



# The Value of CommunityConnect

Build to Rent, Student and  
Coliving Housing



White Paper  
2021

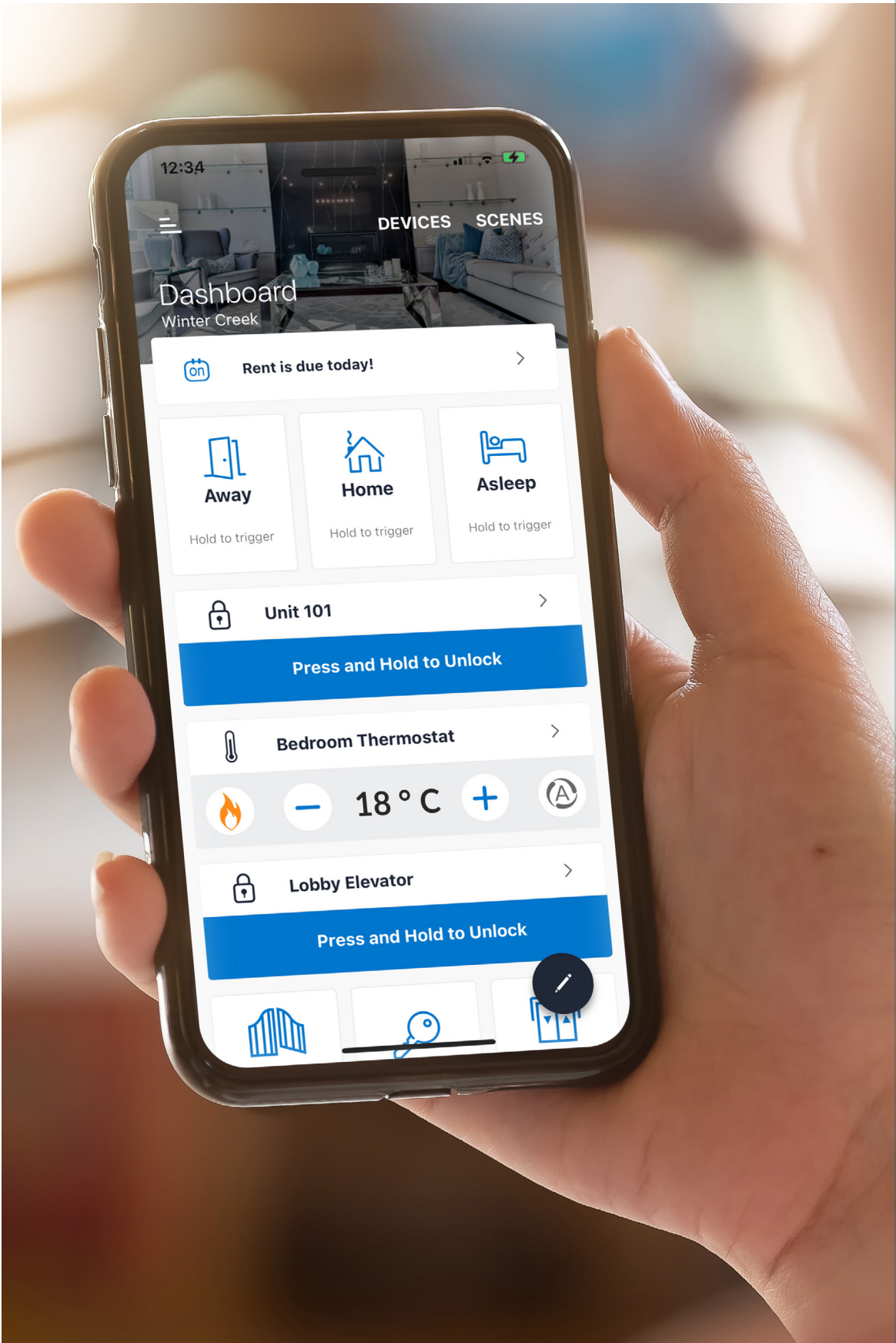
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CommunityConnect™  
Mobile App Demo:

Scan the QR Code with the camera on  
your phone for a mobile app demo







## 1. Intro

More than 25% of the world's population belongs to young adults born in the mid-1990s and mid-2000s, otherwise known as Gen Z. The generation lives on multiple devices, this generation can't remember a time when the internet wasn't just a click away and they are incredibly familiar with in home technology, prompting a new way in which housing providers are building, equipping and leasing their properties.

