

CASE STUDY

Eaves Peabody

CLIENT OVERVIEW

Eaves Peabody is a 240 unit complex located in Peabody, MA and owned by AvalonBay. There are 20 buildings with one and two bedroom units as well as a central leasing office. AvalonBay Communities, Inc., an equity REIT, has a long-term track record of developing, redeveloping, acquiring and managing distinctive apartment homes in some of the best U.S. markets.

PROJECT QUICK FACTS

- Facilities remodel
- Equipment upgrades
- LaundryConnect™ Pay implementation



THE GARDEN APARTMENT CONUNDRUM

Challenges for Residents at Eaves Peabody

Garden apartments have always been a challenge for laundry service providers who want their machines to operate on a laundry card platform. The hurdle to implementing a card-based payment solution is finding a convenient location for residents to add value to their laundry card when:

- There is no leasing office on the property;
- The leasing office is far enough away that it requires residents to drive; or
- The hours the leasing office is open are limited.

Since 2002, Automatic Laundry has been providing the community laundry services at Eaves Peabody. Residents are able to do laundry using a laundry card at the machines in their building. When it comes time to re-load value on their laundry card, residents need to walk or drive to the leasing office where there is a centralized add-value station. Residents only need a debit or credit card to add-value to their laundry card.

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Our residents absolutely love the convenience of using the app and no longer need to walk or drive across the property or wait in line at the leasing office to add value to their laundry card”

SHARYN HOOVER, Property Manager at Eaves Peabody.



Automatic Laundry Implements Upgraded Laundry Experience

Automatic Laundry, a leading laundry service provider to the multi-family market in the Northeast, has recently upgraded the laundry equipment at Eaves Peabody to operate with its proprietary LaundryConnect™ Pay app, a closed-loop mobile payment system which revolutionizes the way residents pay to use the laundry equipment. Residents download the free app from either the Apple App Store or Google Play store (Android app). After loading an initial balance with either a debit or credit card via the app, residents can start the equipment using their smartphone's existing Bluetooth feature. Given that cell signals aren't always the best in basement laundry rooms, cell phone service is not a requirement to start the laundry equipment.



Results

Residents no longer need to walk or drive to the leasing office to add-value to their laundry card (however they still can if they choose to). Value can be added directly to their account balance on the phone app right from their apartment or the laundry room. **Since implementation of the LaundryConnect™ Pay app, the majority of the residents have decided to use the app in lieu of the traditional laundry card.** "In addition to the apps ease of use, residents no longer need to carry a laundry card or wait in line at the add-value station and can access their account balance and usage history directly from the app" stated Scott Scarpato, President at Automatic Laundry.

