference center into a rentable amenity. Local businesses, churches, and community groups booked the space for meetings and events. In its first year, the facility earned over \$75,000 in revenue and made the building more attractive to existing tenants.

Instead of letting those big rooms sit empty, owners can package them as flexible, tech-enabled spaces. Even simple upgrades like Wi-Fi, AV equipment, and catering partnerships multiply their rental appeal.



Rooftop Events & Private Rentals

Weddings, corporate retreats, parties

Rooftops are often seen as dead space, but the best owners treat them like blank canvases. With modest upgrades—seating, lighting, safety rails—a rooftop can become one of the most desirable event venues in town.

In Brooklyn, a multifamily property started leasing its rooftop for weddings and private events. The demand was immediate. Rates ranged from \$3,000 to \$5,000 per event, with tenants receiving a discount and outsiders paying full freight. By the end of the first summer, the property had booked over a dozen events and covered the entire cost of the rooftop improvements.

For office towers, rooftop happy hours, corporate retreats, and branded events can deliver both cash flow and valuable exposure. The key is treating the rooftop as a product, not an afterthought.



Bonus Quick-Hit Ideas

Not every revenue stream needs a big build-out or heavy lift. Some of the smartest plays are the ones that just quietly drip cash into your NOI month after month. Here are a few:

ATM Leasing

Let a bank or independent operator place a machine in your lobby or retail corridor. They handle the servicing, stocking, and compliance. You collect steady rent for years. Simple, predictable, zero headache.

Paid WiFi Tiers

Free lobby WiFi is nice, but basic. Charging for faster speeds or premium access tiers (especially in offices, coworking spaces, and multifamily lounges) adds up quickly. It's a small-ticket play that multiplies across hundreds of daily users.

Seasonal Pop-Ups

Think holiday markets in December, Halloween stores in October, or even summer ice-cream kiosks near the entrance. Short-term, high-margin leases that turn “dead time” and empty corners into found money.

None of these require massive capital outlay or years of planning. But stack a few on top of your main revenue plays and you've got another line of defence against shrinking margins.

Let's not sugarcoat it.

Net Operating Income is the number that makes or breaks your property. It's what investors look at. It's what lenders care about. It's the only scorecard that really matters. That's why so many owners are starting to think differently. They're asking, "**What else can my building do for me?**" And when they dig in, they realize the answer is right in front of them.

Every rooftop, basement, garage, lobby, and common area has the potential to earn. Some opportunities are small but steady, like vending or parcel lockers. Others can be major, like solar, signage, or premium storage. Stack them together and suddenly you've created a second income engine for your property.

This isn't a theory. Owners are already doing it. NOI is growing. Properties that once felt squeezed are back in the black. And buyers pay more for buildings with diversified revenue streams, because it means less risk and stronger cash flow.

The truth is simple. Ancillary revenue is not optional anymore. It is what separates owners who are struggling from owners who are moving ahead. Your next step is to look closely at your building. Ask what is sitting idle, what is underused, and what can be put to work. Then put some numbers on it.

**Want to see what your unused spaces
could really earn?**

👉 Try our Stuf Storage Ancillary Revenue Calculator.