## About us

CommunityConnect™ is a groundbreaking international Internet of Things (IoT) Software Platform. CommunityConnect enables Smart Apartments and Intelligent Buildings and is the first software platform of its kind purpose-built for the complexities of Build to Rent and student housing and has been deployed over 400,000 units globally



# The Mission

CommunityConnect's mission is to increase energy and resource efficiencies and reduce the global carbon footprint of commercial residential buildings. CommunityConnect enables smart devices like smart sensors, light switches and outlets, smart thermostats, and HVAC equipment. Additionally, CommunityConnect integrates smart water meters and heaters, smart load centers, and more, to be connected on one collaborative dashboard and mobile application. Property managers and their residents can automate energy and water savings without reducing comfort.

# The Goal

CommunityConnect's goal is to provide owners and operators the most rapid and significant return on investment (ROI) and increase of net operating income (NOI) of technology providers in the industry, without necessitating rent lift. CommunityConnect achieves this through holistic intelligent building design, to increase not only the immediate NOI, but the value of the property and portfolio, as well. CommunityConnect is long term, perpetual return by design.

# Category Creator



1 in 5 New U.S. Construction in 2019



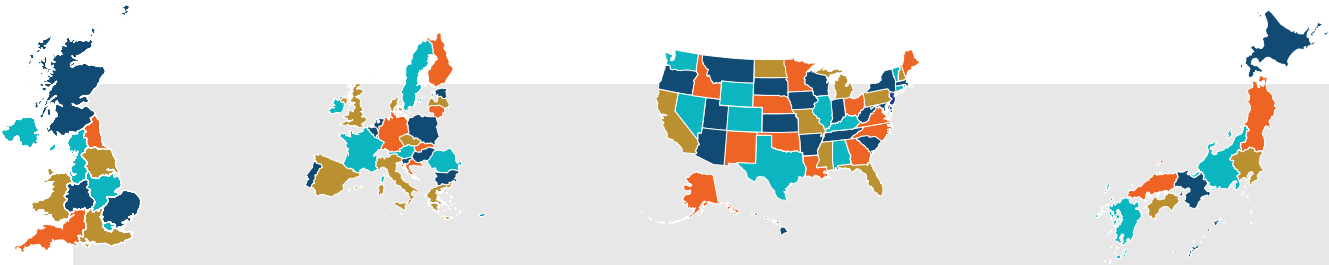
Over 400,000 Units World-Wide



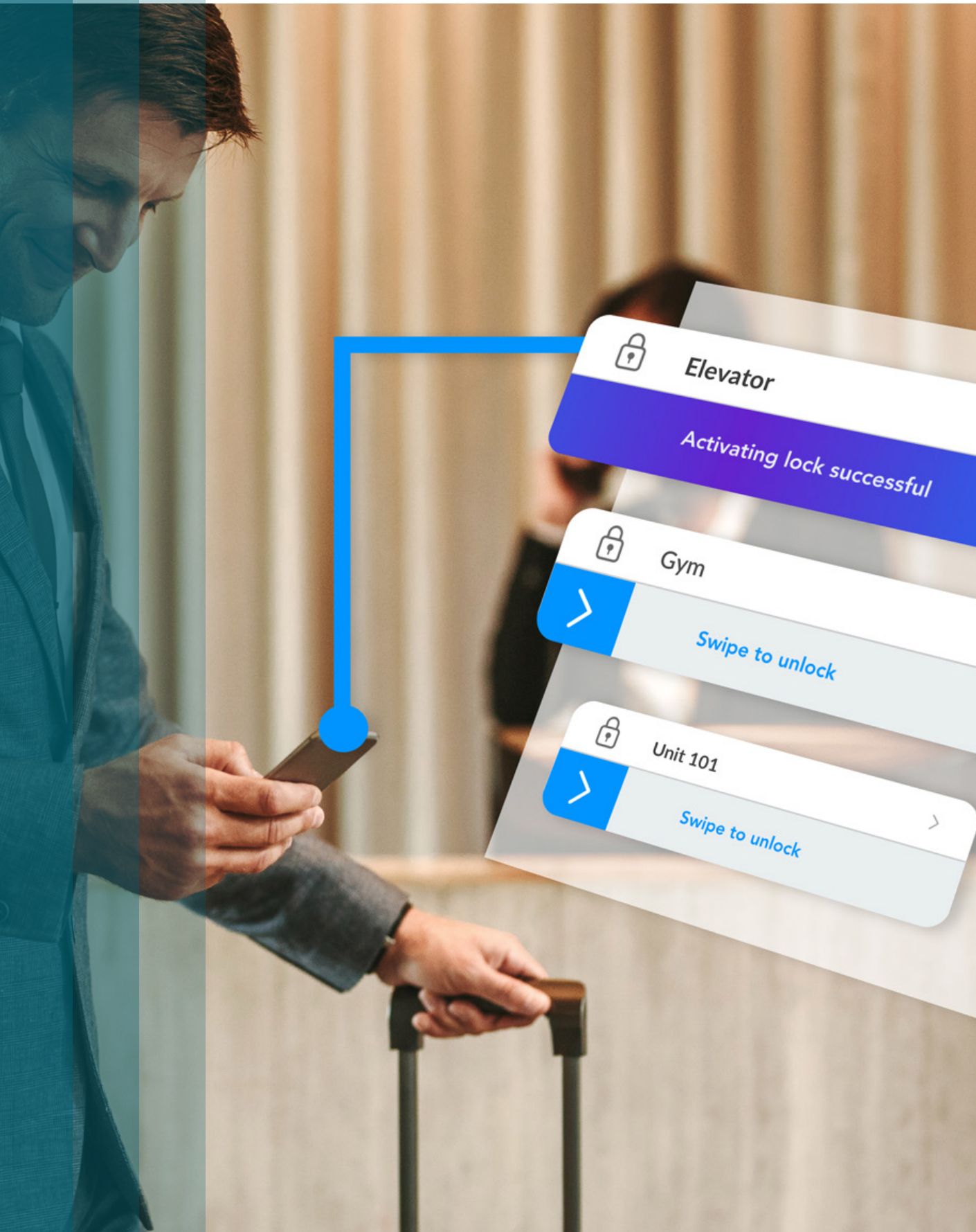
Over 1300 Properties



Build to Rent, Student and Coliving







