With ButterflyMX, Peak Campus' Student-Residents Feel Safer Seeing Visitors from their Smartphone

Meet Peak Campus

Headquartered in Atlanta, Peak Campus is a fully-integrated student housing real estate company providing best-in-class property management, development and consulting services.

With more than 55,000 beds under management in 65 markets, Peak is one of the country's largest privately owned student housing companies. The team at Peak consists of a world-class group of more than 1,200 industry professionals who understand the unique challenges that come along with student housing operations, development, marketing, and leasing. To maximize value for their partners and create the best living environment for their student-residents, Peak goes through an extensive vetting process of all third-party vendors to ensure they align with this vision.

The challenge

Located just steps away from the University of Louisville, The Clubhouse is one of the select few apartment communities affiliated with and recommended by the University.

The 758-bed community boasts an envy-inducing selection of amenities for students who need to work, study, and play. From an onsite computer lounge and state-of-the-art fitness center for students looking to flex both their mental and physical muscles, to a resort-style swimming pool and onsite movie theater for when it's time to relax — you can find it all at The Clubhouse.

When The Clubhouse was searching for a solution to provide secure and convenient property access for their student-residents, they knew a traditional access system just wouldn't cut it. "Our student-residents live on their smartphones and are accustomed to technology that is on the leading-edge," says Yvonne Tomesek, Senior Property Manager at Peak Campus.

> *We wanted to give them a way to open and manage doors from their smartphones while also providing an additional layer of security."*

Choosing a solution

The Clubhouse chose ButterflyMX to deliver a property access experience designed to meet the needs of its tech-forward student-residents.

"ButterflyMX's smart intercom fell in line with the experience we've created at The Clubhouse," explains Tomesek. "Its ability to allow our student-residents to see and speak with visitors from their smartphone is more convenient and secure than anything else we looked at on the market."

In addition to seeing and speaking with whoever is calling them through live video, student-residents can manage building access regardless of whether they are studying in their apartment, relaxing by the pool, or out enjoying everything Louisville has to offer. Moreover, they can issue virtual keys and access PINs to friends and family, enabling seamless entry to the property when guests are coming to enjoy the space — all tracked with a time- and date-stamped photo of whoever is accessing the property.

> **"** *When parents tour the property, we show them ButterflyMX as both an amenity their children can use to easily access the property as well as a security feature to prevent unwanted guests from entering."*

Yvonne Tomesek
Senior Property Manager
Peak Campus

The outcome

The lives of both the student-residents and the property staff have not only been made more convenient but also more secure.

The video calling feature as well as the time- and date-stamped photos allow students to know exactly who they are letting into the building. "Our student-residents have told me that they feel safer being able to see who is trying to gain access to the building," describes Yvonne. Parents also appreciate the fact that The Clubhouse is not only concerned about providing a world-class living experience but a secure one as well. "When parents tour the property, we show them ButterflyMX as both an amenity their children can use to easily access the property as well as a security feature to prevent unwanted guests from entering."