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Winning the Modern Resident with Smart Security

Exclusive Data Insights

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Smart Safety & Security Amenities Drive Apartment Appeal

Following soundproofing, the next highest “very important” features for apartment renters are all safety/security related—security cameras around the property (70%) and controlled access to the property (64%), showing security is a core leasing/retention lever.

Renter demand is strong for in-unit smart security: Over half of apartment renters rate key in-unit protections as important: video doorbell at the front door (56%), in-unit home security system (51%), and smart door lock (49%), signaling clear pull for bundled or property-supported smart security offers.

Apartment renters rate smart security as the highest amenity overall, emphasizing security as a differentiator in multifamily.





Prospective Residents Broadly Expect Smart Amenities in Their Next Home

52% of apartment renters expect security cameras around the property/community in their next home, essentially matching 51% of condo owners.

41% of apartment renters expect internet service to be ready-to-go at move-in, slightly higher than 38% of condo owners.

56% of condo owners expect information from the property on available services (internet providers, security companies, utilities), versus 47% of apartment renters (9-point difference).

Apartment Renters are Highly Concerned about Community Safety, Making Security a Key Lever for Satisfaction and Retention

Security features directly shape satisfaction: Apartment renters' willingness to recommend a property rises when communities offer layered protections such as access control/smart gating, security cameras, bright lighting, and on-site staff/doormen.

Safety concern is widespread: 50% of apartment renters say they are worried about community safety.

Holistic security wins: The data shows single measures aren't enough: resident advocacy (NPS) turns positive only when four or more security measures are in place, meaning renters evaluate safety as a full package, not a one-off feature.





Consumers are Interested in Resident Mobile Apps

Multifamily residents show stronger demand than condo owners: 69% of apartment renters say delivery management is important.

54% of apartment renters say SOS button or panic button is important.

Package delivery alerts are a top-tier resident app feature: 63% of apartment renters say “receive notifications of packages delivered for you” is valuable.

MDU Owners/Operators Prioritize Reliability and Risk Reduction when Selecting Property Technology Vendors

About half also want [partners that can scale across their portfolio](#), valuing broad product/service offerings and the ability to install and support an entire footprint.

Multifamily prioritize [dependable vendors](#), led by a trusted brand (59%), strong cybersecurity/data privacy (56%), and proven customer service (54%).

Lower cost, innovation, and more feature-complete solutions matter too, but [rank behind reliability](#) at 49%, 47%, and 46%, respectively.





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PointCentral delivers fully integrated automation and control solutions that help property managers streamline operations, reduce costs, and create a modern, connected experience for residents. Our platform centralizes key functions like access control, energy management, and routine automation, making property management more efficient and responsive. Committed to innovation and reliability, PointCentral empowers property managers to operate smarter and residents to live more securely and conveniently.

Parks Associates, a woman-founded and certified business, is an internationally recognized market research and consulting company specializing in emerging consumer technology products and services.

Founded in 1986, Parks Associates provides business intelligence and research services through its proprietary methodologies developed over decades, including quarterly surveys of 10,000 internet households. In addition, the company hosts executive conferences and event series bringing together 4,000+ executives each year.