## 2. Access and On-Demand Economy

The On-Demand Economy is driving customer behaviour and customers' expectations of immediate and on-demand access to those goods and services. This continues to drive the need for a return on investment delivered through the operating efficiencies of electronic access solutions. Residents, staff, maintenance, vendors, service providers, and guests all expect immediate, secure, access to all relevant places in real time.

Today's residents expect their Deliveroo or Just Eat delivery to be door-to-door, securely and effortlessly. They eschew the notion that they would need to take the lift to meet a driver. Similarly, property staff expect to spend their valuable time serving their residents and delivering on owner visions. Spending their day creating the bevy of credentials required for the innumerable concierge services available on today's Build to Rent properties is antithetical to their mission.

In addition to meeting resident expectations and operator efficiency requirements, owners seek to increase the value of their portfolios through investment in new technology. The key to creating ROI and NOI through operating efficiencies is CommunityConnect's Access Platform and mobile application, enabling CommunityConnect as the most widely deployed electronic access solution in the industry today with nearly half of a million smart access points supported.



**Creating physical spaces is very expensive and very difficult to do. I can't add a second gym anywhere I want to. But changing the way the residents interface with their existing physical space, is a much more cost-effective approach to creating accretive value.**

*-Real Estate Development Manager*



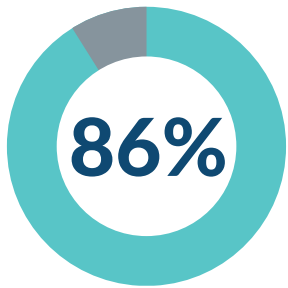
While most properties utilise CommunityConnect Sustain to reduce energy consumption during lease-up and beyond, our savviest operators create property-wide Scenes to increase the speed of lease-up by automating our lighting solution to mimic full occupancy at night and guaranteeing comfortable temperatures for tours during the day.

