



## Keeping Up With High-Rise Amenity Trends

*without breaking the bank*

Keeping your high-rise amenities up-to-date will enhance your property values, enrich residents' lives and attract new buyers. Staying relevant in a competitive market is essential, and it can be easier than you think. Improving your amenities doesn't have to be difficult or cost a lot, and can maximize what you already have.



### POOL AREA

Enhance your pool area by offering chilled water bottles, refreshing fruit or snacks and sunscreen poolside. You can also add to the experience by offering a towel service.

### LOBBY

Make your lobby more inviting and, at the same time, create a place that will attract residents and encourage socializing. Provide a coffee and tea station in the morning and convert it to a spa water station in the afternoons and evenings.



### FRONT DESK

Up the ante at your front desk and provide more extensive concierge services, including event planning for both private and association member gatherings, door-to-door deliveries for meals and groceries, dry cleaning and laundry, and parcels for residents. Consider adding a virtual concierge service to provide all of the conveniences right from a mobile or desktop device.

### LOCAL BUSINESSES

Invite local businesses such as restaurants, wine bars and boutiques into the building to host tastings and trunk show events. Ask those and other area businesses if they are interested in promoting discounts or special offers to your residents.



### EXCLUSIVE BUILDING-ONLY EVENTS

Once a business has been introduced to your membership, return the favor by scheduling exclusive building-only events at their location. Group outings like "dinner and a movie" at a local restaurant and cinema can build a sense of community among residents while showing off the best of your neighborhood.

### BIKE STORAGE

Create a bike storage room in the parking garage or convenient area on the first floor of the building. By providing this space, residents won't have to muscle bikes to their units. Plus, it will save the association on elevator maintenance and wall dings caused by transporting bikes. Stock this room with a small compressor or hand pumps, tire repair kits, etc.



### BIKE CLUB

No space for a bike storage room? Create a bike club for residents—conduct safety lessons and plan group rides occasionally. At your building's front desk, you could keep maps of recommended routes and store a repair kit and spare hand pump for emergencies.

### ROOFTOP GARDEN

Do you have an underutilized rooftop? Consider turning it into a garden. Whether you choose a Zen garden, community food garden or flowers, you can transform unused real estate with a green, peaceful oasis.



### DOG-FRIENDLY EVENT

If your high-rise has a lot of dog lovers, host a dog-friendly event like "Yappy Hour" by the pool deck or other common area. Offer the over-21 crowd puppy-themed cocktails like a "Barkatini" or "Bulldog Smash," punch for children and gourmet doggie treats for the guests of the hour. Also, consider converting an unused space into a pet spa serviced by an outside vendor or a self-serve grooming area.

### CAR DETAILING SERVICE

Hire a car detailing service that will come to the property one day a week and take care of residents' cars on-site for a special, negotiated rate.



### ELECTRIC VEHICLE CHARGING STATIONS

Are your residents driving plug-in electric vehicles? Consider adding electric vehicle charging stations to your parking garage. Learn more about electric cars and installing charging stations by reading our [article](#).

### INCREASE COMMUNICATION

Consider creating a newsletter which includes local events that affect traffic (marathons, concerts, sporting events, etc.), local restaurant openings and a movie review for additional fun local color. Depending on your residents' comfort with social media, a private Facebook group or other private online channel may also be an option.



None of these improvements cost a lot in terms of time or money, but the payoff in enhancing residents' lifestyles and boosting your building's marketability will be tremendous. To find out more about the latest trends in amenities and how you can apply them to your high-rise building, [contact FirstService Residential](#), North America's leading property management company.