



# Immediate impact for a competitive building

## 1505 Commonwealth — Boston, MA

The management team knew they needed something special to compete with luxury new construction on the market, even after a complete renovation in 2017. With 55% of renters more likely to renew their lease if they're satisfied with their internet service,\* building management wanted to give their tenants one more reason to stay. Before Starry, the building offered just one internet service provider, which many of their residents were unhappy with. Starry Internet, with our next-generation technology and focus on the customer experience, was the perfect partner.

\*Source: Starry internal survey



***"Our tenants got really excited once they found out that they can get Starry in our building. Everyone says that their customer service is exceptional"***

**Afi K., Property Manager**

### Building Facts

Completed in

**2017**

Building size

**80**

Apartment units

### Starry Stats

Median Speeds

**241 / 242**

Mbps down    Mbps up

**49%**

Of residents subscribed



Average rating



## A simple, better option for internet

Starry fit perfectly with building management’s needs. Reliable high-speed internet increases rental values by 8%, which can add 11% to net income for multifamily owners and operators per average apartment unit.\* A better option for internet meant increased marketability and revenue intake for the building.

Our team coordinated with contractors performing renovations to pre-install electricity in the telecom closets and Cat 5E wiring throughout the building and otherwise stayed out of their way. Starry provided this service at no cost to the building and covered all equipment and labor install costs.

## The Starry impact

We hosted a series of meet-and-greet events in the building’s lounge, bringing craft beers and pastries from local favorites. The property is popular with students, so we worked with property management to time our events for when students moved in, and we made it easy for them to sign up on the spot.

The management team saw the difference Starry made almost immediately. Access to Starry Internet appears to have reduced churn, helping the building maintain high levels of occupancy and supporting a quality living environment. In less than a year, 40% of residents had subscribed to Starry and given the service a 5-star rating. Residents see Starry as a premium amenity, and building management has begun promoting the service in their own marketing materials as a way to differentiate themselves from their competition and attract new tenants.

## From the residents



*“Norah was great! Very thorough in making sure my speed was fast and patiently helped me set up all my devices.”*

Lauren



*“Everyone was great to work with and very knowledgeable”*

Roger

\*Source: Fierce Telecom