

/ THE WAR TO WOO AND RETAIN RESIDENTS

Residents' mass adoption of online shopping and home delivery has created a significant package management problem. Implementing a secure, convenient package management solution provides apartment communities with an opportunity to woo and retain residents in this competitive landscape.

Key Findings 1

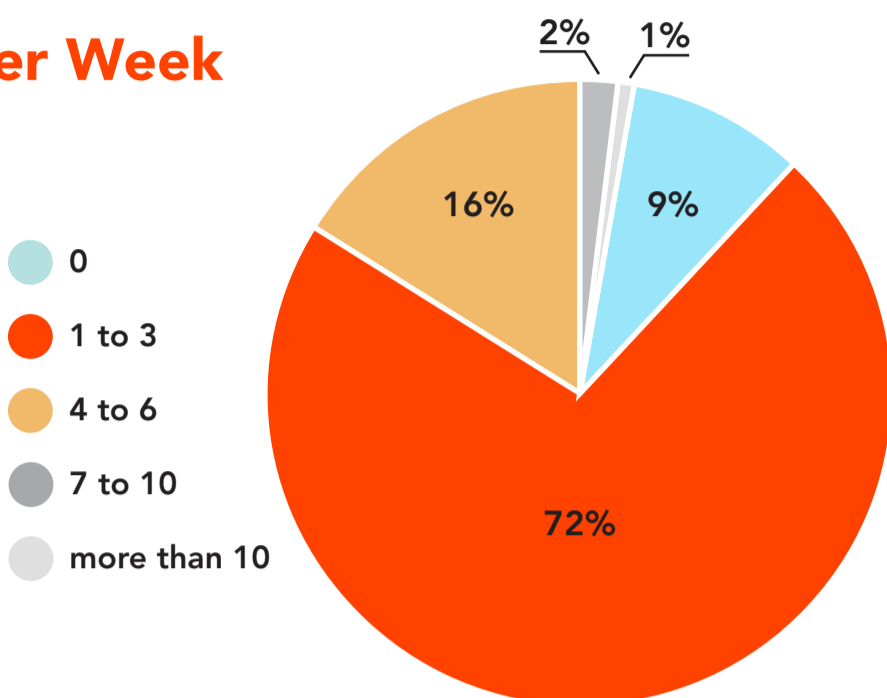
Package Deliveries per Week

(per resident, non-grocery)

90% of respondents to a May 2023 National Business Research Institute (NBRI) study of apartment residents reported receiving between 1 to 10 packages per week.

What this means?

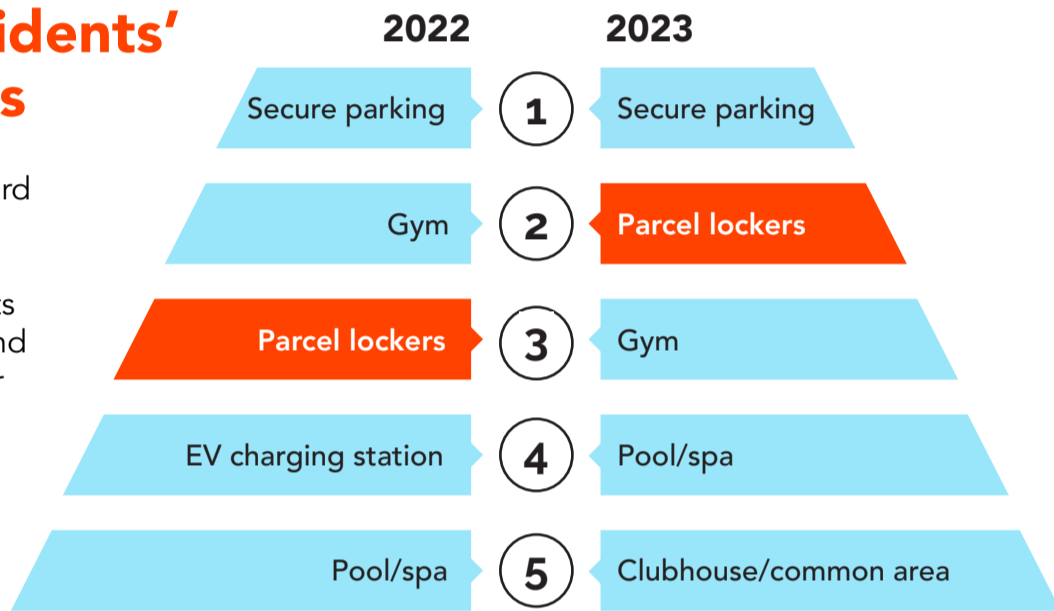
Most residents receive at least one package per week, if not more. Communities must implement a solution, like parcel lockers, to offer safe, secure, on-demand access to deliveries.



Key Findings 2

Ranking of Residents' Top 5 Amenities

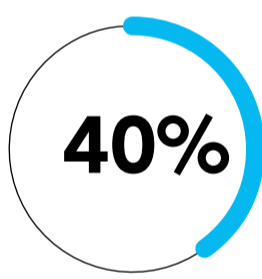
Parcel lockers moved from third place (2022) to second place (2023) as one of the top 5 amenities. Survey respondents cited security, accessibility, and speed as their top reasons for ranking lockers so highly.



Key Findings 3



79% of residents won't visit a property if it has sub-par reviews



Parcel lockers can lift lease renewals by as much as 40%

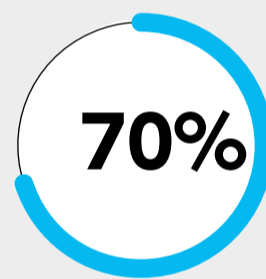
What this means?

Property managers must consider ROI and "Return on Happiness" – happy residents will pay more, stay longer, and refer others.

Key Findings 4



75% of residents prefer to receive packages via parcel lockers



70% of residents have fallen victim to package theft

What this means?

Residents want to receive packages safely, conveniently, and on their schedule. Lockers offer the assurance that community residents expect.

Key Findings 5

5 Reasons Package Lockers Work for Your Residents and Property



Utilize parcel lockers for package deliveries



Have fallen victim to package theft



Receive 1-3 packages per week



Strongly agree that knowing their package is secure until they get home is important to them



Prefer receiving packages via parcel lockers over direct-to-door, leasing office pick-up, and other delivery services

What this means?

While other amenities are nice, they are not as frequently or widely used as parcel lockers. Amenities that serve the greatest number of residents with the most frequency tend to have the largest impact on resident retention, Gross Scheduled Rent (GSR), and ROI.

Leading the Industry by Delivering More

As you evaluate which amenities to add to your community, keep in mind that Parcel Pending by Quadient parcel lockers deliver more. Lockers provide a safe, secure amenity that is the most requested and most often used. Available to residents 24/7/365, smart lockers take property management staff out of the package management business and return them to their core business of attracting and retaining residents.