



CASE STUDY

Lightning Capital Chose ButterflyMX For Its Seamless Integrations with Other Proptech Solutions

Meet Lightning Capital

Focused on acquiring small- and mid-sized multifamily properties, Manhattan-based Lightning Capital positions itself at the intersection of real estate and technology.



As a vertically-integrated real estate company, Lightning Capital offers an evolved living experience by implementing the best resident-focused technology platforms in its properties. Recognizing that proptech is the pinnacle of real estate value creation, the company aims to develop the smartest buildings in New York. Technology touches everything at a Lightning Capital property — from the building's front door to smart home devices in each unit. These proptech solutions work together to fulfill the modern renter's dream: a living experience that's secure, convenient, and tech-powered.

When Lightning Capital reviews proptech options, not only do they have to be mobile-based, but they also have to work well with each other. Any system installed in a Lightning Capital building must integrate effortlessly with other proptech solutions to ensure a seamless experience for residents and building staff.

"Technology has the power to simplify and streamline people's lives. But technology implemented without any strategy can actually complicate things," says Lightning Capital co-founder Jonathan Ehrlich.

The challenge

To design the smartest buildings on the market, Lightning Capital must curate best-in-breed technologies. Of course, selecting smart building technologies that work well together requires partners who want to collaborate.

“No one will want to use their property technology if it requires ten different apps, interfaces, and devices. We make sure our buildings operate seamlessly with integrations between systems.”

Choosing a solution

Lightning Capital chose to install the ButterflyMX smart intercom at its most recent Brooklyn project in partnership with ZG Property Group — 487 Clinton Avenue.

"ButterflyMX integrates with all the other proptech solutions in our building," says Ehrlich. "This is key to ensuring resident adoption and avoiding unnecessary frustration." From the front door to each unit door, ButterflyMX integrates with the Amazon package lockers, unit locks, in-unit smart home devices — including smart lighting controls and smart thermostats — and the property management system.

"We've created a fully integrated and connected living experience that can be controlled from a smartphone," explains Ehrlich. "ButterflyMX was a no-brainer for us because it integrates with our other proptech systems, giving our residents the convenience they want and our property staff the control they need."

“ Having ButterflyMX installed at the building's entrance impresses prospective tenants and creates a secure and convenient property access solution for residents.”



Jonathan Ehrlich
Co-founder
Lightning Capital



The outcome

Just weeks after opening the building, 487 Clinton Avenue is already turning heads.

Thanks to the building's modern proptech solutions, Lightning Capital is dazzling prospects and signing leases. Truly the smartest building in Brooklyn, 487 Clinton trusts ButterflyMX as its building gateway to a connected future.

"A prospect's first impression and a resident's day-to-day experience both start at the front door. Having ButterflyMX installed at the building's entrance impresses prospective tenants and creates a secure and convenient property access solution for residents," says Ehrlich. "We're excited to continue implementing ButterflyMX in our future projects."