In the U.S vacant units cost the property owner 10% of the total utility spend, therefore managing them is critical to ensuring costs are kept to a minimum while they are unoccupied.

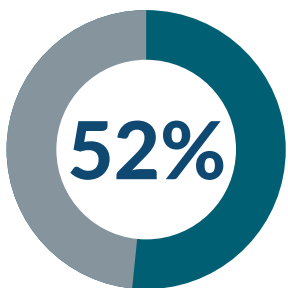
CommunityConnect Fleet Management and property-wide Scenes enable the first truly intelligent building automation for multifamily and student housing, providing single-click customisation for perpetual, hands-off optimisation.

CommunityConnect understands the skepticism of decades of energy management myths. We realise that the most profitable owners and operators want data-driven metrics to help drive their investment decisions.

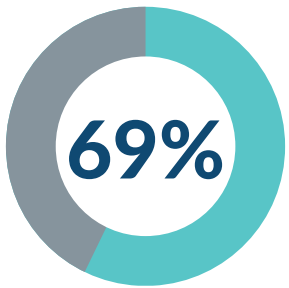
According to Multifamily U.S. Industry Data:



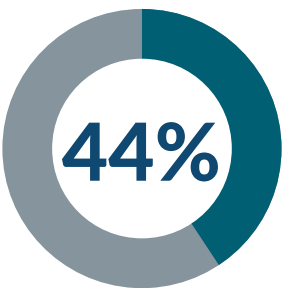
of renters are happy to pay extra for a unit outfitted with smart devices or home automation features.



of renters would pay up to \$100 extra in monthly rent to live in an energy-efficient building.



of renters would like to live in an energy-efficient or green building.



of renters would give up a parking space to live in an apartment fitted with smart technology.



of renters are willing to pay an additional 20 percent in rent for smart home features.

