

NEW JERSEY
GOLD COAST PROPERTIES

HIGH-TECH SERVICES LURE NEW RESIDENTS

by Joseph Dobrian

The list of amenities in condo and luxury rental buildings has become pretty standardized all over the United States. Pool? Check. Roof garden with barbecue area? Check. Health club with weight room, yoga, Pilates and attached spa? Check. Common work space? Check. Concierge service? Check. Now, though, amenities are being tailored to the individual resident, insofar as they can be.

This is particularly evident in two areas: personal services and security — which in many ways go hand in hand in luxury residences. Building owners and managers are bringing in Hello Alfred, a company that partners with developers and property managers to improve a building's menu of services and potentially its value.

HELLO ALFRED

Hello Alfred (a nod to the trusted butler of a famous superhero?) delivers various services past resident doors via a home-management app. These include in-home package deliveries; buying your groceries and putting them in your fridge; doing your laundry and putting it in your closet; home cleaning; pet care; party planning and staffing; travel preparations and more.

Jonathan Kushner, president of Kushner Real Estate Group (KRE), is offering Hello Alfred at the just-opened 485 Marin Boulevard in Jersey City, as well as in its other buildings in the area. Indeed, KRE is the sole provider of Hello Alfred in Jersey City. He says Hello Alfred and similar services are gaining importance as online shopping continues to grow.

"So many people get packages every day," he says. "We're seeing a ratio of almost one package per person per day. Hello Alfred hand delivers them, at the ap-

proval of the tenants, at the entryway: You don't have to stop to get your packages from the doorman anymore. Tenants love it; we as owners love it, too, since it means fewer packages piling up in our storage rooms. Once the package is placed in the apartment, the delivery person scans it, and you get a message on your phone."

At 485 Marin, by the way, all apartments feature stone countertops in the kitchen and bathrooms with stone surrounds. The two-bedroom units have stand-up showers; all units have hardwood flooring and an in-apartment washer/dryer. Studios range from 500 to 600 square feet and start at \$2,425 per month; one-bedrooms are 600 to 775 square feet and start at \$2,600; two-bedrooms are 1,000 to 1,175 square feet and start at \$3,600.

"We also are doing more with quiet workspaces," Kushner says. "People seem to want to work at home, so we've created areas that are cellphone-free, where you can close the door to privatize your space. We have mastered cruise-ship living along the Gold Coast, so nobody wants to leave."

BUTTERFLYMX

Cyrus Claffey, CEO of ButterflyMX, a smart intercom platform, says he is in talks with both Hello Alfred and property owners to integrate ButterflyMX with their services. ButterflyMX, he says, is disrupting the inter-



485 Marin lounge

com industry and how people use it. "The platform is simple," he explains. "You install one of our smart intercoms at the front entrance of a building. Then, instead of having to wire each apartment with a traditional device with buttons, you can connect the intercom to our mobile app, which people can download, and you've eliminated the wiring and in-unit hardware. You'll save 95 percent of the cost of a traditional intercom system. You can get a call from that system anywhere in the world. It's a touchscreen that connects the building to a host of real estate services around the globe."

Using ButterflyMX, Claffey says, a resident can arrange for a dog walker or food deliverer to enter the unit, without having to answer a call.

"The touchscreen at the front entrance enables this," he says, "and you get a video notification on your mobile app that someone has walked in. We can work with companies like Hello Alfred to help people gain access. More and more multifamily developers are working with electronic locks."

Claffey says he originally developed the app for AvalonBay Communities, which needed it integrated with the company's property management software. As a result, ButterflyMX has been developed to integrate with several property management systems, including Yardi, Entrata and MRI.

"Package delivery will double in next few years," he says. "We can give UPS, FedEx or Amazon a way to get in and deposit the merchandise in a package room, without requiring the building to hire more staff."

"On the Gold Coast, where owners and managers need to compete with Manhattan product, they can make their buildings more competitive by providing greater convenience," Claffey says.



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