

The Amenity Glow-Up You Didn't See Coming

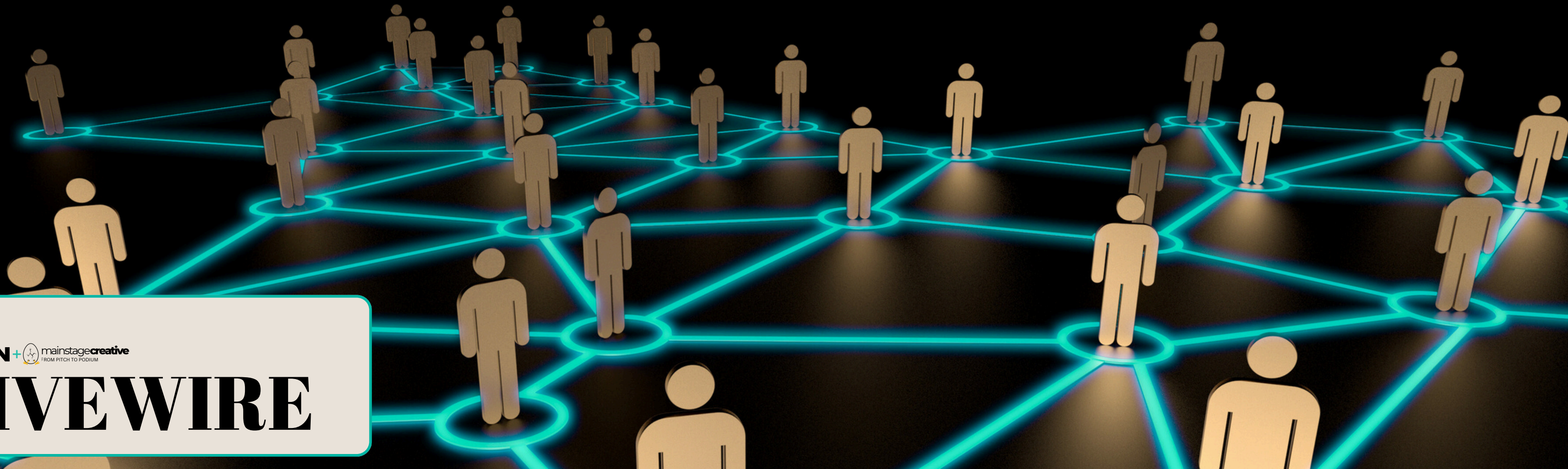
presented by



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AUDIENCE POLL!

How do you decide what amenities to offer to residents?



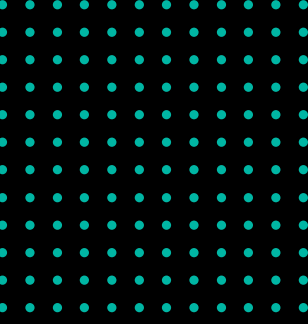
Discussion Question:

How do you plan your amenity offering and position its value to residents today?

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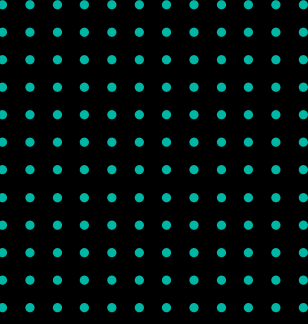
The definition of an "amenity" has shifted dramatically

- What counted as a differentiator 10 years ago (high-speed internet) is table stakes today
- Local market + resident demographics shape everything: pet amenities, mental and physical wellness
- Third-party operators have a unique opportunity to advise owners on smarter amenity strategy



Amenities: Are We Losing the Plot?





STOP treating amenities as high-capital investments.

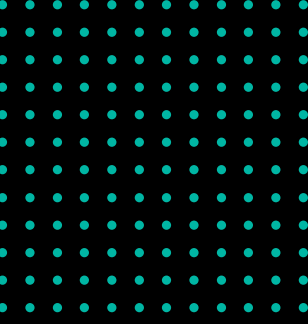
START treating them like scalable services.

- **Everyone is trying to outdo the competition — and it's getting absurd**
- **Focus on what matters to your residents - what's unique about your property's demographic and renter profile?**
- **Emphasize services > spaces**

AUDIENCE POLL!

What amenities
matter most to
your residents?





Example: Closing the Credit Wellness Gap

- **80% of renters want on-time rent reported to credit bureaus (Fannie Mae)**
- **Only 14% say their community does it (SatisFacts)**
- **Untapped opportunity: Credit building service as a property amenity**

Case Study: Building Credit Through Rent

Over the course of a year, Harrison Street Real Estate's student housing portfolio saw the following results from rent reporting:

99%

on-time rent payments

33-point

average credit score increase

70%+

participation rate

35%

of residents established a first-time credit score

Discussion Question:

What benefits have you experienced by reimagining an amenity?

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AUDIENCE POLL!

What's your
company's current
approach to
resident-paid
services?



