HomeLink®
Smart Home Solutions

Strategically Boost NOI Through Smart Property Technology

The ultimate guide to profitable multi-family developments.

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The Market is Evolving. *Are You?*

Today's renters are tech-savvy, eco-conscious, and expect their homes to be as connected as their lifestyles. They're searching for smart solutions that offer greater peace of mind, seamless control over their living spaces, and cost savings through smarter energy management.

The Strategic Advantage of Investing in Smart Technology

In a rental market more competitive than ever, adopting smart property technologies that benefit both tenants and operators is no longer optional—it's essential. By building smarter, you can rent faster and operate more efficiently, unlocking key benefits that drive stronger NOI.

Streamline Operational Efficiency

Enhance Tenant Attraction

Increase Property Value

Lower Vacancy Rates

82%

of renters now **want at least one smart home device** or system in their living space

*https://explodingtopics.com/blog/smart-home-stats

40%

of renters **won't rent** from a property without green practices

*https://explodingtopics.com/blog/smart-home-stats

75.8 RCI

Rental Competitiveness Index (RCI) score currently signals a **very competitive U.S. rental market** that's continuing to intensify

*https://www.ainvest.com/news/10-most-competitive-rental-markets-in-america-24121010fedd8c5727d28f61/

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As expectations for smart amenities rise, so does the pressure to manage construction and operational costs while keeping rent prices competitive.

That's why it's essential to find cost-effective solutions that integrate seamlessly into existing workflows, leveraging scalable technologies, and working with vendors who understand the unique demands of multi-family housing.

Making Smart Scalable

It's not just about building smarter—it's about doing it efficiently, sustainably, and within budget.

To help you get started, we've outlined three high-impact ways you can leverage smart technology in your multi-family developments to boost NOI. Each of these strategies helps you deliver exceptional value to tenants, drive operational efficiency, and position your property to stand out in today's competitive multifamily landscape.

1

Cut Operating Costs Through System Automation

Juggling access control, replacement keys, energy waste, and property security is challenging—especially when managed manually across disconnected platforms.

A disjointed, outdated setup leads to:

o Costly maintenance calls and truck rolls

o Inefficient energy usage, particularly in vacant units and common areas

o Higher insurance premiums due to unmanaged risks (like leaks and break-ins)

o Increased burden on site staff

o Difficulty meeting sustainability targets

By adopting a smart technology platform, like HomeLink Smart Home Solutions, all these essential moving points are unified into one remotely-managed interface. Through one comprehensive platform, you can manage it all while enhancing property differentiation and ensuring resident and staff safety.

How it Impacts NOI

Proactive sensors and alerts catch issues early and automatically—reducing costly emergencies and saving upfront on insurance premiums.

Smart access control systems with remote lock/unlock capabilities streamline access across the property—reducing costs, saving time, and improving security.

Remote energy management capabilities allow for a long-term sustainability and energy management plan.

Did You Know?

MDU owners and operators report that smart building solutions deliver:

↑ 20% increase in operating efficiency*

↓ 18% decrease in operating costs*

*Parks Associates report: "Smart Properties: The Value of IoT for MDUs Q2 2024"

70 Reduce water damage cases that account for more than 70% of MDU insurance claims with leak detection and water shut-off technology.*

$ Protect against commercial water damage claims that average $89,000.**

*NMHC Survey, 2022 | **Chubb statistics

⊘ Eliminate on-going rekeying costs and cut capital expenditures related to physical lock maintenance.

↑ Increase lease conversions by 86% with self-guided tour capabilities that don't require on-site staff.*

*NMHC OpTech Conference & Exposition Survey, 2020

🐷 Save 43%–58% of costs by automating temperature control across vacant units.*

↓ Lower operating costs associated with maintaining ESG and green building certifications.

*STRATIS

Command Premium Rents, Improve Retention with Sought-After Amenities

Smart renters expect smart living.

When properties fall short on in-unit tech and modern conveniences, the impact is clear:

- o Lower perceived value and rent potential
- o Reduced occupancy rates
- o Higher turnover and resident churn
- o NOI drag from constant leasing cycles

Implementing the right smart technology isn't just a nice-to-have perk—it's a proven driver of lease renewals, reputation, and overall NOI.

How it Impacts NOI

Automated features, like lights and temperature, improve convenience and energy savings for renters.

Smart security meets the need for peace of mind while promoting long-term loyalty with existing tenants.

Easy in-app access and control drive higher satisfaction and engagement among residents.

