



# KROMER INVESTMENTS ADDS \$200K IN YEARLY REVENUE WITH BRIVO SMART APARTMENT

and increases close rates by 25% to 40%  
across their properties with Self-Guided Tour

## THE CHALLENGE

As apartment communities grow in popularity, Kromer Investments wanted to stay competitive with new construction, increase property value and improve the overall leasing experience without the hassle of doing a full renovation.

## THE CHOICE

**“Brivo put us ahead of the curve. We were also more prepared to handle COVID-19 and create a safe environment for employees and residents.”** -Damien Romero, Director of Asset Management, Kromer Investments Inc.

## WHY BRIVO

- Update existing apartment communities with financially feasible smart technology
- Experience an immediate competitive advantage in ROI and lease rate in one year
- Improve resident experience with one mobile app for everything they need
- Increase staff efficiency with one platform with cellular capabilities and flexible hardware options

## THE CHANGE

Since implementing Brivo Smart Apartment, Kromer Investments has established a **\$50 increase in rent for every unit with a forecasted \$200K+ yearly added property value.**

Brivo Smart Apartment helped Kromer build a trusted brand as a smart technology community. Residents use one mobile app to open doors, control in-apt features, pay rent and submit work orders. And, this app is branded with the Kromer logo to create more loyalty.

**“Everyone uses Brivo: leasing, vendors, prospects, residents and maintenance staff. Resident retention has increased and we maintain a 96% occupancy average.”**

-Damien Romero

New Class A and luxury developments in their market have to adjust prices or create special promotions because they do not offer what Kromer delivers in their Class B communities.

## **SELF-GUIDED TOURS AREN'T JUST CONVENIENT, THEY LEAD TO THE RIGHT DATA**

Brivo Self-Guided Tour allows Kromer Investments to easily stage and highlight apartment features and have access to data about what prospects were most interested in during the tour. Leasing professionals can focus on customer service and confidently follow up with prospects. By using Brivo technology and being forward-thinking, Kromer **increased closing rates by 25% to 40% across their properties** even during a pandemic.

**“We felt installing smart tech would not only drive a new selling point, but also allow us to operate differently. Reno, NV is a 24-hour city, and we want to accommodate customers by allowing them to tour vacant units until 10 p.m. any day.”**

**-Damien Romero**

Implementing smart technology allowed Kromer to impress residents and advance their property to be ready for the future including continuing to thrive during the COVID-19 era.

## **ABOUT KROMER INVESTMENTS INC.**

Kromer Investments, Inc. provides the best value for the rental dollar. We pride ourselves in providing the best “bang for the buck” and we treat all of the apartment communities we manage as if we own them. This translates to satisfied renters who are proud of where they live and satisfied owners and investors who rest assured they will attain a better ROI.

## **ABOUT BRIVO**

Brivo is the global leader in cloud-based access control and security platforms for commercial and multifamily properties. Our mission is to provide Simply Better Security solutions that improve user experiences for property managers, tenants, employees, and visitors. With over 20 million users and 1,500 authorized dealers, our SaaS platform has been unifying the security experience across access control, mobile credentials, video surveillance, identity federation, visitor management, intercoms, and elevator control since 2002. Hundreds of software partners and end users use our APIs and SDKs to extend our solutions to unique vertical market offerings. More than ten years of SOC audits underscore our commitment to protecting customer privacy and data security.



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