Modern Tech for Smart Connectivity

The technologies your community can bank on

xfinity communities

Introduction

Never mind stainless steel appliances and heated pools, for modern residents, connectivity is the new luxury.

Getting clever with modern technology can help attract residents to your community, and make your job easier and more fulfilling. Armed with the insights in this guide, you'll have a precise vision for transforming your property into a smart, connected community.

Let's take a closer look at what that future vision entails.

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CHAPTER 01

Define Smart Connectivity

The term "smart home" has become ubiquitous in modern culture. But what exactly does it mean for your community?
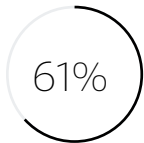
Define Smart Connectivity

Smart devices, such as thermostats and entertainment systems, are those that are connected to WiFi so users can control and automate functions.

The number of connected devices worldwide is predicted to reach **31 billion** by 2020. This exploding trend is having an impact on resident communities, too.[2]

61%

In fact, **61%** of residents are likely to choose an apartment property based on whether or not it offers connected features.[3]

And while these devices have become popular among both single family and apartment building residents, there are key differences.

87%
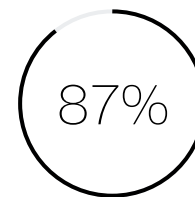
87% of surveyed property managers believe that technology plays a very important role in keeping residents satisfied.[1]

1. https://corporate.comcast.com/images/Xfinity-Communities-Survey-Report_041817.pdf
2. https://www.statista.com/statistics/471264/iot-number-of-connected-devices-worldwide/
3. https://www.prnewswire.com/news-releases/results-of-schlages-industry-insight-survey-reveals-what-millennial-renters-want-in-2017-300369197.html

Smart homes are defined by the connected devices and amenities important to each homeowner. From entertainment to home security, every device serves to make life easier for the owners of the home. Smart apartments, on the other hand, have to take into consideration the wants and needs of a wide range of residents, as well as the needs of the property owner and manager.

In addition to devices and amenities, smart communities are also defined by community management and connectivity.[4] Community management allows property managers to streamline tasks such as collecting rent, managing packages and handling maintenance requests.

Automating these tasks can leave you more time to create exceptional resident experiences and improve the overall culture of your community. Connectivity is critical because it's the underlying network that allows you to collect data to make better decisions and manage your community more efficiently and effectively. The common denominator among connected devices for homes and apartment properties is their ability to make life a little easier for those who live there.

How do residents benefit from smart connectivity? **Let's find out.**

4. https://homebase.ai/smart-apartments/what-are-smart-apartments/

CHAPTER 02

Smart Connectivity for Residents

Modern residents value a connected, experience-driven lifestyle, where they have access to technologies that allow them to automate repetitive tasks and focus on what's most important.

Smart Connectivity for Residents

Connected technology can have a major impact on residents in every demographic, from the novice user to the most digital-savvy.

Comfort, for example, is a category that defines some of the most well-known connected devices. Smart thermostats and lighting fit into this category.

The right Internet solution is also critical to providing exceptional experiences. Solutions such as Xfinity xFi give your residents speed, coverage and control for the ultimate, in-home WiFi experience.*
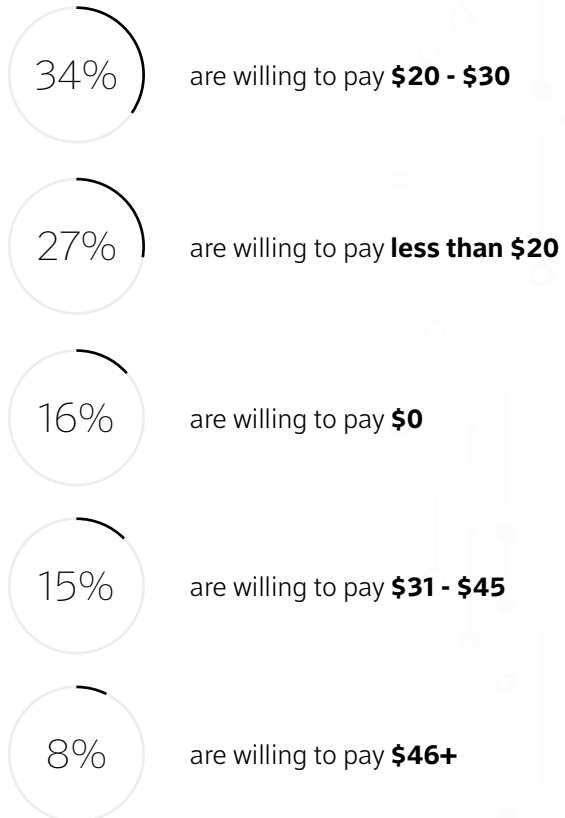

