Tech Driven Experiences & Technology as Experience

Apartments in the Experience Economy
6th Annual Northern Virginia Apartment Summit
Wednesday, April 24, 2019
Overview

1. About Camber Creek
2. "Amenitization" of Apartment Buildings
3. Experiences via technology
4. Technology as experience
5. Questions/Reactions
About Camber Creek

• Founded 2011

• Real estate tech focus

• LP Network:
  • 150 mm square feet commercial
  • 150,000 multifamily units
  • 2000+ properties
Example Portfolio Companies

- Bowery
- Building Engines
- Latch
- Measurabl
- Nestio
- Fundrise
- Task EASY
- Why Hotel
- VTS
Section 2: “Amenitization” of Apartment Buildings
Amenitization Arms Race

- Wine Cellars
- Digital Driving Ranges
- Bike Storage & Repair
- Pet Spas
- Climbing walls
- Comm. Gardens + vegetable delivery
Amenitization Arms Race: Services

- Car-sharing service
- Child-care service
- Concierge
- Cooking classes
- Dry cleaning/laundry service
- Personal shopper
- Pet grooming
- Spa/massage center
- Yoga/Aerobics/Wellness classes
Driven by?

• **Millennial preferences**
  - NMHC’s 2018 Consumer Housing Insights Survey: 58% of millennials believe apartments should provide helpful services and amenities

• **Competition**

• **Market signals**
  - Apartment buildings with four or more service amenities had a 4.5% sale premium over those with three or fewer.
  - Projects with eight to 13 total amenities earned a 5.1% rent premium and leased up 5% more units per month than those with seven or fewer amenities.
  - Well-designed and well-amenity buildings achieved a 17% rent premium and leased up 23.1% faster than the average building.*

*Newmark Knight Frank study
Section 3:
Experience Economy via Tech
Experience Economy via Tech: On-Demand Services

• Evolving market

• Gyms no longer enough – now properties provide on demand gym services
  • Examples: TF Living, hOM

• Not just pet spas - pet services also
  • Example: Greystar/Wag Partnership in Los Angeles:
    • Discounts on Wag services, lockboxes for dog walkers, rebranded dog park

• Services extending into the apartment
  • Example: Hello Alfred partners with property managers and provides all tenants with groceries, laundry, packages, dry cleaning and other services
Experience Economy via Tech: On-Demand Services

• And into the social realm
  • Example: Cobu helps build local community by identifying local events, providing discounts at local retailers, and allowing for messaging with other residents

• Integrated personal concierge services
  • Amenify: Partners with property managers: provides cleaning, dog walking, fitness, massage and transportation options

• Tenant experience management: HQO, District Tech, Zego
  • Direct management-to-tenant communication, e.g., pop-up shops and special events
  • Tools to reserve conference spaces and desks, sign up for fitness classes
  • Access special deals from local retailers
  • Manage physical access and, in some cases, in-home smart devices
  • Rapid data collection and feedback on actual tenant behavior
Section 4:
Tech as Experience
Tech as Experience: Hardware - Locks

• **Market leaders:** Latch, Kwikset, August Home, Schlage, Yale, Lockitron, etc

• **Latch:**
  • Open with: smart phone, smart card, door code on the lock’s touchscreen pad, or backup manual keys.
  • Users can grant temporary door codes to those who need access.
  • The system includes a camera that keeps a photo access log of people
Tech as Experience: Hardware – Package Delivery

- **Hardware leaders**: Luxer, Parcel Pending, Package Concierge
- **Alternative services**: Fetch Package, Doorman
Tech as Experience: Smart Apartment Experience

- **Market leaders:** Dwelo, Iotas, Smart Rent, Stratis IoT

- Integrated smart apartment services via app
- For residents: single app to control access, climate, lighting, and “scenes”
- For managers: provides visibility and control across buildings and portfolios. Monitor leaks, energy usage, etc.
- Some providers, like Smart Rent and Iotas, will handle device installation. Others simply integrate with existing hardware and provide a single, app-based platform.
Questions?