

REDEFINING LUXURY LIVING: Branded Mobile Apps Are the Future of Lifestyle Management at Luxury Properties

Insight from Phunware





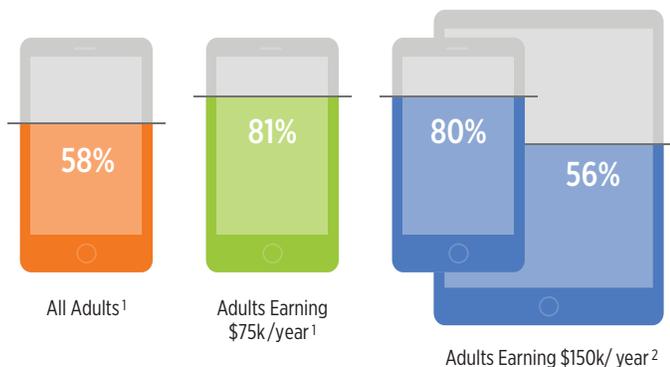
The definition of luxury living is evolving.

Stunning floor plans, opulent amenities and breathtaking views are no longer enough to attract high-income, tech-savvy residents who lead increasingly busy lives.

To compete in the luxury property world, you must now deliver the best technology in your market to attract, satisfy and retain high-value residents. Are your properties prepared?

Now is the time for you to start offering the complete lifestyle management capabilities that your residents expect.

Smartphone & Tablet Ownership



Stay ahead of your competition by investing in a customizable, branded mobile app that delivers on your promise of an exclusive lifestyle.

Tech-Obsessed Residents Expect a Cutting-Edge Lifestyle

Affluent residents are adopting mobile technology much faster than everyone else. According to the Pew Research Internet Project, 58 percent of all American adults own a smartphone, while a whopping 81 percent of those earning more than \$75,000 per year own one.¹ A survey conducted by the Luxury Institute found that among adult internet users with annual incomes of at least \$150,000, 80 percent own smartphones and 56 percent own tablets.²

These affluent mobile users are doing more than just checking email and sending texts. They're using mobile devices to connect with the world around them and manage their lifestyle.

In case you hadn't noticed, expectations around luxury living are evolving. To be successful in your market, your property must also evolve.

Recent advancements in mobile technology have conditioned affluent residents to expect rich mobile experiences from the brands they care about.

Until now, luxury retail brands and hotels have been the biggest beneficiaries of this trend, but forward-thinking luxury property developers and managers (your competitors among them) are beginning to understand the value of mobile apps for delivering the cutting-edge luxury lifestyle.



Creating a Luxury Living Experience for Millennials

Luxury market experts are reporting that the clientele for luxury living is starting to skew younger. According to a 2014 UBS Investor Watch report, affluent Millennials (people born ~ 1980-2000) are seeking to enjoy their wealth in real terms.

In the past, success in life was measured in financial and career terms. In recent years, Millennials have expanded this definition of success to include financial, emotional *and* experiential factors.³

Here are some examples:

EXCLUSIVITY

Affluent Millennials seek to live in a luxury environment.

TECHNOLOGY

Because Millennials have grown up with easy access to lightning-fast technology innovation, they tend to be early adopters and have high expectations.

EFFICIENCY

Affluent Millennials are looking for high-tech automation in their exclusive living environments. They want to get more done in less time and with greater ease. Often, that means digital self-service with no human interaction.

ENGAGEMENT

Luxury property developers and managers must balance fulfilling a resident's need for exclusivity and efficiency with the right level and quality of engagement. They may just need to rethink the engagement medium: many residents today prefer digital self-service to phone or in-person engagement.



Resident Culture Is the New Profit Driver

Successful luxury properties are beginning to understand the importance of thinking beyond location, services and amenities. Customer culture—or in the luxury residential environment, resident culture—is the new profit model.⁴

Look around you. Your property is competing in a highly commoditized and cutthroat luxury world. It's crucial to nurture a resident-centric culture where what's best for the resident is best for the property. Luxurious amenities alone can't provide this kind of hyper-focus on residents.