44%
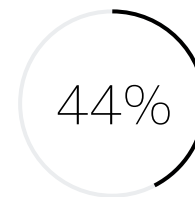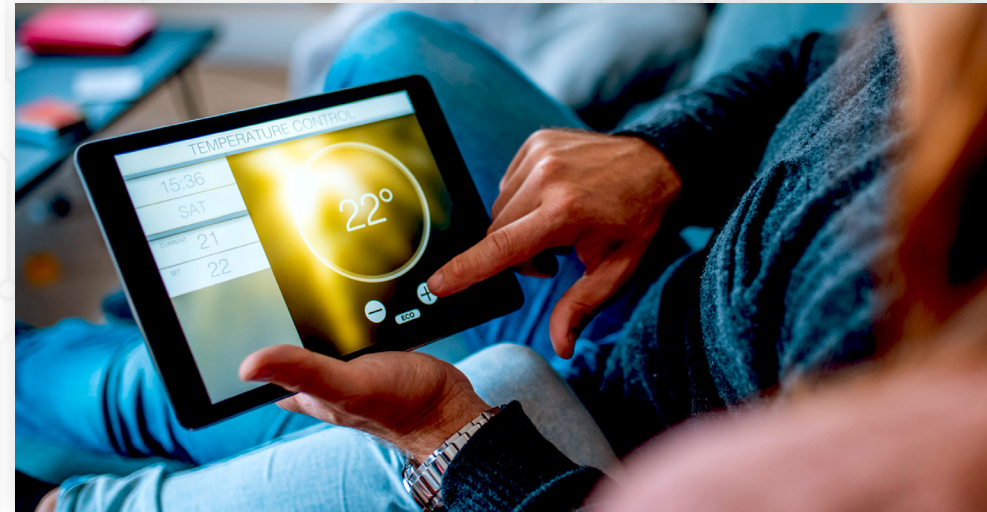
44 percent of millennials would give up a parking space to live in a "high-tech" apartment.[5]

*Xfinity xFi is available to Xfinity Internet customers with a compatible Xfinity Gateway.

5. https://www.prnewswire.com/news-releases/results-of-schlages-industry-insight-survey-reveals-what-millennial-renters-want-in-2017-300369197.html

According to a recent Entrata survey[6], the single most important amenity residents reported they'd be willing to pay more for each month is a technology package that includes high-speed Internet and/or cable TV.

The majority of residents are willing to pay more each month for connected technology.

34%   are willing to pay **$20 - $30**

27%   are willing to pay **less than $20**

16%   are willing to pay **$0**

15%   are willing to pay **$31 - $45**

8%   are willing to pay **$46+**

6. https://www.multifamilyexecutive.com/property-management/apartment-trends/most-renters-would-agree-to-rent-increase-for-smart-home-features_o

Imagine how valuable your community would be if you could offer your residents the amenity that's most important to them.

With the right solution, you can. Look for a technology provider that offers an entertainment experience with the ability to stream TV shows and movies from any device, and even use voice controls to find their favorites.

Regardless of their differences, residents in every demographic have stated that they value modern technologies such as instant access to streaming entertainment and fast WiFi.

