

SYNOPSIS

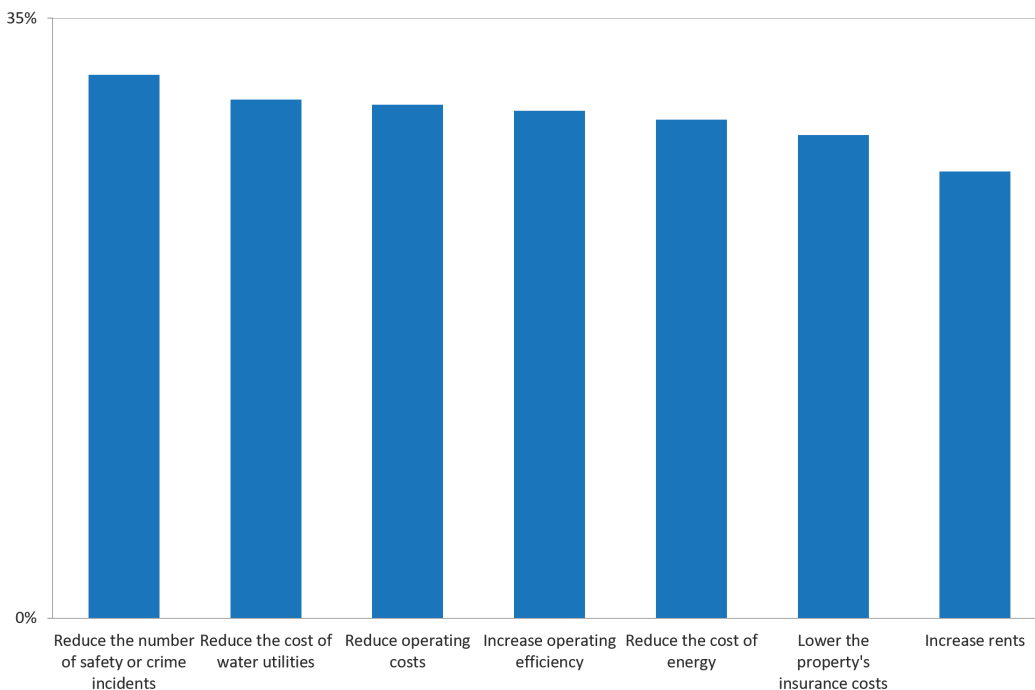
This business-to-business study explores the strategic priorities, challenges, and ROI perceptions driving smart technology investments in multifamily and master-planned communities. Through **in-depth surveys with property owners and operators**, the research identifies adoption trends for proptech solutions such as access control, resident apps, bulk internet and managed Wi-Fi, energy automation, and IoT-enabled services.

The study quantifies motivations for deployment, ranging from operational efficiency to resident satisfaction, and examines the metrics to identify success. It assesses key barriers, budget planning, and vendor selection criteria, offering valuable insights for solution providers targeting this growing segment.

Number of Slides: 69

AUTHORS

Impact of Smart Building Solutions on Select Metrics



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Key questions addressed:

1. How have the drivers and barriers for smart building technologies evolved?
2. What are owners/operators planning for smart building technology investments?
3. What timelines are MDU owner/operators considering?
4. How has the market for bulk internet evolved in the face of changing regulations?
5. What are multifamily owners and operators looking for in their technology partners and vendors?

“In high interest rate environments, decision makers focus on high ROI investments. With rental growth likely to remain sluggish due to demand-side challenges, properties will seek solutions that result in OpEx savings and building occupancy.”

— Kristen Hanich, Senior Research Director, Parks Associates

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Executive Summary

- Percentage of Multifamily Owners or Operators With One or More Solutions Deployed in Portfolio
- Plans on Deploying, Upgrading, or Replacing Technology Within the Next Year
- Impact of Smart Building Solutions on Select Metrics
- Networking Standards Used in Largest Property in Portfolio for Select Technologies
- Estimated Timeline of Making Technology Purchasing Decisions
- Factors Holding Company Back from Deploying Smart Solutions

Property Technology Adoption

- Percentage of Multifamily Properties With One or More Installed Solutions in Portfolio
- Deployment Locations for Smart Building Solutions: Property Type
- NPS of Property Technology Solutions

Technology Fragmentation

- Smart Building and Technology Fragmentation Strategies
- Systems Integrated into Smart Building Platform/Aggregator
- Self-Reported Brand of Real Estate or Property Management System Used

Resident Amenities

- Adoption of Multifamily Amenities: Traditional Amenities
- Adoption of Multifamily Amenities: Tech-Enabled Amenities
- Devices Included in Smart Amenity Package
- Type of Digital Tools Offered for Residents
- EV Charger Location

Internet and Connectivity

- Wi-Fi Adoption by Multifamily Owning or Operating Companies
- Property Wi-Fi in Multifamily Communities
- Reasons for Deploying Managed Wi-Fi
- Service Provider for Managed Wi-Fi
- Bulk Internet Service Providers
- Bulk Internet in Multifamily Communities
- Payment Model for Bulk Internet
- Drivers for Offering Bulk Internet

- Barriers to Bulk Internet Adoption
- Multifamily Owner or Operator Satisfaction with Internet and Wi-Fi Service
- Resident NPS for Bulk vs. Retail Internet in MDUs

Drivers and Barriers of Technology Deployment

- Impact of Smart Building Solutions on Select Metrics
- Reasons for Deploying Electronic Access Control Systems
- Method of Measuring Access Control Effectiveness
- Reasons for Deploying Video Surveillance
- Method of Measuring Video Surveillance Effectiveness
- Reasons for Deploying Smart Thermostats
- Method of Measuring Smart Thermostat Effectiveness
- Reasons for Deploying Smart Water Meters/Water Leak Detectors
- Method of Measuring Leak Detector Effectiveness
- Reasons for Deploying Smart Irrigation Controls
- Reasons for Deploying Package Management Solution
- Reasons for Deploying Maintenance Management Solution
- Reasons for Deploying EV Charging Stations
- Method of Measuring EV Charger Effectiveness
- Factors Holding Company Back from Deploying Smart Solutions

Future Roadmap

- Major Company Initiatives in Next Five Years
- Use of AI Technology
- Plans on Deploying Technology in the Next Five Years
- Expected Timeline of Making Changes to Solutions
- Important Factors When Evaluating Technology Solution Vendors
- Top 3 Important Factors Evaluating Technology Solution Vendors
- Preferred Smart Building Platform Partners

Market Sizing – Largest Property

- Age of Largest Property
- Type of Residential Buildings on Largest Property
- Number of Units in Largest Property
- Classification of Largest Property
- Bulk Internet Adoption by Property Class
- Bulk Internet Adoption by Property Type

- Technologies Installed on Largest Property
- Technologies Installed on Largest Property by Property Type
- Smart Building Networking Solutions

Respondent Overview

- Company Type
- Type of Properties Owned or Managed
- Length of Ownership
- Type of Housing Included in Company Portfolio

- Number of Multi-Unit, Residential Properties Owned/Managed
- Total Number of Residential Units Owned/Managed
- Type of Buildings Owned or Managed in Portfolio
- Company Annual Revenue
- Size of MDU Properties Included in Respondent Portfolio
- Company Operating Regions (Total = 100%)

Appendix

ATTRIBUTES

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