



# campus connex



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# The Future of Tech and Revenue Growth

Wednesday, February 13





# Agenda

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- Panelists
- Technology and Revenue Growth
- The Missing Link
- Changing the Script / Convincing the C-Suite
- Q&A

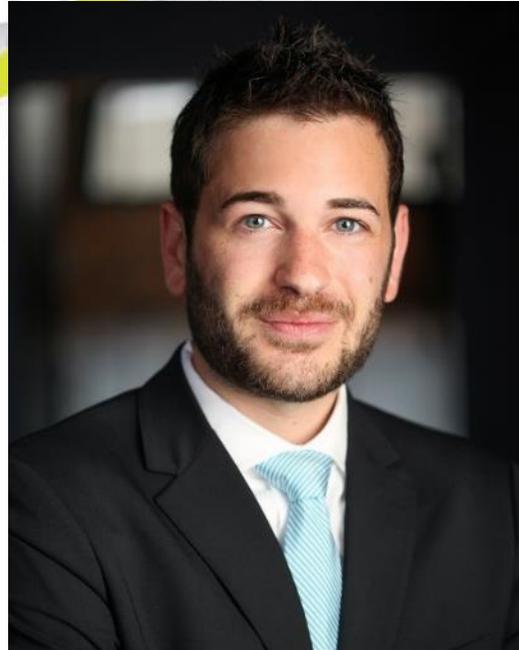
# Meet the Experts



**Chase Harrington**

Chief Operating Officer /  
President

Entrata



**Mark Zikra**

Director of Technology

CA Ventures



**Michael Phillips**

Chief Financial Officer

Phillips Enterprises

# Technology and Revenue Growth

## Achieving an ROI with smart home tech.



A survey by Entrata found that more than **57 percent** of residents are willing to increase their rent payment by at least **\$20** to have a smart apartment\*.

**THE VALUE OF LIVING  
IN A SMART COMMUNITY**

\*Defined as an apartment with a smart thermostat and keyless entry.

[http://info.entrata.com/newsletters/case\\_studies/Amenities/rentersvalues.pdf](http://info.entrata.com/newsletters/case_studies/Amenities/rentersvalues.pdf)

# What is the Missing Link?

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- ▶ Pricing?
- ▶ The Wrong Technology?
- ▶ Missing Software?
- ▶ *The actual missing link is that we have lost sight of the problems our industry is trying to solve with smart home technology.*

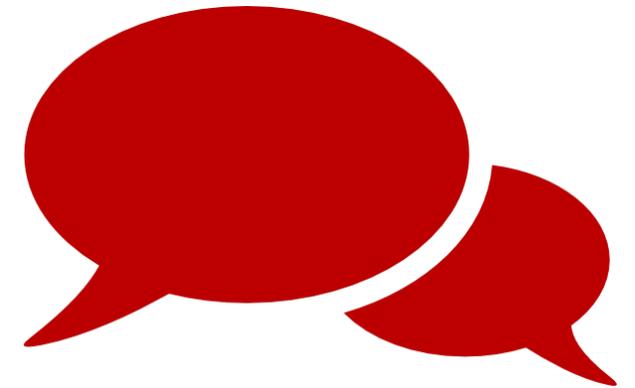
What are some examples of these problems?



# Changing the Script / Convincing the C-Suite

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- Identify and involve the right stakeholders.
- Show the data to the C-Suite.
- What do these conversations look like?



# Takeaways

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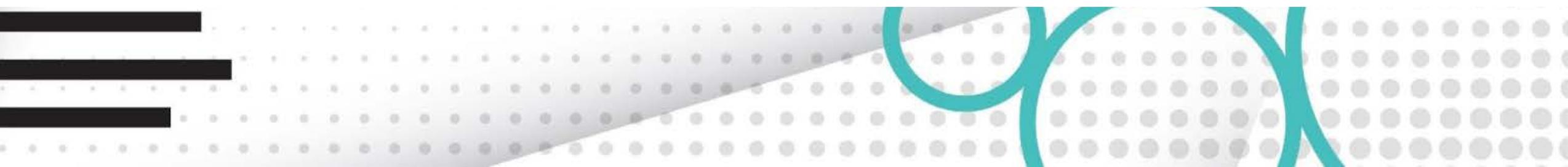
- ✓ Consider making smart home an add on package fee for the first year, and at renewal the fee goes away. This takes the sting out of the renewal increase and it offsets the cost to the resident, because they essentially pay for the technology in the first year of their lease.
- ✓ Build the cost of smart technologies and implementation into the rent of each unit and then market the entire community as a smart community. The reason rents at your community are higher than competitors is because we have converted to smart technology in all homes. You could then offer a “smart home discount,” and promote that as a rent special. The resident thinks they are getting the smart technology for free, but they are already paying for it in their rent. Then upon their renewal, they could pay a smart tech fee, but the pricing team has the opportunity to lower their rent rate.
- ✓ Start small with implementation. Only install in smart technology features in certain places such as living rooms or bedroom, where it makes the most sense. Or only operators could only install smart tech in specific units with premiums, such as beachfront views or larger floor plans. These units are already higher priced, and will attract a less price conscious renter. Adding smart tech to these units and building that cost into the rent rate won't deter a renter who is willing to pay more for premium units.
- ✓ Install security keys or smart doorbells at units where the resident purchases the smart technology fee. Or build the cost of a smart doorbell into the rent rates and install them at every unit. These added security features would be impactful at student communities, where parents are often paying rent or at least a co-signer on a lease.