Enables Property Managers To Recruit And Retain Residents



### 3. Real-Time Water Management, Alerts, and Control

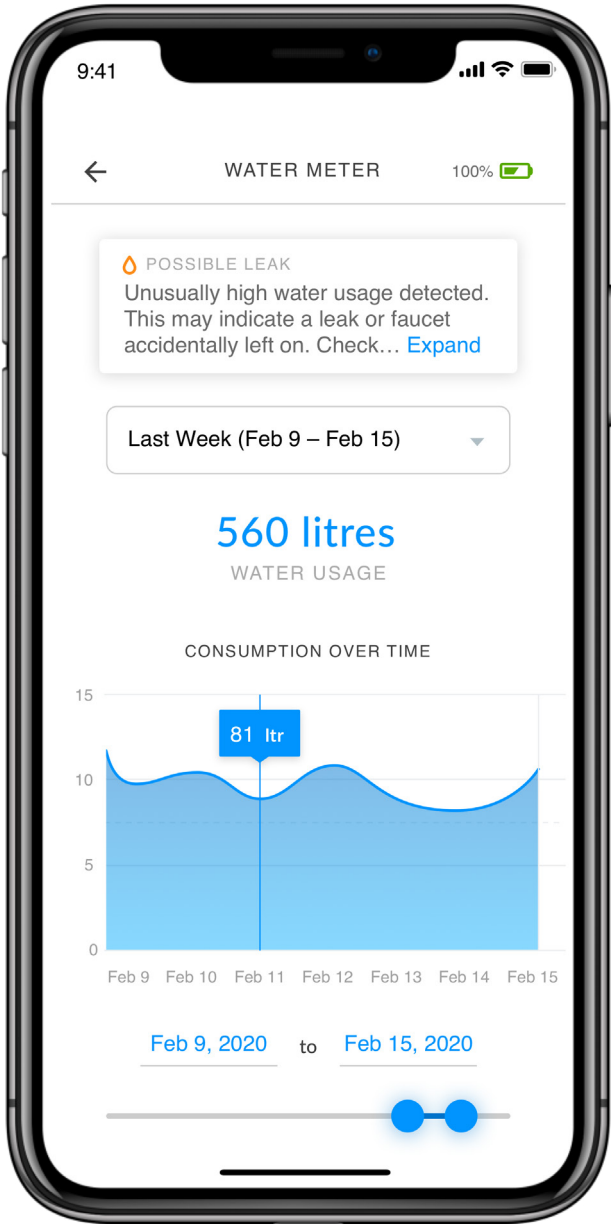
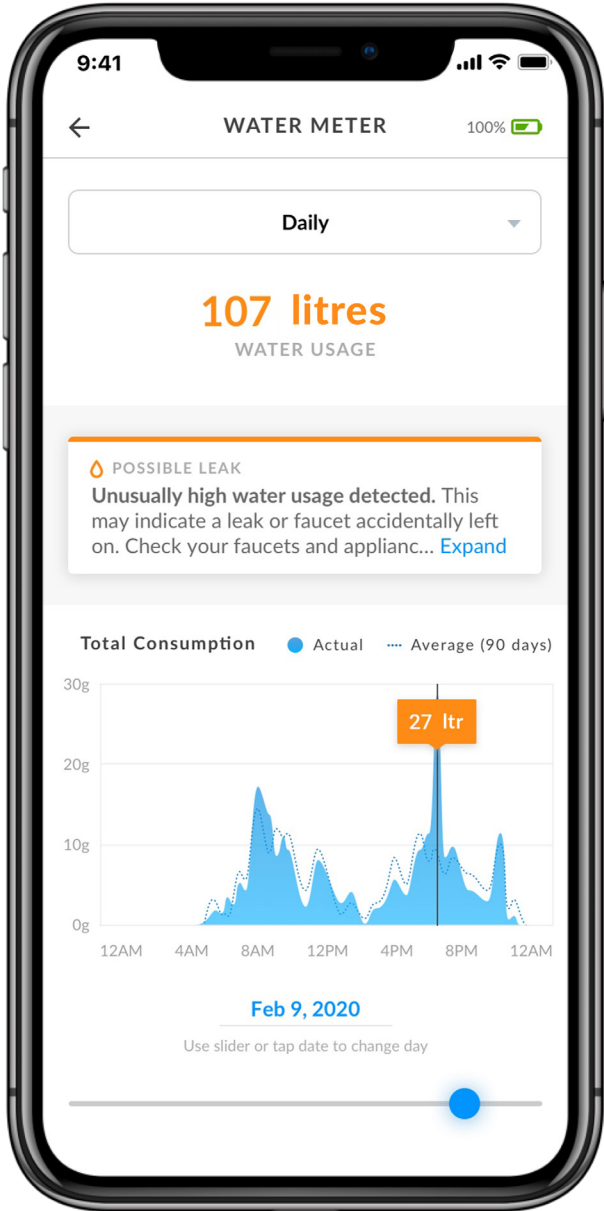
CommunityConnect is hyper focused on energy and water efficiencies, and how to transform Build to Rent and student housing into more sustainable industries..

CommunityConnect created a property and portfolio-wide solution to reduce risk and losses from leaks and running water, provide significant cost savings and immediate ROI, and eliminate unbillable water usage by residents. When a leak as small as the tip of a ballpoint pen can waste as much as 28,000 litres per month and 90% of incidents involving water in Build to Rent and student housing result in damage to multiple units, the savings from real-time alerts are crucial to stopping hidden and prolonged loss.

CommunityConnect Sustain offers multiple paths to water management and control, from automatic shutoff valves, acoustic monitoring, real-time metering technologies, and innumerable sensor technologies for everything from humidity to leaks. For property managers and residents, early detection also reduces unscheduled maintenance and repairs. And marketing and messaging around sustainability is also proven to better recruit and retain residents.



Reduction of water waste increases net operating income and therefore the value of the building and portfolio. Asset protection includes leak sensing, water shutoff, occupied unit non-reporting meters, and more, after lease-up and during construction. Portfolio managers can view usage patterns, alerts, and the overall health of these critical systems. In a 350 unit property, total operational savings by addressing faulty building systems can equate to tens of thousands of pounds annually. CommunityConnect Sustain is lifting the fog that has been obscuring this information for so long. As the ever-increasing requirements of government mandates grow, analytics tools that provide data required for sustainability certifications dramatically increase in the value they provide. The sustainability transformation of Build to Rent and student housing is a win for everyone and the planet.





