Apartments and Next Generation Technology

How Emerging Technologies Can Change Multi-Dwelling Marketing

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Emerging Opportunities

BIGDATA
Machine Learning Algorithms

What can I help you with?
Virtual Reality

Engage and inform prospective renters during their online search before they even visit your property.

Showcase your community and amenities in immersive virtual experiences anyone can see at any time (especially transplants).

DC Traffic is terrible. Give your property a better chance of onsite visit.
Augmented Reality

Allow renters to visualize themselves living there

Stage rooms with different furniture, colors, accents, etc

Provide information they may forget or not know to ask

Better engagement experience
Big Data, AI, & Machine Learning

When used properly, Big Data provides an opportunity to give the right information to the right person

- Google analytics of your website traffic
- Facebook Insights from your Business Page
- Marketing Automation services
- Content curation

Chatbots
- Hold basic conversation
- Collect initial information
- Help you understand how best to support potential renter’s needs
Smart Homes & Voice Recognition

Convenience, security, energy efficiency

Value-add by incorporating smart home features into rental

61% millennials willing to pay more to live in a smart home

Centrally managed “hub” is key (not individual apps)

Provide commands for voice controls such as Google Home and Amazon Alexa

Types of Smart Home Tech
Thermostats
Locks
Lighting (bulbs, plugs, shade control)
Fire/Smoke/Carbon Monoxide
Batteries
Security/Cameras
Sensors
Blockchain

Shared ledger for recording the history of transactions that cannot be altered

Bitcoin most recognizable use

Potential Uses in Real Estate:
- Deed & Title
- Payments
- “Smart” Contracts
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THANK YOU!