



# A popular new amenity

## The Beverly — Boston, MA

The Beverly is a new development that was entering lease-up and looking to add amenities to attract technologically savvy, cost-conscious residents. High-speed internet is the most important amenity to renters after air conditioning, with 63% percent saying they won't lease without it.\* Starry Internet, with our brilliantly simple plan and pricing, let them offer their residents a better option for internet at below market rates, which was a true upgrade for the building.

\*Source: NMHC/Kingsley Renter Preference Report



*“Our residents not only get a superior WiFi service, but also a five-star experience. Many companies claim to put the client first, but Starry truly delivers.”*

**Jeanine B., Property Manager**

### Building Facts

Completed in  
**2017**

Building size  
**239**  
Apartment units

### Starry Stats

Median Speeds  
**241 / 242**  
Mbps down    Mbps up

Residents who subscribed  
**51%**

★★★★★  
Average rating



## Luxury amenities, affordable prices

The Beverly’s tenants want world-class experiences at a reasonable price point, which makes Starry a perfect fit. Related Beal, the developer of the property, had previously worked with Starry to bring internet to their high-end properties. They understood how Starry’s incredible internet and exceptional service could help their new development stand out from the crowd.

There was a two-week window between construction completion and the first wave of move-ins. We worked within this tight timeline to install Starry Internet in just a few days by using a small rooftop receiver, an unobtrusive, wall-mounted networking switch and plugging directly into the building’s existing Cat 6 wiring. Starry provided this service at no cost to the building and covered all equipment and labor install costs.

## The Starry impact

The Beverly wanted to reach their occupancy goals quickly. As a new, modern development designed for tech-forward residents, they are setting a new standard for a modern, connected residence. To help drive occupancy during lease-up and generate demand with these residents, they showed off the Starry station, our highly rated WiFi hub, in their leasing office and model units.

We worked with building management to host a number of informational events introducing residents to Starry Internet. We also coordinated events establishing The Beverly as a leader in modern living by demonstrating the future of home tech, including smart devices, IoT (internet of things) applications and more — all powered by Starry Internet.

## From the residents



***“Awesome!  
Very excited to be  
a new customer.  
Very professional  
and friendly.”***

**Pamela**



***“Great experience.  
Would definitely  
recommend.”***

**Eshane**



***“Quick and easy  
to talk to, not to  
mention perfectly  
on time!”***

**Harrison**



***“Amazing customer  
service”***

**Giselle**