Save residents approximately 8% on heating and cooling bills per year.*

Meet the expectations of 46% of renters who cite convenience as the number one most significant factor in a smart home.**

*ENERGY STAR | **HIPPO

↓ Decrease crime risk by 13% through video monitoring*—increasing property appeal.

Help residents feel 60% safer and protected** to boost retention and save $1,000-5000 per turnover***

*COLLEGE OF POLICING | **Nationwide | ***ZEGO 2024 Resident Experience Management Report

Boost retention and accelerate leasing cycles by offering mobile-enabled features.

↑ Increase resident engagement, fostering a sense of community and directly impacting residents' desire to extend their leases.

3

Increase Asset Value and Boost Your Bottom Line

Low asset value doesn't just impact your property's sale price—it also affects your day-to-day NOI.

Outdated buildings often struggle with:

- Difficulty attracting and retaining tenants
- Higher vacancy and turnover rates
- Lower tenant satisfaction scores
- Missed opportunities for green building certifications like LEED, WELL, or Fitwel

Smart technology offers more than operational convenience. It's a capital improvement that increases long-term value and drives NOI. Platforms like HomeLink Smart Home Solutions help future-proof your investment by making your property more desirable to tenants, buyers, and investors alike.

How it Impacts NOI

Smart energy management and EV charging stations support your ESG goals and help you qualify for green certifications—key differentiators for modern renters.

Video monitoring, smart access logs, and delivery protection features reduce liability and improve oversight across the property.

Convenience-focused features help increase tenant satisfaction and appeal to next-gen renters—driving up net income and long-term occupancy rates.

Did You Know?

↑ Energy-efficient commercial buildings and commercial buildings with green attributes demonstrate **2–17% increase in resale value**, **8–35% higher rental rates**, and **9–18% higher occupancy rates**.*

*2012 survey from the Global Real Estate Sustainability Benchmark

🚗 Attract the 29% of renters in multi-unit properties planning to buy an EV within 3 years.*

↑ Increase property value by up to 20% with LEED certification for multifamily buildings.**

$ Increase rental premiums with dedicated EV chargers and drive net new revenue from profit sharing on all communal chargers.

*Esource | **APS

🚀 Boost renter satisfaction and referrals: Properties with surveillance cameras are 17% more likely to be recommended by tenants.*

↘ Protect against costly theft: Over 1.7 million packages are stolen or go missing every day, leading to $25M in daily losses across the U.S.**

*NAA | **Comtimod

☆ Stand out in a competitive market by offering smart technology that 31% of renters actively prioritize over similar properties without such features.*

📊 Achieve 3–5% rise in valuation and unlock 30% ROI just by implementing smart amenities.**

*Rently | **Multihousing News Study

Building the Foundation for Profitable Smart Property Development

4

Now that you've explored the powerful ways smart technology can enhance your development's business strategy, the next step is choosing the right partner to bring it all to life.

While it may seem convenient to piece together solutions from multiple vendors, this approach often leads to fragmented systems, duplicated costs, and ongoing inefficiencies. With one partner powering your entire smart ecosystem, you get streamlined installation, seamless system integration, and unified support.

	Hidden Costs	Complexity	Installation Costs	Troubleshooting	Contract Management	Resident Experience
Multiple Providers	Miscellaneous bills, fees, and software subscriptions for each provider	High	High	Slower	Multiple	Complicated
Comprehensive Provider	None	Easy	Lower	Faster	Single	Streamlined

What to Look For

Choosing a smart technology provider isn't just about the products. Here are the key things to look for:

Interoperability
All devices should work together seamlessly across units and systems. Look for a provider that offers a unified ecosystem to ensure smooth integration with existing Property Management Software (PMS) and simplify system management for both residents and property staff.

Reliability
Consistent, dependable performance is non-negotiable. The solutions should function flawlessly, especially when it comes to connectivity and network requirements.

Scalability
Whether you're outfitting a small building or a large multi-family complex, your technology solutions should scale easily. Straightforward installation and deployment, with minimal disruption and a clear handoff to architects, contractors, and site teams should be non-negotiables.

Sustainability
Not every partner prioritizes energy savings and green building initiatives. When sustainability is prioritized, you benefit from tools that make it easy to monitor energy usage, reduce waste, support your property's environmental goals, and tap into net new revenue generating opportunities. This not only appeals to eco-conscious renters but also leads to meaningful cost savings over time.

Tailored to You
Ultimately, the right solution is customized to fit your business model, property needs, and budget. A one-size-fits-all approach won't cut it—your provider should take the time to understand your goals to deliver a solution that works for your unique operation.

