

1505 Commonwealth Ave Apartment Building — Boston, MA



The management team knew they needed something special to compete with luxury new construction on the market, even after a complete renovation. Starry Internet, with our next-generation technology and focus on the customer experience, was the perfect partner.

“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

250 / 253

Mbps down Mbps up

Residents
who subscribed

40%

Average rating

5



A simple, better option for internet

Before Starry, residents at this apartment building had only one option for internet. With 55% of renters more likely to renew their lease if they're satisfied, building management wanted to give their tenants one more reason to stay. 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.

The Starry impact

We hosted a series of meet-and-greet events in the building's lounge, bringing craft beers and pastries from local favorite Mike's Pastry. 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. In less than a year, 40% of their residents had switched to Starry and given the service a 5-star rating. Residents see Starry as a premium amenity, and the building management has begun promoting the service in the 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