The logo for Campus Connex is displayed in the top left corner. The word "campus" is in a bold, lowercase, sans-serif font, and "connex" is in a larger, bold, lowercase, sans-serif font. Below the main text, the phrase "Powered by NAA" is written in a smaller, lowercase, sans-serif font. The background features a white grid of small grey dots, a large yellow circle, a red shape with white diagonal stripes, and a teal dotted arc.

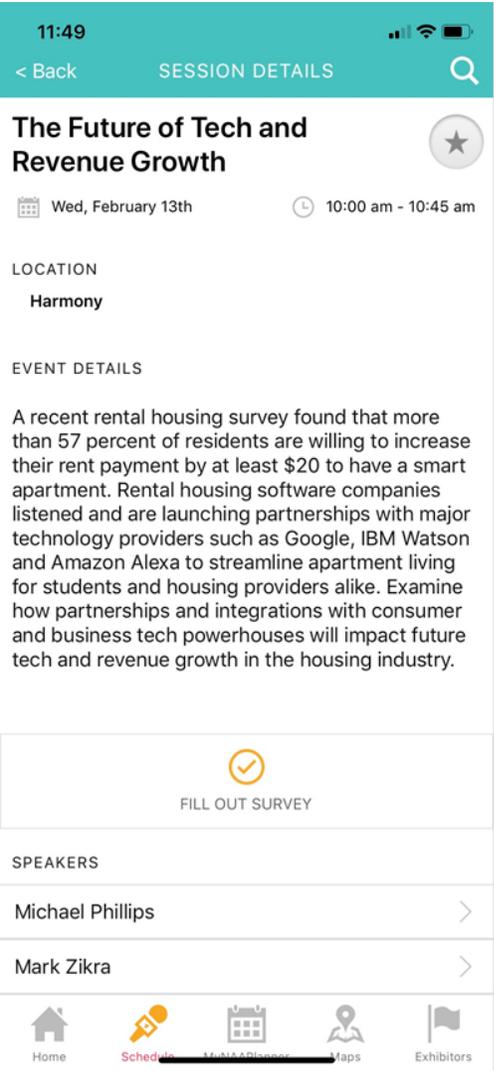
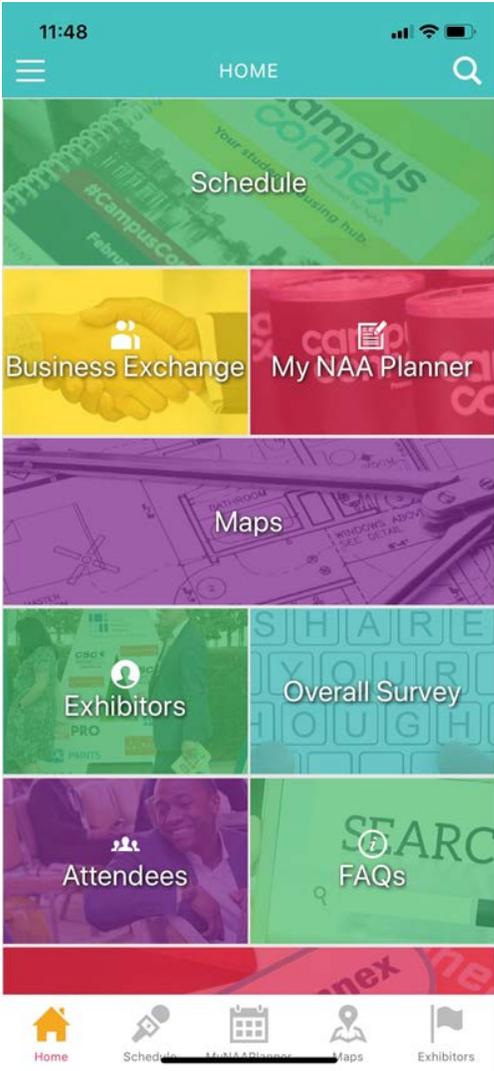
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**Questions?**

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# Session Survey: Tell us your thoughts!

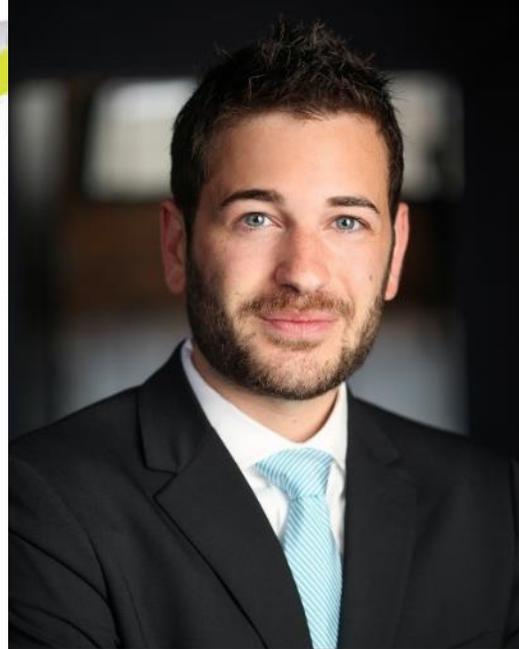


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