From Cost Centers to Value Engines

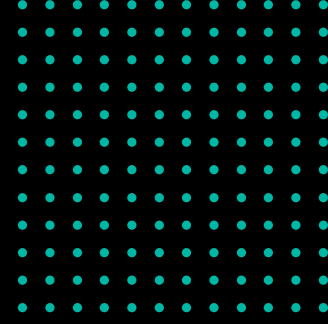
Modern amenities can both enhance the resident experience and strengthen NOI

Let's talk about how resident-paid models can generate revenue instead of adding costs!

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Case Study: Property Damage Liability Waiver Program

How Sundance turned a compliance requirement into a resident amenity

- **Residents are conveniently auto-enrolled**
- **Opt-out by providing proof of compliant renters insurance policy**
- **24/7/365 compliance monitoring protects residents and the property**
- **Waiver fee generates revenue for the property**

Discussion Question:

**How do you measure
the NOI impact of
resident-paid services?**

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The Amenity Glow-Up Starts Here

REFRAME

Shift away from amenities as cost centers to amenities as scalable services

IDENTIFY NEEDS

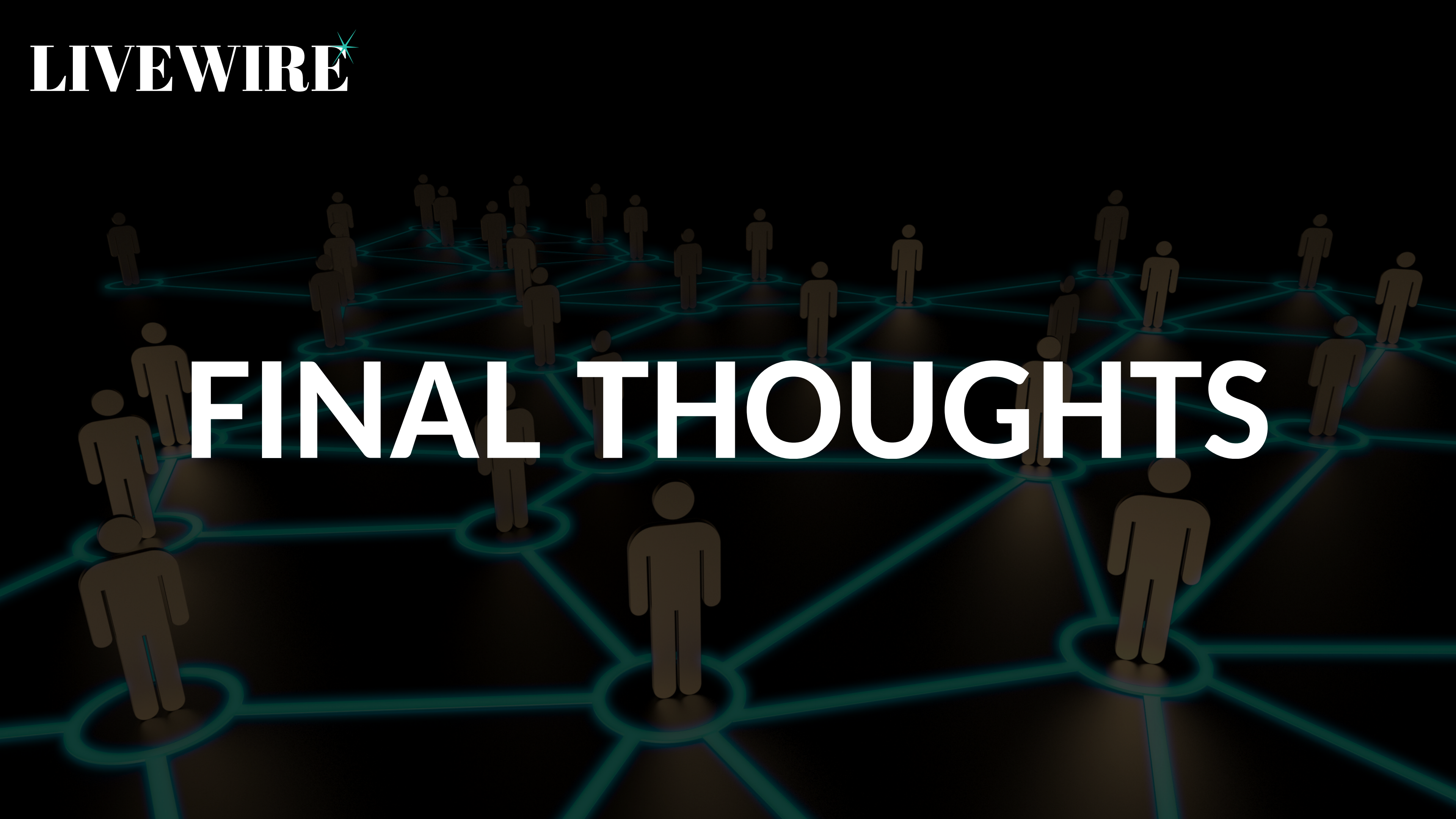
Get creative: meet your renters' needs to drive satisfaction and retention

DRIVE VALUE

Introduce resident-paid services to increase NOI without adding cost

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FINAL THOUGHTS





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