The Harvard Business Review agrees. It conducted a study that supports the conclusion that a resident-focused culture drives resident satisfaction, revenue, profit and innovation.⁵ When you surprise and delight your residents with new services that predict and exceed their needs, you create enormous value.

Offer Complete Lifestyle Management with a Mobile App

How can you exceed the needs of your residents for exclusivity, efficiency and personalized engagement?

A mobile app can put luxury lifestyle management at your residents' fingertips. With it, residents no longer need to waste time waiting for calls to be answered or returned just to reserve an amenity or request maintenance. Every service your property offers is immediately accessible through the app and satisfaction happens in real time, day or night.

An app can enhance the personalized luxury services you are already providing and make residents happy. Happy residents pay their rent on time, stay at your property longer and spread positive word-of-mouth to friends about their experience.

Create a More Luxurious Experience with These App Features



INSTANT ACCESS TO AMENITIES

Residents can quickly browse and book property amenities with a touch of a button: a tennis court, the clubroom, a spa treatment.



VIEW CAMERAS

Residents can view any of the video cameras located around your property. They can scan the valet camera to see if their car is ready or the lobby camera to see arriving guests. They can also check to see how crowded the gym or pool is before venturing into the elevator.



CONVENIENT INSTANT MESSAGING

Through the app's push notification feature, staff can easily communicate with all residents at once, to a filtered subgroup or to individual residents.



DIRECT LINE TO THE CONCIERGE

Now, the concierge can be even more helpful. Residents can instantly contact the front desk to track a package, inform the concierge of an expected guest, or request luggage assistance.



PACKAGE DELIVERY ALERTS

As soon as a package is logged into the system, residents can be notified immediately of the delivery through text, email or push notification.



REQUEST VALET PARKING SERVICES

Residents can request their vehicle or a guest's vehicle with a tap. They can also schedule recurring requests so their vehicle is waiting for them when they need it.



MANAGE VISITOR LISTS

Residents can manage a list of authorized visitors, both guests and contractors.



SUBMIT WORK ORDERS

Gone are the days of calling maintenance to schedule a repair and waiting for a response. Residents can submit work orders for service or repairs directly through their smartphone.



BROWSE COMMUNITY CALENDAR AND NEWS

Through the calendar section of the app, residents can stay up-to-date with a real-time view of what's happening when and where, in and around the property.



EXPLORE NEIGHBORHOOD POINTS OF INTEREST

Using the app, residents can view details about parks, shopping, dining and entertainment locations that make their neighborhood a wonderful place to live.



Apps Boost Competitive Advantages for Property Developers

Affluent residents who depend on their mobile devices to manage their lifestyle will view your residential mobile app as an important and valuable differentiator. The app will help your properties appear new, modern and even more luxurious because it will provide residents with a more sophisticated technology solution within an exclusive environment.

An app will also reinforce your luxury brand. That's because you can match every aspect of the look and feel of the app to the brand and the property. Through logo placement, theme design and carefully selected images, every interaction with the app can communicate your property's brand value.

Beware of app providers that offer cookie-cutter apps with limited functionality, though. These off-the-shelf apps with a logo splashed here and there may be fine for lower-quality properties looking for an entry-level solution. But they fail to deliver the branded experience and property differentiation of a fully customizable app.

The app developer you choose should be able to integrate any existing amenity or service into the app platform. Beyond the core features of the app, you should be able to integrate with your property's CRM system, connect to restaurant reservation systems, offer coupons from local retail outlets and integrate with your building's camera system.

The usefulness of the app is virtually limitless.



Apps Help Property Managers Operate Efficiently

A good app makes engagement with residents and potential residents unique, dynamic and efficient. And you can realize all of these benefits without changing any of your existing work processes.

When integrated with your existing property management software, the app platform empowers staff to do their jobs better. It also gives you a better view of your property's operations by providing detailed analytics.

Enhance Communication with Your Residents

Your staff can use the app's instant two-way communication tools to communicate with residents. Text messages, emails, push notifications and phone calls can be sent on demand or scheduled for automated delivery.

