



ASSURANT®

# The Maintenance Fix You Need To Win Over Renters

Discover How Tech Support Can Elevate Your Property's Amenities





Working from home, connecting with family, streaming shows, playing live video games ... these are just a few of the ways consumers stay digitally connected in their everyday lives. This always-on connectivity is sparking a desire for smart devices to become a standard renter amenity. And, whether it's a personal or property-provided device, renters are beginning to expect tech support as a standard amenity as well.

Assurant conducted proprietary consumer insights research to explore U.S. renters' attitudes toward connected devices and smart-home living in 2023, along with their need for helpful tech support.

**Read on to learn about what our latest research revealed about renters' tech support needs and how property managers can better serve them.**

## Demand for smart devices is growing.

Consumers continue to embrace connectivity as part of their daily routine, with almost all renters owning a smartphone, or accessing the internet via laptop, desktop, or tablet. Smart home devices are starting to gain momentum as well.

Property Management Companies (PMCs) are beginning to include smart technology devices and home automation systems within their rental communities to attract new residents. Additionally, there's also the potential benefit of increased rent and property value by outfitting units with smart appliances, security and utility monitoring devices, and other features.

## So, what happens when a smart device has technical issues?

When setting up connected devices, it's common for consumers to experience issues. And when something breaks, a majority of consumers are confident they can fix it, while others would prefer a professional to do the work.

Renters normally call maintenance when something breaks. With tech issues, it's not that easy. Most maintenance and leasing staff don't have in-house resources to provide tech support and would need to outsource the service for a fee.

### **54% of renters**

have some form of smart home-related technology in their apartment.



The majority indicated that they believed they could perform tech-related tasks on their own, while **19% of consumers admitted they would need assistance.**





## Maintenance requests

are at an  
all-time high.

### It's time to put the right tech support strategy in place.

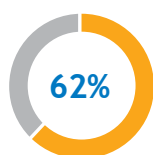
Residents rely on their communities to take care of a variety of maintenance issues, including tech support. And, **maintenance requests are at an all-time high.** That's why PMCs need to have a solid tech support strategy to stay successful and competitive among industry leaders.



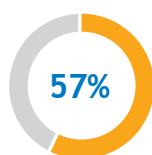


## Do renters want tech support offered at their property?

When renters were presented with a convenient product that could assist with various tech issues, the perceived value was very high.



**62%** would **value** a product that's **included** as part of their lease agreement

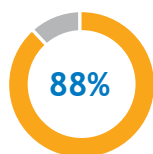


**57%** would **value** a product that's offered to residents for a **nominal fee**

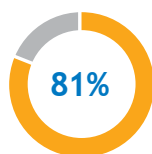
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## And, would they use it?

The potential utilization of this type of tech support service within a rental-related situation is high for both product models.



**88%** would **use** a product that's **included** as part of their lease agreement

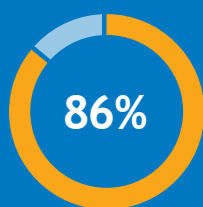


**81%** would **use** a product that's offered to residents for a nominal fee

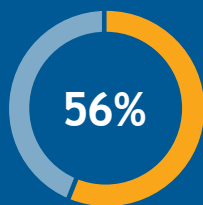
## PMCs need to meet growing demand for tech support.

Renters are increasingly expecting an IT support team to be on hand, so they don't have to find and pay for services on their own. Having easy access to dependable tech support could potentially sway a renter to choose one rental property over all the others.

Having a tech support strategy modernizes a building's amenities to address new problems renters are experiencing, without having to burden maintenance staff.



An average of **86% of consumers** indicated that adding a product that provides tech support to their residents could significantly increase positive brand perception for a PMC.



An average of **56% of potential renters** indicated that the availability of a connected ecosystem could influence their rental choice when looking at comparable community options.







## A simple solution to provide residents with top-notch technical support.

Our research supports the fact that PMCs should not only offer smart amenities, but also provide tech support to attract and retain residents. The great news is, **Assurant® TechPro** can give residents seamless tech support for all their connected devices.

### Assurant® TechPro is a one-stop tech support solution.

Whether residents are at home or on the go, Assurant TechPro can help keep all their connected devices running smoothly no matter the device, its brand, or where it was purchased.

- Instantly connect with just a tap for service across a variety of channels, including live voice support, live chat, virtual appointments, and self-service.
- Enjoy live expert support and customer service for technical challenges including:
  - Setup for smartphones, tablets, PCs, home theater systems, smart home devices, and appliances
  - Data backup and transfer assistance
  - Connectivity and WiFi issues
- Use screen share or camera share to show tech issues for a faster resolution.
- Remove the burden of resolving resident tech issues from maintenance staff.

### Why choose Assurant TechPro?



**98% resolution rate** without transferring a call



Higher customer satisfaction with a **4.7 average star rating**



Improved **device performance** and interoperability



Premium **omnichannel** tech support



**Are you ready to meet and exceed renters' expectations?**  
Assurant can help. Visit [assurant.com/techpro](https://assurant.com/techpro) to learn more.



**ASSURANT®**