

**Case Study:**  
**Make your laundry rooms a resident amenity, and objections disappear**  
*Even in the heart of luxury, common-area laundry rooms flourish*

The Seasons in Denver is luxury apartment living at its finest. Nestled in the heart of the desirable Cherry Creek shopping district, the three-building community is home to professional athletes, local celebrities and most of all, people with high-expectations of their apartment amenities. They also all have a common-area laundry room.

The Seasons renovated the property in 2006, but opted to forego the expense of plumbing and venting every unit for laundry connections. The decision wasn't made without some apprehension. It was assumed that prospective residents would bristle at the thought of a common-area laundry room. Fortunately, because the laundry rooms were done correctly, that's not the case.

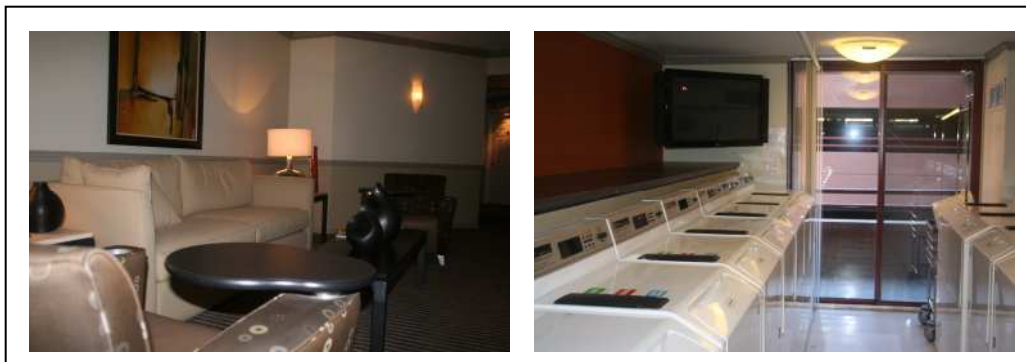
"I was a little concerned at first," said Angela Jackson, business manager at the Seasons. "But because of the rooms we've designed and the equipment provided by Automatic Laundry Services, the objections are almost non-existent."

The Seasons has a high-end common-area laundry room in each of its buildings with granite countertops, plasma televisions, comfortable seating and free wi-fi Internet access. The laundry equipment is state-of-the-art, too. Machines run on a card-payment system and can notify residents when a machine is available or when their laundry is done.

"Residents love the new look of the laundry rooms," said Jackson. "We always position the room as a benefit to the resident — they can do all of their laundry in a fraction of the time it might take them on a single pair of machines, and they can do it in a pleasant environment. Everyone loves the plasma TVs, the wireless internet and the laundry alert system. It's been a real success."



Prior to renovations, the Season's laundry rooms showed signs of disrepair common in many communities that contribute to the negative perception of central laundry in the industry.



After renovations, the common-area laundry room becomes an attractive resident amenity.