The Essex Attracts Digital Native Residents with the Help of Smart Home Technology

Located in the heart of downtown Salt Lake City, The Essex, an Alliance Residential Company-managed property, is the epitome of modern, stress-free living. Whether it’s exercising in the building’s private CrossFit gym or relaxing on its rooftop deck, residents enjoy a welcome change from the average rental apartment.

Challenges

- Provide an increasingly “digital native” target market the technologically advanced living they’ve come to expect.
- Improve revenue by offering smart home technology as a premium amenity.
- Find a smart home technology partner with a proven track record, reliable equipment, professional installation and 24/7 support.

Solution

- The Essex selected Vivint Smart Home to professionally retrofit nearly 200 units with smart home technology.
- Each unit includes a 7-inch touchscreen panel, smart lock, smart power outlets, thermostat and security sensors, all accessible via Vivint Smart Home’s 4.5-star rated mobile app.
- The Vivint Site Manager dashboard gives property managers remote access to smart home devices in vacant units, including the ability to adjust the temperature for energy efficiency and remotely manage keyless access for The Essex staff members.

Results

- Outstanding technology experience: Residents can control their entire home from a single app or with their voice, including lights, locks and temperature. Security sensors provide added peace of mind, whether home or away.
- Increased revenue: The Essex can lease its smart apartments at a premium rate for a five percent increase in monthly revenue.
- Improved operational efficiency: Vivint Site Manager has reduced time spent on administrative and maintenance tasks by 10 percent.