SMART HOME & MDUS
THE PROPERTY MANAGER VIEW

CHANNEL RESEARCH | TABLE OF CONTENTS | 4Q 2021

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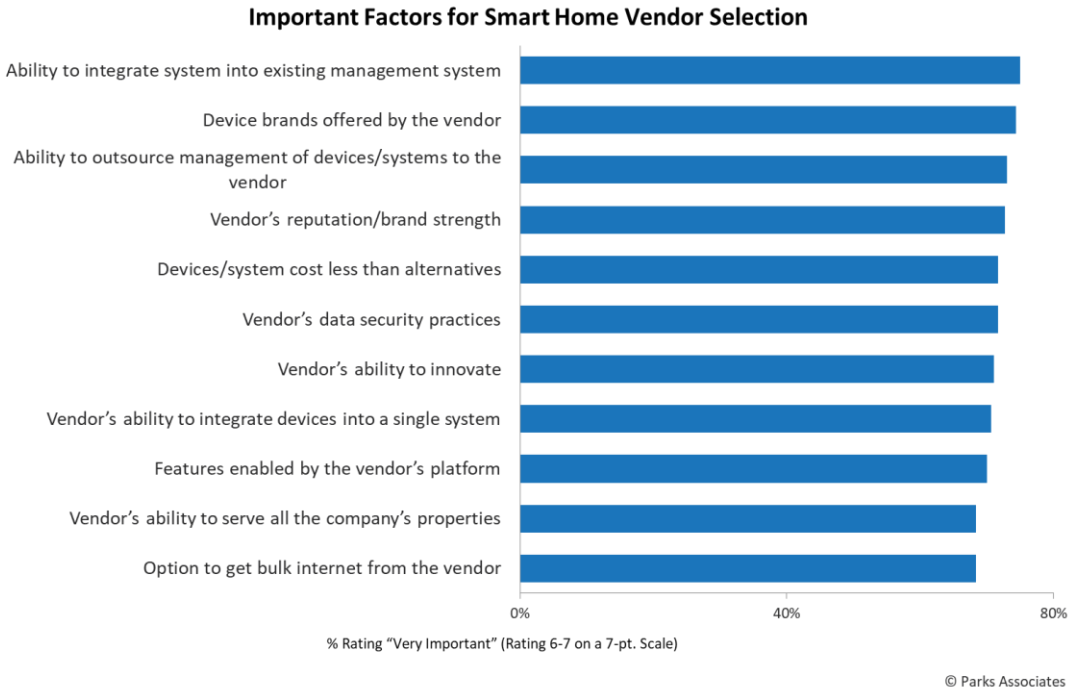
SYNOPSIS

This study examines MDU property managers' use of connected services and products at their properties. It compares top value propositions for smart MDU platforms and devices and quantifies the return on investment through operational efficiencies, increased rental rates, and decreased resident turnover. The research additionally investigates the impact of the COVID-19 pandemic on MDU owners and technology prioritization and budgeting by property managers.

MDU property managers are a unique segment, and market intelligence is necessary to succeed in this market area.



Key questions answered:

- What is driving demand for bulk internet services in US MDUs, including managed Wi-Fi, and what are barriers to uptake?
- How much are MDUs investing in smart home solutions, and which smart home devices are they installing?
- What are MDU expectations for the return on investment for proptech solutions?
- What are the top smart home device use cases for different types of MDUs?
- What vendor capabilities and proposal features do MDUs prefer when purchasing smart home solutions?

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Survey Methodology and Definitions

Key Terms and Definitions

Executive Summary

- Bulk Internet Access in US MDUs
- Reason for Offering Wi-Fi Access on the Largest Property

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- Hardware Cost of Smart Home Device Installation
- Rent Difference Between Units With vs. Without Smart Home Device
- Attitudes Toward Smart Home Device Installed
- Expected Economic Impact By Providing Smart Home Devices
- Important Factors for Smart Home Vendor Selection

Property Services Landscape

- Internet Service Provider & NPS Score
- Video Services Available to Residents
- Traditional Pay-TV Service Providers
- Service Availability has “High Impact” on New Resident Acquisition

Bulk Internet Service: Adoption & Experience

- Number of Properties with Bulk internet Access
- Type of Bulk Internet Offered
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- Technologies Used in the Largest Property & NPS of Technologies Used
- MDU Property Management Software Used
- Remote Monitor & Control of Systems With Smart Home Devices

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- Smart Energy & Lighting Device Use Cases

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- Appealing Functions of Smart Energy & Lighting Device
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- Concerns Regarding Property Management
- High Concerns Regarding Property Management by MDU Segments

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Appendix

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