In fact:

86% — **86%** of millennials
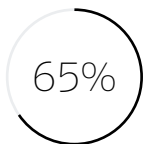
65% — and **65%** of baby boomers

surveyed said they are willing to pay more for an apartment equipped with automated or remotely controlled devices.[7]

You can read more about what millennial, Gen X and Boomer residents want when it comes to modern amenities in our full e-book: *The Property Manager's Pocket Guide*.

7. https://www.prnewswire.com/news-releases/results-of-schlages-industry-insight-survey-reveals-what-millennial-renters-want-in-2017-300369197.html

03

CHAPTER 03

Smart Connectivity for Property Managers

Smart tech delivers a "wow" factor that can differentiate your community from its competitors.

Smart Connectivity for Property Managers

Imagine taking potential residents on a tour of your high-tech community.

Tell them about your lightning-fast Internet, and then allow them to log into your guest network to experience it for themselves. Ask them what they're streaming on TV and then tell them about the networks they'll be able to stream via any device and the ability to use voice commands to find their favorites.

Smart tech delivers a "wow" factor that can differentiate your community from its competitors. More importantly, it appeals to residents' desire to have the most modern amenities. And that can improve your community's reputation, giving you a clear edge over other properties in your area.

Smart connectivity offers residents a higher-quality lifestyle, but did you know that this technology can also improve your quality of life at work? Integrating connected technology into your property can free you up to focus on building your community and creating exceptional resident experiences. It can also simplify repetitive tasks and increase your productivity.

Restrictions apply. Not available in all areas. Actual speeds vary and are not guaranteed.

Adding a connected device to each unit isn't enough. Technology changes quickly; the smart devices trending right now can become quickly outdated.

They might help you temporarily raise rents, but they shouldn't be thought of as a long-term competitive advantage.
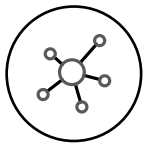
Instead, focus on building connectivity inside and outside of each unit and you'll be in a position to compete regardless of what the latest trending device is among residents.

Now that you've discovered entertainment experiences are at the top of residents' wish lists, you can focus on working with the right provider to bring your residents the future of entertainment with a package as unique as they are.

From streaming TV to screaming-fast Internet, solutions like the Advanced Communities Network by Xfinity Communities can make that dream a reality.

With a clear understanding of how to gain a competitive advantage, let's dive into what it takes to create a modern infrastructure that can handle today's connected tech, as well as the tech of tomorrow.

CHAPTER 04

Get Connected

True smart communities begin with the right infrastructure and lay the groundwork for tech advancements that are still over the horizon.
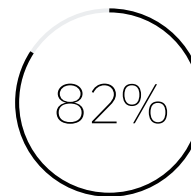
Get Connected

Whether your property is new construction or existing, a high-rise in the city or a sprawling suburban community, the right technology will give you a strong foundation on which to build a successful property ready for the future.

Without it, your community can't effectively support the technologies hitting the market now, much less those to come.

Look for a solution, such as the Advanced Communities Network by Xfinity, that can be customized to give your residents Gigabit speeds, and transform your property into a smart, connected community.

If you want your property to attract residents, consider building a foundation that can carry the tech of today—and tomorrow. A modern network can support your own needs as well as those of your residents, providing end-to-end service for exceptional experiences for all.

82%

82 percent of property owners are installing advanced technologies to create smart buildings.[8]

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8. https://corporate.comcast.com/images/Xfinity-Communities-Survey-Report_041817.pdf

Conclusion

There's little doubt that connected communities have a modern edge over those that don't offer a connected infrastructure.

With the right intelligence built into your property's foundation, you can provide residents with an experience like no other, connect yourself and your residents to the world and save time. When you tap into the full potential of this smart technology, you have the power to deliver meaningful experiences to every resident across every touchpoint and build your own professional success story.

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Learn more about attracting residents in **_The Property Manager's Pocket Guide_**.