

A man and a woman are sitting on a pink sofa in a modern, brightly lit apartment. The woman, on the left, has curly hair and is wearing a light pink t-shirt and blue jeans. She is holding a tablet and looking at it with a smile. The man, on the right, has a beard and glasses, is wearing a patterned button-down shirt and blue jeans. He is also smiling and pointing at the tablet. The background shows a white wall with large windows and a modern interior design. The entire image has a soft pink overlay.

Living the Highly Connected Life

Apartment owners put key infrastructure in place to support demands for live-work-play expectations.

Renters that used to head to the office for the day are now logging on at their kitchen table, property community room or even poolside. Along with that shift to remote working has come an insatiable appetite for seamless, high-speed connectivity both within units and throughout apartment communities.

The COVID-19 pandemic has been a huge disruptor forcing people to rely on digital technology for nearly all aspects of everyday life from working and learning to entertainment, shopping and banking. In the aftermath of this new normal, there continues to be considerable discussion around what online behavior and trends will be temporary and what could be more permanent. What is clear is that the population has taken a giant leap forward in embracing a highly connected lifestyle – and there is no going back.

Landlords are adapting to a “new normal” where 18+ months into the pandemic remote working remains prevalent. According to the Kastle Systems Back to Work Barometer, only one-third of workers (33.6%) in the top 10 cities had returned to the office as of September 15, 2021. The Delta Variant is pushing a growing number of firms, including major corporations such as Amazon and Apple, to delay return-to-office plans until 2022. In addition, surveys have consistently shown that a majority of workers expect to continue to work from home at least one or two days per week even after the pandemic stabilizes.





Data shows that people are spending more time than ever on their mobile devices. According to the State of Mobile 2021 report published by App Annie, people spent 4.2 hours per day on their mobile devices last year – nearly one-third of the time most people are awake.

Yet what the pandemic also reinforced is that most people are social creatures, and they are desperate to get out of the four walls of their homes. They want to enjoy all of the amenities and common area spaces an apartment community offers. People are taking their electronic devices with them as they move about throughout their apartment community, and they want seamless connectivity from anywhere and at any time. As such, apartment owners are seeing sustained demand for tech-enabled indoor and outdoor spaces.

At the same time, there is growing demand for smart living solutions such as security and access controls, door locks, lighting and thermostats. For multifamily property owners, all of these trends converge around the importance of making very thoughtful, intentional decisions about the networks they are deploying at their properties. The reality is that property networks need to do more, work faster, be more secure, and be more robust. Networks need to be able to support a superior experience for residents in their personal units, and an equally superior experience when residents are out in the common areas of a property.

The time is now for apartment owners to rethink network strategies and add a managed network. Unlike other improvements, such as creating on-site spaces that cater to remote workers, a managed network is not a line item cost or capital expenditure, rather it has the benefit of helping to generate revenue. Providing a managed network like DISH Fiber allows an owner to control the renter experience, manage smart devices, and optimize revenues. For some owners, secure high-speed connectivity might be a key point of differentiation that helps to support higher occupancies and rents, while for others, it might be an added technology fee. Both strategies help to increase revenues, while still allowing flexibility in the strategy an owner chooses to take.

Prior to the pandemic, apartment residents were already prioritizing secure high-speed internet connectivity as an important “must have” feature. The new normal of live-work-play from anywhere and at any time further highlights high-speed connectivity as an essential lynch pin needed to support a highly connected lifestyle. Landlords need to have infrastructure such as DISH Fiber in place to support those needs and make sure their buildings stay relevant and competitive now and into the future.

DISH Fiber is a bulk solution for multifamily communities that provides residents with immediate access to gig-powered, managed Wi-Fi and live streaming TV property-wide. With our reliable, secure, and fast network, DISH Fiber enhances the resident experience while creating new revenue streams for property owners. Learn more at dish.com/fiber