#### 4. Covid Considerations: Safety, Security, Health and Wellness

2020 presented no shortage of challenges, but the silver lining for CommunityConnect Properties is that most of them are already equipped to engage in property-wide optimisations, great news for our early adopters. Secure Self Touring has always been available with CommunityConnect via our Guest and Visitor Access Management and Control. CommunityConnect's centralised control and mobile credentials enable staff and residents to maintain best practices in social distancing by meeting all resident and property management access needs without the office visits, including easily monitoring or eliminating access to amenity and common areas.



# Package Place

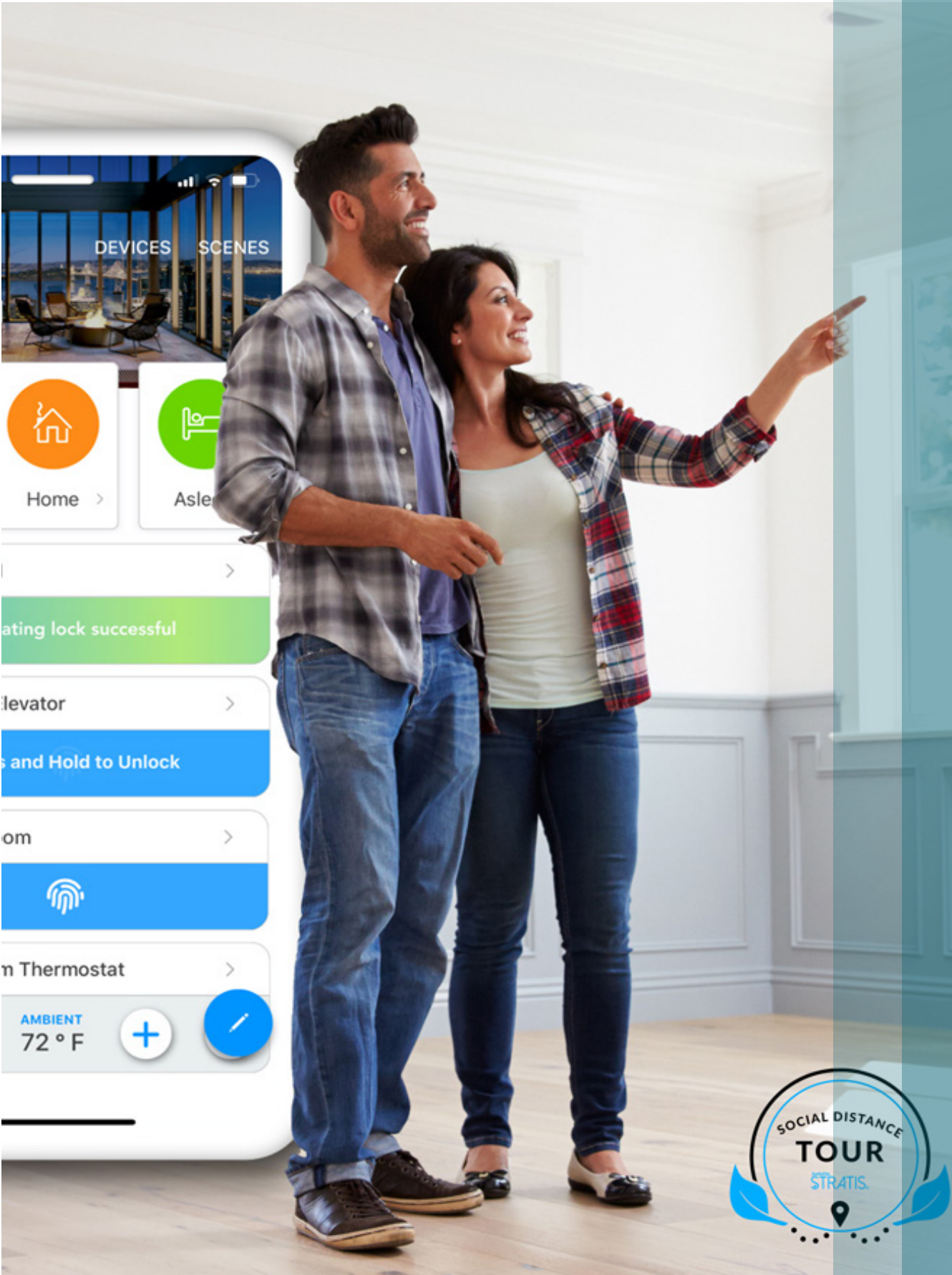
Package Management has posed a growing challenge for Build to Rent and student properties for the last five years, with deliveries increasing 10% each in value, volume, and size year on year.

