



# The Winning Combo Your Property Needs to Help Attract Residents

As consumers, we're big fans of getting what we want exactly when we want it. We value having control in the palm of our own hands, and with the right technology, we can. When it comes to entertainment, we have the power to watch what we want, when we want, on whatever device we prefer. No more deciding between two big games. We can check scores, track multiple games at once and switch between close games without missing any of the big moments.

Advanced search with voice technology lets us find the shows we love and personalized recommendations helps us discover new favorites. We can keep track of the last several shows we watched, or flip from live TV to On Demand to DVR with the touch of a button.

## From amenity to necessity

The Internet has become less of a luxury and more of a must-have for streaming TV, surfing the web, gaming, collaborating and communicating. We value reliable connectivity and the ability to connect on the go.

However, technology isn't the end-all. In fact, 82% of U.S. consumers want more human interactions.<sup>1</sup> In addition to advanced technologies, providing your residents with an exceptional experience can increase the odds that they'll be with you long-term. When you bring a more personalized focus to your community, you can increase your odds of attracting residents. Here are five ways to combine human interaction and high-tech for an unforgettable resident experience:

- 1 Just the basics.** Host informative sessions in the lobby to meet residents and explain new technologies and amenities. Provide live demos and answer frequently asked questions. Assist residents with technology by walking them through the steps, such as paying rent or requesting maintenance online.
- 2 One-to-one wins.** When residents are ready to sign up for a new tech or entertainment service, meet one-on-one to answer their questions and understand their concerns. Make sure they have all the information they need and know all the benefits of the new services.
- 3 Follow through.** When residents have tech or maintenance issues, follow up in person to confirm everything went smoothly and they are up and running quickly.
- 4 Get offline!** Hold community events to build rapport with and among residents. When your residents know you, and each other, they'll likely feel a stronger sense of belonging and share that positive emotion with their friends and family – offline and on social media channels – which may lead to new residents for you.
- 5 Provide access to must-have info.** Add an FAQ section to your property's website to provide answers to the questions your residents come to you with most frequently. Post a printed copy in your lobby or other gathering areas for those who spend more time offline.

Technology can improve connectivity, provide entertainment and increase productivity. Combining the power of tech with face-to-face interactions and strong relationships creates a truly exceptional resident experience.

Learn more about how you can combine the power of technology and human interaction to give your community a competitive edge in our **Property Manager's Pocket Guide**.

<sup>1</sup> <https://www.pwc.com/us/en/advisory-services/publications/consumer-intelligence-series/pwc-consumer-intelligence-series-customer-experience.pdf>