Your staff can also use the app to target their communication to filtered subgroups of residents based on each resident's profile. For instance, if your property is having a problem with dog owners picking up after their dogs, your staff can send personalized messages just to dog owners. They never have to overload busy residents with communications that are unimportant or irrelevant to them.



Using this technology, your leasing and sales team can:

- Give compelling presentations at on-site or off-site meetings to vividly demonstrate the lifestyle offered at your property.
- Display images or videos showcasing amenities, views and floor plans.
- Show live camera feeds from anywhere on the property.
- Guide prospects through an interactive “virtual unit” to give them the feeling of living in the space.
- Capture prospect remarketing data such as contact information, referral source, and price range which can be transferred into an existing CRM.
- Focus on renting or selling available units because pricing and availability are updated in real time.
- Provide detailed information about your property, developer team, the neighborhood and local points of interest.



Supercharge Your Leasing and Sales Team

You can also use an app to supercharge the leasing and sales function. Stop burdening potential residents with outdated brochures and flyers, and instead give them immersive and interactive experience that is always up-to-date.

Leverage Enhanced Analytics to Improve Operations

Your mobile app platform can supply you with a breadth and depth of feedback that was never before possible.

App analytics can tell you a lot about how your property is running, putting information like the average valet response time and how often maintenance is called out at your fingertips.

Analytics can also provide insight into what's important to residents. Because every interaction with the app leaves a data trail, it is easy to measure the importance of an amenity or service based on metrics associated with the corresponding app feature.

Engage Residents with Pinpoint Accuracy

One of the most exciting new features of a great luxury real estate app is the ability to send residents a message when they enter a specific location. Location-enabled communications help you create a one-on-one relationship with residents based on their activities and personal interests.

If your property organizes special events for residents, use this feature to remind participants about an event the moment they enter the building. Have the property's personal trainer send a personalized message or coupon to the residents as they enter the gym. Set up an alert to notify a resident that three packages arrived for her the first time she walks into the building after a week-long vacation. The possibilities for targeted communication are endless.



Phunware Is Redefining Luxury Living

Your floor plans are exquisite. Your ambiance is refined. Your amenities are indulgent. But something very important is missing from the luxury experience you provide. You don't offer the technology that will attract the residents you really want.

Phunware's Multiscreen as a Service™ (MaaS) platform enables luxury properties like yours to give residents a customizable, immersive mobile app experience for iOS and Android devices and extend the capabilities of your existing services and amenities.

By using add-on leasing, sales and building-management components, you can integrate and streamline your operations. The platform can also use location technology like beacons, high-density indoor Wi-Fi and GPS to give residents a highly interactive experience.

To learn more about how your property can demonstrate that it is in tune with the mobile lifestyle of tech-savvy residents, contact Phunware today.

ABOUT PHUNWARE, THE SOFTWARE OF THINGS™

Phunware is the pioneer of Multiscreen as a Service™ (MaaS), the only fully integrated cloud-based services platform that enables brands to engage, manage and monetize their anytime / anywhere users.

Ranked #36 on the *Forbes* list of America's Most Promising Companies, #82 on the Inc. 500 list of America's Fastest-Growing Companies, and #1 on the *Austin Business Journal* Fast50 list for Central Texas, Phunware is the application developer choice of many of the world's leading brands.

From sports and entertainment to healthcare and retail, Phunware has introduced category-defining experiences that challenge the outer limits of the most advanced connected devices for the world's most respected brands and developed next-generation technologies that transform how the world uses these connected devices. Now, Phunware is bringing this exciting technology to luxury property developers and property managers.

¹ Pew Research Center, Mobile Technology Fact Sheet, September 2014.

² eMarketer, Affluent Shoppers Make Mobile an Essential Stop in the Purchase Funnel, 2013.

³ UBS Investor Watch, Think You know the Next Gen Investor? Think Again, First Quarter 2014.

⁴ The Luxury Institute, Wealth and Luxury Trends 2014 and Beyond: A New Model to Increase Profitability, October 2013.

⁵ Harvard Business Review, Diagnose Your Customer Culture, January 2014.



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