

The Beverly

New Construction Apartment — Boston, MA



The Beverly is a new development targeted at technologically savvy, price sensitive young professionals. The building offers top-level amenities at below market rates, so Starry Internet, with our brilliantly simple plan and pricing let them offer their residents best-in-class service without impacting affordability.

“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

28%

Average rating

4.5



Luxury amenities, affordable prices

The Beverly's target audience wants world-class experiences at a reasonable price point, which makes Starry a perfect fit. We had previous experience working with developer Related Beal, and they understood how Starry's exceptional service and incredible internet could serve as a truly differentiating amenity for their new development.

We were able to complete installation in just a few days using just a small rooftop receiver, an unobtrusive, wall-mounted networking switch and plugging directly into the building's existing Cat6 wiring. Once installation was complete, we worked with building management to execute a series of informational events that residents loved.

The Starry impact

As a new, modern development designed for tech-forward residents, The Beverly is setting a new standard for a connected residence, but they wanted a way to reach their occupancy goals quickly. They featured Starry equipment in their leasing office to help generate demand and show off an attractive new amenity for new residents.

In addition to hosting a number of informational events to introduce residents to Starry Internet, we've also coordinated with building management to create 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, of 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