COVID has exacerbated this situation, with residents staying home and ordering delivery on all manner of goods. March brought the execution of new COVID response policies across the United Kingdom. Since, there has been roughly a 31% increase in package transactions.

This rapid increase has vastly overwhelmed many properties' existing package storage solutions. CommunityConnect Package Place™ quickly, easily, and cost-effectively creates a secure package overflow space when lockers aren't enough.

# CommunityConnect Path™

Finally, CommunityConnect offers a truly touchless solution for residents and staff. CommunityConnect Path™, eliminates the need to touch handles, keypads, or any other door necessary to access an apartment, property amenity, or common area. Reducing touched surfaces is yet another way that CommunityConnect is helping communities be safer and healthier for staff and residents.







## 5. Rent Lift: A Competitive Advantage for Early Adopters

Smart Apartments and Intelligent Buildings are the undisputed future of Build to Rent and student housing technology. Early adopters are already reaping the benefits of their foresight, including competitive rent positioning combined with increased operational efficiency, providing a double impact to increase NOI and property valuation.



In addition to rapid ROI, competitive market advantage, and increased profitability, early adopters are also seeing faster lease ups for new developments and increased retention for existing properties. CommunityConnect's holistic solution provides a lifestyle experience that Build to Rent operators are leveraging to increase renewals and attract the next generation of residents.

Smart technology intelligently implemented has been identified as a clear differentiator for residents.

A property in the U.S. recently signed 90 pre-occupancy leases in their first four weeks of lease up, at a 20% rental premium based on their CommunityConnect-enabled "Rent Smart" campaign.

CommunityConnect is witnessing Smart Apartment nationwide rent lift, as a result of holistic Intelligent Building deployments.

Smart Apartments in an Intelligent Building rival the best luxury home living experience, with more convenience and better amenities, an opportunity that today's mobile and technology embracing customers continue to seek and embrace. CommunityConnect all-in-one mobile application differentiates the Smart Apartment living experience for residents and creates the living experience that the on-demand economy expects.







## 6. Future Roadmap: Limitless

Whilst we can see Smart technology in Build to Rent and student housing is rapidly becoming a requirement, some property owners and managers are hesitant to adopt smart hardware, as they fear it will need to be replaced with the next newest invention. Others worry that providers solving for today's demands or enabling single solution "sliver solutions" may not be in business long enough for owners to realise the promised ROI.

CommunityConnect offers a platform-based solution that enables the best of today's technology and provides infinite expandability to accommodate tomorrow's innovation as well. CommunityConnect was engineered from the ground up as an adaptable and extensible platform. CommunityConnect is the racetrack on which any secure hardware and software can run, seamlessly, for owners, operators, and our residents.

New technologies are developed daily around the world utilising a multitude of smart communication methods including WiFi, Z-Wave, Zigbee, LoRa, Bluetooth, and more. CommunityConnect is the only solution that can support all of these smart communication methods today, and upon which additional devices can be added or replaced without platform change outs in the future. An investment in CommunityConnect ensures your portfolio today is capable and ready to deliver





## 7. Conclusion

There are a plethora of ways in which CommunityConnect delivers on its goal to provide owners and operators the most rapid and significant return on investment and increase of net operating income of technology providers in the industry. Whether your pain points center on access, energy, water, or competitive differentiation, the solution is ready - now.

Let CommunityConnect show you how the Internet of Things offers something for everyone.





The Future of Smart Buildings  
is NOW!



Talk to a RealPage consultant today to see how your properties can meet tomorrow's multifamily needs today - with CommunityConnect™

For more information, visit: [www.realpageuk.com](https://www.realpageuk.com) or contact sales at +44 (0)203 432 2105