Calm, Cool and Connected:
Selling the High-Tech Lifestyle from Prospect to Renewal

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The Bozzuto Group

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KTGY

Questions?
949-468-6392
Polling Question

Where do you think developers will see the most benefit from spending money on technology?

A. Prospects
B. Residents
C. Both
PROSPECT EXPERIENCE

Capture the imagination
Connectedness through technology
Enhance the sales process

Questions?
949-468-6392
Low Tech
iBeacons

Questions?
949-468-6392
Monroe Street Market

"Welcome to Monroe Street Market, bringing three styles of living, arts, and shops to the Brookland Metro."

http://tours.monroestreetmarket.com
Projection Lighting

Questions?
949-468-6392
Medium Tech
Digital Curation

Questions?
949-468-6392

#nmhcOPTECH @apartmentwire
Leasing Kiosk: Glass Touchscreen

Questions?
949-468-6392
Please click the link to view your preferences, saved floor plans and apartment images from your virtual tour: [http://bozzuto.mysightour.com/contact/view/516](http://bozzuto.mysightour.com/contact/view/516)

Hello,

You Liked 3 Apartments:

<table>
<thead>
<tr>
<th>Apartment</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apartment 223</td>
<td>$2250</td>
</tr>
<tr>
<td>Apartment 227</td>
<td>$2225</td>
</tr>
<tr>
<td>Apartment 229</td>
<td>$2510</td>
</tr>
</tbody>
</table>

Here are your preferences:
High Tech
Augmented and Virtual Leasing

Questions?
949-468-6392
Polling Question

Which category do you think will be the most productive in obtaining prospective residents?

A. Low Tech
B. Medium Tech
C. High Tech
D. A Mix of Approaches
E. None of the above
RESIDENT EXPERIENCE

Creating permanence and convenience

Enhance the living experience

Reinforcing the value

Join the conversation: #nmhcOPTECH @apartmentwire

Questions?
949-468-6392
Low Tech
Digital Signage: Transit Screens

Questions?
949-468-6392
Customized Music

Questions?
949-468-6392
Medium Tech
Integrating with Fitness Wearables

Questions?
949-468-6392
Virtual Entry and Package Lockers

Questions?
949-468-6392
Bozzuto Listens

1. Tell us what we can do to make living at your Bozzuto community the best it can be.

2. When you think we've earned our stars, please share the love with a review.

Social Feed

Share the love

Questions?
949-468-6392

#nmhcOPTECH @apartmentwire
We really love living at The Woodley! One suggestion I have would be to add garbage cans somewhere in the parking garage. I know that I often carry garbage from my car upstairs and it would be so much more convenient to be able to throw it out on my way in. I have also noticed that people will leave garbage (coffee cups, etc.) outside of the doors of the elevator vestibules instead of carrying it up to the trash room. Thanks!

What an awesome staff. Friendly, welcoming, and helpful. When we first arrived, I wasn't sure how to unload our goods. John opened up a side delivery area for the car so we could safely unload and get our stuff upstairs without having to think about the car. He even helped us out with the cart. He was quick on his feet and ready to solve our problems. Thanks John and The Kensington!
Polling Question

Which category do you think will be the most productive in retaining current residents?

A. Low Tech
B. Medium Tech
C. High Tech
D. A Mix of Approaches
E. None of the above
Polling Recap

1. Where do you think developers will see the most benefit from spending money on technology?

2. Which category do you think will be the most productive in obtaining prospective residents?

3. Which category do you think will be the most productive in retaining current residents?
Thank You!