



Apartment Owners Adopt Holistic Approach to Internet Platforms

Great Internet infrastructure is essential to attract renters and support new smart living solutions.

One thing that has become glaringly apparent in the coronavirus pandemic is that “good” connectivity and internet service is not nearly good enough. Providing renters with internet connectivity that is fast, reliable and secure is monumentally important. For apartment owners, it is an opportune time to make a change.

Virtually overnight there was a mass shift to remote working and online learning from home that reinforced the necessity of having great Internet connectivity. In addition to the day-to-day necessity of logging on for daily video calls and virtual lectures, people have a voracious appetite for bandwidth to support a variety of at-home entertainment, such as live streaming music, movie downloads and gaming. Some expect the shift to remote working to be more permanent. A recent Workforce Sentiment Survey conducted by CBRE found that 85 percent of employees will prefer to work remotely at least two or three days in the future, while 54 percent of company leaders said they favor a hybrid model that combines a mix of remote and on-site working for their employees.

Those secular shifts will influence changes to multifamily property design and amenities, and importantly, demand for great connectivity for years to come. Internet is increasingly being viewed as the fourth utility, and it is not an area where apartment owners can afford to skimp if they want to attract and retain tenants. Greater reliance on connectivity

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presents an opportunity for apartment owners to leverage internet platforms to create a competitive edge in the marketplace, deliver a high-quality experience for residents and generate incremental value that can benefit the bottom line.

DISH Fiber sells its broadband on a bulk basis to apartment owners, allowing them to deliver a better experience to residents and also empowering them to create opportunities to monetize connectivity. Some examples of models that property owners and managers have used to generate revenue include:



Base rent: Rolls high-speed internet fees into a higher all-inclusive rental rate.



Technology fee: Creates a separate fee that covers Internet service, as well as other in-unit or on-site technologies.



Having one common network across multifamily communities has a multitude of benefits beyond just providing single source Internet service to residents. It creates a robust platform that gives property owners the needed infrastructure or backbone to support the addition of new smart living features and amenities, such as smart thermostats, door locks and security systems, which are becoming standard expectations for today's renters. A managed Wi-Fi solution, such as DISH Fiber, also can support a secure network for property staff and common areas.



The old way of offering Internet service to residents was to bring in two or three different providers. The problems that would often arise with that method involved issues with competitive service interference and disruption to service for residents as they moved about throughout a property, such as walking from their personal unit into common area hallways, elevators and rec areas. As such, the quality of service was a sticking point as vendors were focused only on their individual resident customers. In contrast, using a single service provider creates a holistic solution for the overall community that elevates service and helps to drive greater revenue for property owners.

DISH Fiber empowers multifamily property owners with the ability to monetize a turnkey community-wide internet and entertainment solution for their residents. See How DISH Fiber Can Help Your Community. [Dish.com/fiber](https://dish.com/fiber)