

By Patrice Samuels, Senior Analyst, Parks Associates

Synopsis	Market for MDUs
<p>Smart home devices and related services can drive higher revenue by increasing occupancy and rental rates and a reduction in operational costs. This report examines the opportunities for integration of smart devices in multi-dwelling units, including profiles of companies driving the market, current adoption of smart home devices, and key feature preferences among residents and property managers of multifamily housing units.</p>	<div style="text-align: center;"> <p><b>Types of Housing</b></p> <p><b>US Broadband Households</b></p> <ul style="list-style-type: none"> <li>66% Single Family</li> <li>30% MDUs <ul style="list-style-type: none"> <li>73% Apartments/Condos</li> <li>17% Townhomes</li> <li>10% Duplexes</li> <li>&lt;1% Dormitory</li> </ul> </li> <li>4% Other</li> </ul> <p>© Parks Associates</p> </div>
<p><b>Publish Date:</b> 3Q 19</p>	<p>“Implementing smart home devices in the MDU space creates unique challenges that must be addressed in order to obtain net positive results from the investment. Some key areas that present challenges include integration, security and privacy, technical support, and Wi-Fi connectivity,” said Patrice Samuels, Senior Analyst, Parks Associates.</p>
Contents	
	<ol style="list-style-type: none"> <li><b>1.0 Report Summary</b> <ol style="list-style-type: none"> <li>1.1 Purpose of Report</li> <li>1.2 Key Questions Addressed by this Research</li> <li>1.3 Research Approach/Sources</li> </ol> </li> <li><b>2.0 Rise of Connectivity and the MDU Market</b> <ol style="list-style-type: none"> <li>2.1 MDU Market Size</li> <li>2.2 MDU Residents and Adoption of Smart Home Products</li> <li>2.3 MDU Residents and Smart Home Device Features <ol style="list-style-type: none"> <li>2.3.1 Smart Door Locks</li> <li>2.3.2 Smart Thermostats</li> <li>2.3.3 Smart Lights</li> <li>2.3.4 Smart Speakers</li> </ol> </li> </ol> </li> <li><b>3.0 Featured Platform Players and Target Segments</b> <ol style="list-style-type: none"> <li>3.1 Featured Smart Home Platform Players and Offerings <ol style="list-style-type: none"> <li>3.1.1 Device Sourcing</li> <li>3.1.2 Support Services</li> </ol> </li> <li>3.2 MDU Target Segments for Smart Home Providers <ol style="list-style-type: none"> <li>3.2.1 MDU Owners versus Renters</li> <li>3.2.2 MDU Owners versus Property Managers</li> </ol> </li> </ol> </li> </ol>

	<ul style="list-style-type: none"> <li>3.2.3 Building Type</li> <li>3.3 Smart Home Solutions for Property Managers               <ul style="list-style-type: none"> <li>3.3.1 Product Differentiation and Increased Rental Fees</li> <li>3.3.2 Value of Smart Home Devices by MDU Demographics</li> <li>3.3.3 Lower Operating Costs</li> <li>3.3.4 Improve Property Perceptions and Resident Safety and Security</li> </ul> </li> <li><b>4.0 MDU Smart Home Initiatives from Other Channels</b> <ul style="list-style-type: none"> <li>4.1 Energy Service Providers</li> <li>4.2 Broadband Service Providers</li> <li>4.3 Security Service Providers</li> <li>4.4 Smart Appliance Manufacturers</li> </ul> </li> <li><b>5.0 Market Challenges</b> <ul style="list-style-type: none"> <li>5.1 Integration</li> <li>5.2 Security and Privacy Concerns               <ul style="list-style-type: none"> <li>5.2.1 Security</li> <li>5.2.2 Privacy</li> </ul> </li> <li>5.3 New Technical Support Needs</li> <li>5.4 Challenges with Wi-Fi</li> </ul> </li> <li><b>6.0 Forecast of MDU Adoption of Smart Home Devices</b> <ul style="list-style-type: none"> <li>6.1 Forecast Methodology</li> <li>6.2 Forecast of MDU Adoption of Smart Home Devices</li> </ul> </li> <li><b>7.0 Implications and Recommendations</b></li> <li><b>8.0 Appendix</b> <ul style="list-style-type: none"> <li>8.1 Glossary</li> <li>8.2 Index</li> </ul> </li> </ul>
--	---

