The Critical Amenity Your Property Needs Now

The average person can spend six hours a day using Internet-powered devices and services.[1] As the demand for high-speed Internet and reliable WiFi grows, properties across the country are working to provide a solution for a modern foundation to keep up with residents' online habits.

The evolution of connectivity

As technology has evolved, so too have our Internet connectivity options. Modern broadband capabilities allow for Gigabit speeds. Gigabit speed Internet is a broadband service with up to gigabit-per-second download speeds. It's one of the fastest broadband speeds available, capable of transmitting large amounts of data quickly for a fast and seamless experience.

Wired for the future

Getting connected requires a modern infrastructure. **"It's so important to keep your property updated," says Park West Apartments' Property Manager DeAhn Smith. "Wiring the buildings with the proper technology is critical."** In order to be more competitive and more attractive, properties can equip their buildings with a custom solution that can provide residents with the speeds they need to stay connected. Look for a connectivity solution that:

- Offers move-in-ready gigabit-capable solutions
- Can be implemented in existing or new buildings, high-rise properties and single-family communities
- Powers fast Internet speeds, in-home WiFi, automated smart products and Voice over IP (VoIP)

The ROI of connectivity

Building a connected foundation can help you attract residents. In fact, more than 75% of residents would accept an increase in their monthly rent in exchange for upgraded technology in their apartments, according to an Entrata survey.[2] With the right infrastructure, your property can support the modern amenities residents want now, as well as technologies yet to come.

Learn more about how creating a connected foundation can help improve resident experiences and give your community a competitive edge in our **Property Manager's Pocket Guide.**

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1   https://wearesocial.com/blog/2018/01/global-digital-report-2018
2   https://www.prnewswire.com/news-releases/study-apartment-renters-prefer-smart-home-amenities-over-pools-300621491.html