

Smart Apartment Tech is a Must-Have for Gen Z



Analysts name Gen Z as the next to take over the US consumer demographic. If you're looking to attract Gen Z tenants to your multifamily community, you'll need an impressive arsenal of smart technology.

Smart apartments are a must-have for this young generation of tenants that are quickly gaining a foothold within the multifamily industry. Generation Z includes all those born between 1997 and 2012, meaning that the first wave of this contemporary group is approaching their first independent living experiences. As this generation continues to come of age, all eyes are on them to set the trends and redefine the tenant experience.

One way that Gen Z is already making waves within the apartment sector is through their unwavering commitment to technological innovation. More than any other generation to date, Gen Z craves the convenience and compatibility that a smart apartment offers.

72 million strong, Generation Z can't be overlooked. Here's what multifamily professionals need to keep in mind when strategizing their portfolios for Gen Z:

Why Gen Z Loves Smart Apartments

Gen Z, smart technology and apartment communities are a perfect match.

Conveniently dubbed the iGen, this young bunch is the most tech-savvy group we've seen to date. To Gen Z, technology isn't foreign - it's inherent. It shouldn't come as a surprise that this demographic of renters want to be plugged in even when they're at home.

Gen Z loves the convenience and access brought about by smart technology. That same experience is cultivated by apartment living, making a smart apartment the ideal living environment for e-natives like Gen Z.

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4 Smart Tech Integrations for Gen Z

If you want your multifamily community to stand out to young residents, these 4 smart technology integrations are at the top of Gen Z's shopping lists:

Climate Controls

Comfort is key for Gen Z. This group wants to be able to control, adjust and alter the atmosphere of their living spaces with the touch of a button. This craving has made climate controls an essential smart apartment integration for Gen Z residents.

Smart Access

Why carry a key when it's not necessary? Unlike other generations, Gen Z isn't clinging to traditions. Instead, they'd prefer the new and innovative over the outdated. Smart locks that eliminate the need for keys are a high shopping priority for Generation Z.

Safety and Security

Across the board, security is one of the main reasons to adopt smart home technologies - and it's true for Gen Z, too. Smart security systems that include an advanced network of cameras and sensors are important to this young demographic.

Entertainment

We can't forget about fun. Besides the utility-focused tech, Gen Z also wants the latest and greatest entertainment technologies to display their favorite songs, movies and shows. Smart screens and speakers are the cherries on top of smart apartments for today's youngest renters.

Adding these top-trending smart apartment tools into your building's tech infrastructure can elevate your listings over competitors and help your assets stand out to Gen Z.