Figures	
	<ul style="list-style-type: none"> <li>The Consumer Markets of the Internet of Things</li> <li>US Broadband Households by Building Type</li> <li>Multifamily Consumer Spending by US City (2000 – 2016)</li> <li>Smart Home Device Ownership by Type of Residence (Q4/18)</li> <li>Smart Home Device Purchase Intention by Type of Residence (Q4/18)</li> <li>Company Offerings – MDU Smart Home Solutions</li> <li>Smart Thermostat - Highly Important Product Capabilities by MDU Ownership (Q4/18)</li> <li>Smart Lighting - Highly Important Product Capabilities by MDU Ownership (Q4/18)</li> <li>Smart Speaker - Highly Important Product Capabilities by MDU Ownership (Q4/18)</li> <li>Entrata Smart Home Offering</li> <li>Parakeet Smart Home Offering</li> <li>Company Offerings – MDU Smart Home Solutions</li> <li>Popular Smart Home Device Features for Property Managers</li> <li>Vivint Case Study</li> <li>High Importance of Having Smart Home Device Installed in House by Demographics</li> <li>MDU Resident: Willingness to Pay More for Smart Home (Q4/18)</li> <li>Smart Home MDU Offering from STRATIS IoT</li> <li>Smart Home MDU Offering from PointCentral</li> <li>Smart Home MDU Offering from Dwelo</li> <li>Importance and Value of Device/Service Features by MDU Ownership (Q4/18)</li> </ul>

	<p>Major MDU Energy Provider Initiatives  Major MDU Broadband Provider Initiative  Home base MDU platform offering  Smart Home Devices: Types of Problems Experienced (Q2/2019)  Network Monitoring Providers - Premium Smart Home Support Services  Forecast Methodology MDU Adoption of Smart Home Devices  US MDU Households Smart Home Device Adoption</p>
--	--

List of Companies																																	
	<table> <tr> <td>Amazon</td> <td>MRI</td> </tr> <tr> <td>Apple</td> <td>Parakeet</td> </tr> <tr> <td>Axius</td> <td>Phillips Enterprises</td> </tr> <tr> <td>CGI Strategies</td> <td>Point-Central</td> </tr> <tr> <td>Control4</td> <td>Quadraplex</td> </tr> <tr> <td>CUJO AI</td> <td>RealPage</td> </tr> <tr> <td>Deutsche Telekom</td> <td>ResMan</td> </tr> <tr> <td>Domotz</td> <td>SmartCon</td> </tr> <tr> <td>Duplex</td> <td>SmartRent</td> </tr> <tr> <td>Dwelo</td> <td>SmartThings</td> </tr> <tr> <td>Entrata</td> <td>STRATIS IoT</td> </tr> <tr> <td>Epproach Communications</td> <td>Vivint</td> </tr> <tr> <td>Google</td> <td>Wink</td> </tr> <tr> <td>Homebase</td> <td>Wood Partners</td> </tr> <tr> <td>IOTAS</td> <td>Yardi</td> </tr> <tr> <td>Minim</td> <td>Zego</td> </tr> </table>	Amazon	MRI	Apple	Parakeet	Axius	Phillips Enterprises	CGI Strategies	Point-Central	Control4	Quadraplex	CUJO AI	RealPage	Deutsche Telekom	ResMan	Domotz	SmartCon	Duplex	SmartRent	Dwelo	SmartThings	Entrata	STRATIS IoT	Epproach Communications	Vivint	Google	Wink	Homebase	Wood Partners	IOTAS	Yardi	Minim	Zego
Amazon	MRI																																
Apple	Parakeet																																
Axius	Phillips Enterprises																																
CGI Strategies	Point-Central																																
Control4	Quadraplex																																
CUJO AI	RealPage																																
Deutsche Telekom	ResMan																																
Domotz	SmartCon																																
Duplex	SmartRent																																
Dwelo	SmartThings																																
Entrata	STRATIS IoT																																
Epproach Communications	Vivint																																
Google	Wink																																
Homebase	Wood Partners																																
IOTAS	Yardi																																
Minim	Zego																																

Attributes	
<p>Parks Associates  5080 Spectrum Drive  Suite 1000W  Addison, TX 75001</p> <p>800.727.5711 toll free  972.490.1113 phone  972.490.1133 fax</p> <p>parksassociates.com  sales@  parksassociates.com</p>	<p>Authored by Patrice Samuels  Executive Editor: Tricia Parks  Published by Parks Associates</p> <p>© August 2019 Parks Associates  Addison, Texas 75001</p> <p>All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.</p> <p>Printed in the United States of America.</p> <p>Disclaimer  Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.</p>