



# Smart Technology: Making Life Easier for More Than Residents

Smart technology in multifamily is typically framed from the viewpoint of residents or owners and operators. The benefits for residents are simple: they're able to control key functions of their unit, including lights and climate control, from anywhere and all through a single app without using physical switches, thermostats, or touchpads. Meanwhile, residents no longer have to use physical keys, with simple smart locks residents can reduce the risk of losing access to their unit and eliminate any potential re-keying costs. Due to the great user experience and increasing demand for these technologies, owners and operators reap the benefits of marketing a property that has the latest and advanced amenities.

However, the group that's often left out in this discussion are property staff. These unsung heroes of the multifamily industry often have some of the most difficult jobs as they're not only responsible for solving resident problems on a day-to-day basis, but general property upkeep and on-the-ground support for the owners and operators who employ them. The scope of these responsibilities means that property managers are constantly on the move, but too often it's in service of busy work rather than adding value.

Of course, a property manager's time may not be best spent doing walk throughs and manually checking lights, heating and locks in unoccupied units, but it's been a necessary part of the job. The same goes for helping residents that may have locked themselves out or, in a worst-case scenario, dealing with a damaging leak.

Smart apartment tools change that reality for property staff. Rather than being out of the office due to physical unit checks, they can manage unoccupied units and common areas from a manager portal with ease. Residents can have access to their unit so long as they have their phone, reducing lock-out situations. Leaks can be detected early to help avoid resident displacement and costly repairs.

All of this means less time dedicated to time-consuming activities and more time for property managers to focus on providing real value – creating unique experiences, renting units, designing new best practices, and solving resident problems. The redirection of property staff's hours and efforts benefit the entire multifamily property ecosystem, from the staff themselves to residents and owners/operators – the same as the smart technology that enables this shift.