

Case Study

Common Laundry Room Increases Occupancy

When Rob Johnston, president of First Communities in Atlanta, contemplated buying a property that contained 170 one-bedroom apartments he knew a common laundry room would make the difference. After creating a laundry “town center”, occupancy rates rose 35%.

First Communities had several obstacles to overcome on its way to higher occupancy. First was the desire for in-unit hookups. The second, marketing 1-bedrooms in a soft Atlanta market. By creating a 1,500 square foot “town center” First Communities was able to overcome both. The brand new center combines the common area laundry facilities with an adjacent workout facility all overlooking the swimming pool. Built with glass block, archways and bright lights, the center also contains a coffee bar, TV, high-speed internet access and a full-time attendant.

The town center quickly became not only a leasing tool that increased occupancy significantly, but a valuable amenity that positively affects renewals as well.