



ESX

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Top 5 Factors Before Entering the Multifamily Market

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ESXWEB.COM/FEEDBACK



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1

Answer 5 Questions About This Session

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Gain access to the PPT Slides



3

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COURSE OBJECTIVES

- The growth in the MDU market
- The latest trends and factors driving the market forward
- Examples of go-to-market strategies and brands that motivate buyers

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Smart Home: Moving Mass Market

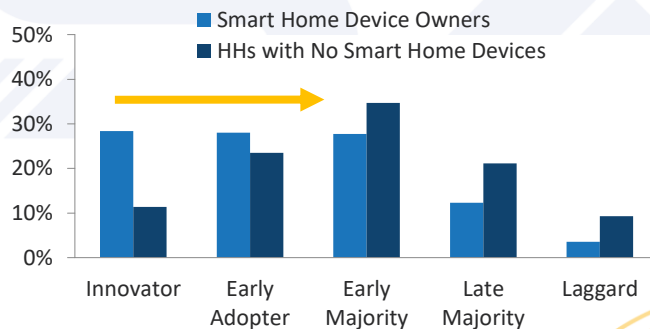
37%

of US Internet HHs own
a core smart home
device

17%

5 years ago (Q4 2016)

Tech Affinity, by Smart Home Device Ownership



© Parks Associates

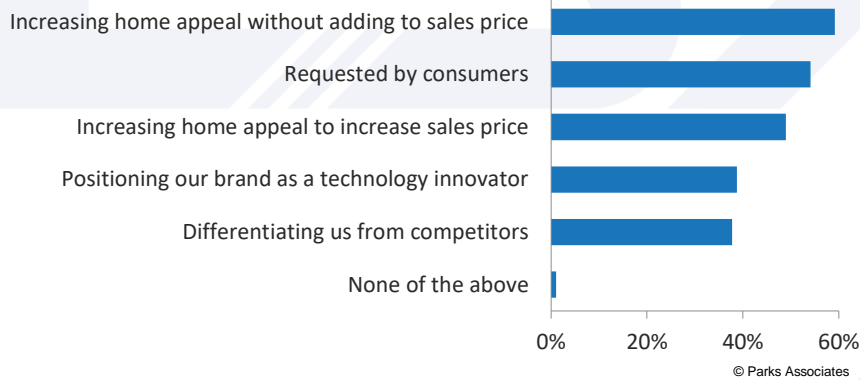
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Builders See \$\$\$

Reasons Builders Install Smart Home Devices



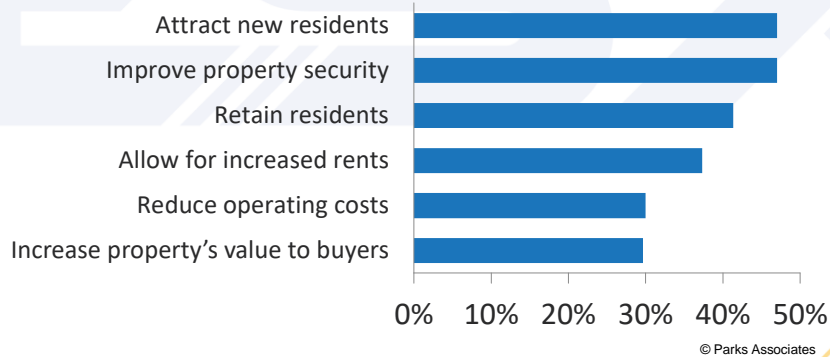
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Property Managers See \$\$\$

Top Benefits Driving Property Interest in Smart Home Devices



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Smart MDUs Growing in Popularity – With A Lot of Room to Run

High Unmet

- 65% of **prospective MDU tenants** report that pre-installed smart devices are an amenity they look for
- Residents are willing to pay more and intend to buy more devices
- Only 10% of **current apartment tenants** report having pre-installed devices in their unit



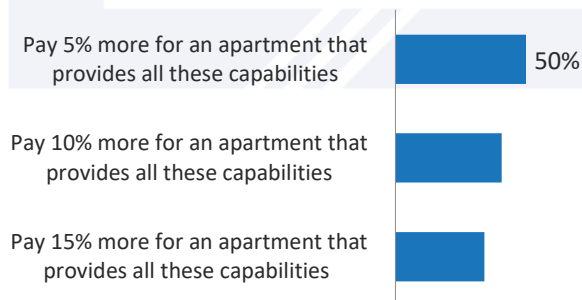
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Renters Are Willing To Pay

