



Resident-Focused Lifestyle Communities Partners with Brivo Mobile Pass to Provide Mobile-First Experiences for Residents



The Situation

Lifestyle Communities | LC is a niche, residential real estate development and asset management company focused on serving the specific needs of its residents through the thoughtful integration of living, entertainment and socially-focused ventures. With a portfolio of brands to serve the needs of its residents, neighbors, and communities in the Columbus, Ohio, Lexington and Louisville, Kentucky, and Nashville, Tennessee markets, LC is focused on delivering exceptional resident experience by inspiring meaningful connections, and providing smart living experiences. LC has partnered with Brivo Mobile Pass to deliver a mobile-first solution to support residents' desire for mobile access to its communities.

The Challenge

Prior to installing Brivo OnAir®, LC primarily offered physical access cards to residents with limited abilities to manage, issue and revoke access control as needed. With a growing portfolio of communities across the country, it was imperative for LC to have a secure access control solution to support residents' desire for mobile access to their communities. Unlike other security providers, Brivo was able to support the residence experience at LC by providing a sought-after mobile application with a cloud-based security platform.

The Solution

As an innovative, resident-focused company, LC sought out a mobile access control solution to meet the growing needs of its resident population. *“LC designs and manages its communities with a commitment to deliver a distinctive customer experience. We recognized mobile as a preferred solution for our residents, who increasingly use their smartphones for daily interactions,”* said Chad Thompson, Chief Marketing Officer at LC. This recognition of resident preferences informed LC's decision to offer Brivo Mobile Pass, the new mobile feature of the Brivo OnAir platform which creates a fast and easy way for residents to access community amenities via their smartphones.

All Secured Security, a Brivo Authorized Dealer, introduced Brivo Mobile Pass to LC in April 2016. *“We purchased 1,600 passes (or credentials), and had issued 1,400 passes within the first three months. Our residents appreciate the mobile-first solution, and our employees find that the self-service solution allows them to spend more time focusing on delivering great resident experiences,”* said Tyler Woodburn, IT Support Specialist at LC.

Brivo Mobile Pass is interchangeable with residents' access cards—in that it can access all LC's secured community locations, including its fitness studios, resort-style pools and other on-site amenities. However, there are many added benefits associated with Brivo Mobile Pass. For example, Mike Corley, a resident of

the LC Idlewild community in Louisville, Kentucky, would carry his smartphone and resident card to enter the pool and fitness studio, but now with Brivo Mobile Pass he just carries his phone to access both locations. *“In the past, I constantly lost my resident card because it was an extra card to carry around or misplace, but now with Brivo Mobile Pass I rarely run into a situation where I don’t have my phone with me—as long as I have my phone I can get where I want to go,” said Mike.*

The Highlights

- With minimum promotion, LC has seen steady adoption of Brivo Mobile Pass across its resident population since it was launched in early April—after three months nearly 20% of the total residents across all locations use Brivo Mobile Pass on a daily basis.
- All new residents are now issued one physical access card and two mobile credentials per unit.
- LC currently issues mobile credentials to all employees and new residents, and allows existing residents to request Brivo Mobile Pass credentials at its primary leasing office.
- With Brivo Mobile Pass, LC was able to reduce its cost of issuing resident cards by nearly 60%.
- Brivo Mobile Pass is a complementary feature to access control cards for LC’s residents and employees, as it can be used to access secured entry points.

Key Benefits

- Lifestyle Communities pays a nominal fee to distribute mobile credentials to residents, but saves over 60% per year from distributing roughly 2,500 fewer physical access cards.
- Remote monitoring and management of resident access to specific entry points at each location from anywhere with an Internet connection.
- Mobile application has improved resident experience and satisfaction by offering preferred, mobile-first access to LC’s facilities.

The Product

Brivo OnAir

a Cloud-based access control solution that provides reliable, real time control of your facilities by leveraging the power of the cloud.

Brivo OnAir

Brivo Mobile Pass

a new feature of the Brivo OnAir platform, Brivo Mobile Pass eliminates the need for physical keycards and readers saving customers' time and money.

Brivo Mobile Pass