5

HOMELINK SMART HOME SOLUTIONS

Leading Integrator for Smart Property Solutions

HomeLink Smart Home Solutions is one of the world's oldest and most trusted automation brands. Today, we partner with multi-family leaders and architects to design and deploy smart, safe, and scalable property ecosystems that increase NOI, drive sustainability goals, and create next-gen living experiences.

Smart, Safe, Sustainable

With automation and full control from anywhere, HomeLink delivers a new level of proactive security while providing an easy way to conserve energy, save costs, and enhance value by being:

Smart
- Lights
- Thermostats
- Water detection

Safe
- Access Control
- Video Surveillance
- Locks

Sustainable
- Solar
- EV Charging

Starting with Architect-Ready Designs

We recommend and integrate smart property designs, formatted to be placed in your architect's hands, providing an all-encompassing plan through a single-source provider.

- Pre-integrated smart tech packages
- In-house designs from the start, working with multiple manufacturers
- Compliance support (Title 24, LEED, WELL, ESG)
- Solar, EV, and battery readiness consulting
- Help navigating scope overlap and builder constraints
- Future-flexible solutions built to last from blueprint to ribbon-cutting

Why HomeLink Smart Home Solutions?

- **Multi-family Experts**
  Backed by decades of experience and proven technology

- **Comprehensive**
  Everything you need under one roof

- **Customer-Centric**
  User-friendly platforms with white glove support

- **Reliable**
  Consistent, high-quality performance and products

Discovery

Design

Install

Support

HomeLink
Exclusive
Provider
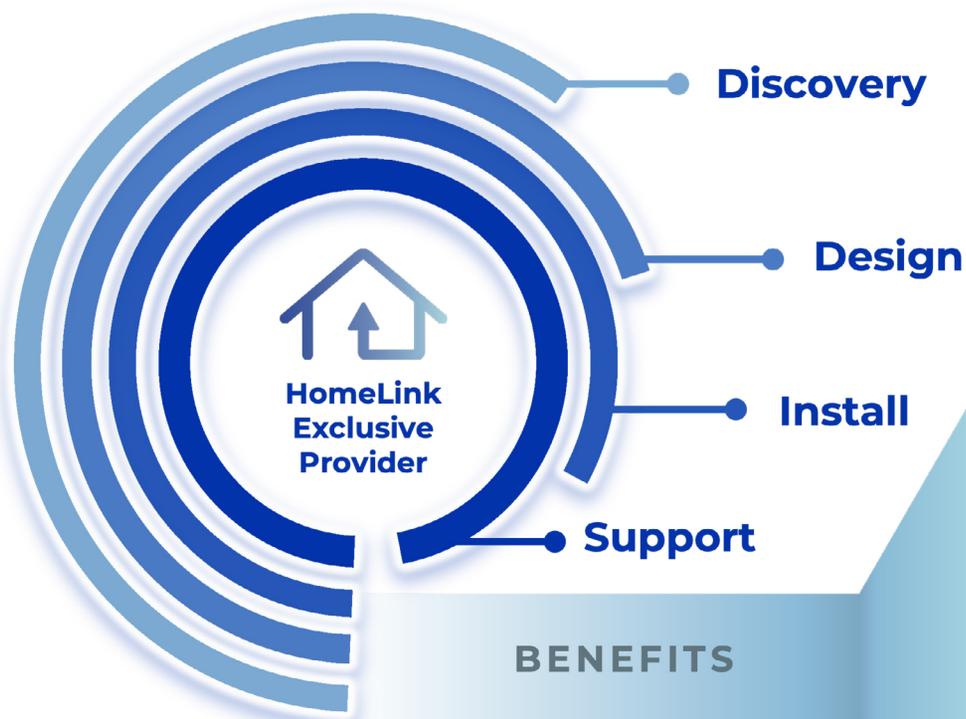
From Curb-to-Core

From the outside curb to the core of every unit,
our leading infrastructure all works together
in one, cohesive NOI-generating system.

BENEFITS

Enterprise View

Financing

Nationwide, US-Based Support

Sustainable Solutions

World-Class Ecosystem

Empowerment + Education

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With decades of combined experience, our team brings a wealth of expertise from a diverse set of backgrounds, including sustainability, smart properties, and lead generation solutions.

With the backing of the trusted Gentex legacy, our HomeLink Smart Home Solutions team members are here to help customize a solution that works for you. Contact us today to integrate cutting-edge smart home solutions into your next development.

Ready to Build for the Future?

Click to Book a Meeting

Or visit: solutions.homelinksmarthome.com/contact

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