TECHNOLOGY DRIVES MULTIFAMILY AMENITIES

Today, technology amenities are as important to renters as mainstays such as an in-unit washer/dryer. Here's what property managers and building owners are saying about the state of technology in the multifamily industry, and how prepared they are to meet tenants' needs.

⭐ RENTERS' EXPECTATIONS IN TODAY'S DIGITAL AGE

Property managers struggle to keep up

87% say **technology plays an important role** in keeping renters satisfied

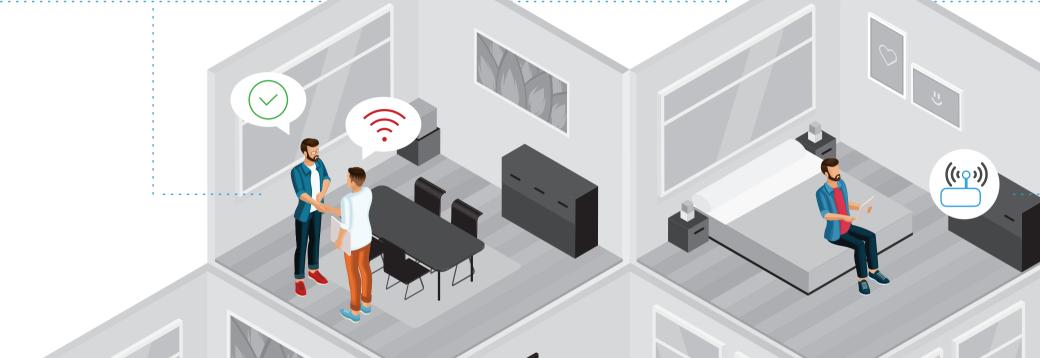**75%** report that **prospective residents ask about communications services**

46% find it **difficult to manage technology expectations** for renters of different generations in their properties

⦿ CURRENT COMMUNICATIONS INFRASTRUCTURE

Many managers have already made infrastructure investments

47% own or manage a **fiber-to-the-building network**

↻ INCREASED RENEWAL RATES

Technology plays an important role in renters' decisions to renew a lease

89% see **technology as an important factor in renters' decision to renew** the lease

87% believe **technology infrastructure improvement** leads to increased renewal rates

⌂ THE FUTURE WORKPLACE

Buildings aren't fully equipped to support telecommuting

75% see an **increase in the number of residents working from home**

30% think their property is **less than prepared to handle a rapid flux of work-from-home tenants**

💰 INCREASED PROPERTY VALUES

Communication infrastructure and services can help increase property values

30% believe **providing communications services boosts values** by at least 20%

90% see **technology investment as a driver of property values**

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