Likelihood of Paying for New Apartment Capabilities



% Rating Likely To Pay More For Capabilities (Rating 5-7 On 7-pt.Scale)

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A resident app to access property services with the ability to:

- Control access to unit remotely
- Monitor activity
- Keep energy costs low
- Receive notifications
- Have voice assistant support

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Top 5 Factors Before Entering the Multifamily Market

- Benefit for all users
- Return on investment
- Existing PropTech and smart home
- Ability to scale
- Services going forward

I will replace bullets with icons when these are finalized

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MEET THE SPEAKERS

COLIN CURETON
SR DIRECTOR HOME
& CONSUMER
ECOSYSTEM AND
BUSINESS
DEVELOPMENT
SILICON LABS



**JENNIFER
DOCTOR**
SR DIRECTOR,
PRODUCT
MANAGEMENT
**JOHNSON
CONTROLS**



**PRESTON
GRUTZMACHER**
VERTICAL BUSINESS
LEADER FOR
MULTIFAMILY HOUSING
SALTO SYSTEMS



BLAKE MILLER
FOUNDER & CEO
HOMEBASE



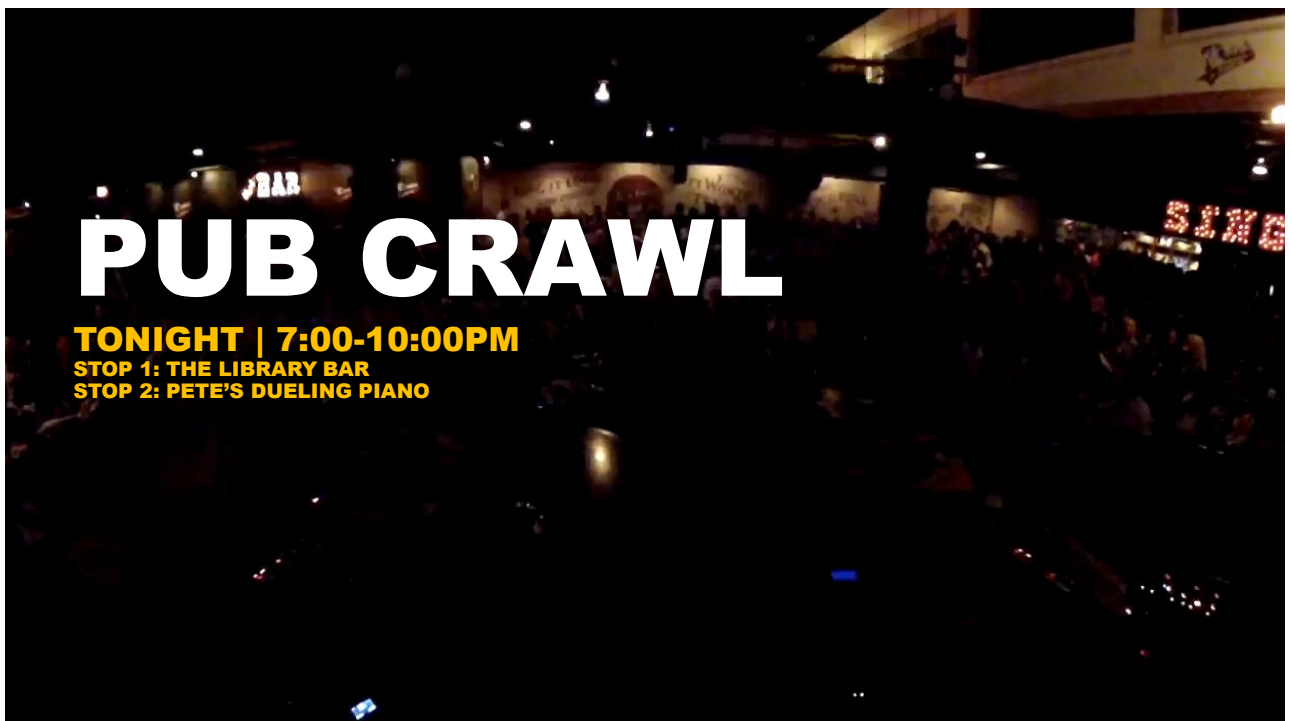
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