

MF

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SPRING 2020



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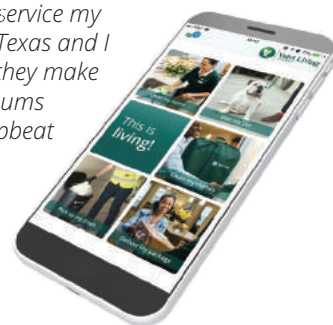
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PRESIDENT'S MESSAGE

Training and Development Matter in Any Market

BY KATIE WRENN, CAPS | WRH REALTY SERVICES INC.

2020 GOT OFF TO a rousing start in the multifamily industry, following a strong 2019. Steady construction, a strong housing market, and low unemployment rates defined the beginning of the year. In January, the national unemployment rate was 3.6%, according to the Bureau of Labor Statistics. In December 2019, the bureau reported, Florida boasted a 3% unemployment rate – the 14th lowest in the nation.

Then, the COVID-19 pandemic led to a spike in unemployment and challenges across the state's economy. The health and safety of our residents, our teams, and our communities took center stage.

While there are too many unknowns to predict how the apartment industry will be affected long term, the time will come for us to refocus on recruiting new talent to the industry and retaining multifamily veterans. To do that, we'll need to make training available from Day One of employment and provide ongoing development opportunities.

Like many of you, when I joined the multifamily industry while I was in college, I had no idea that part-time job would launch my career. I majored in business management with a concentration in marketing, which was a great fit for the leasing role that I took on. I remember my first leasing class, which ignited my passion for training. I quickly stepped into a full-time position, worked my way up to a property manager, and then followed my passion into a training role. Today, I am proud to be director of training and development for WRH Realty Services Inc. Looking back, two things shaped my buy-in to the industry: a manager who believed in me and wanted to teach me everything that she knew, and the inspiration that came from my first training class.

Perhaps the recent crisis helped motivate you to take the next step in your career, maybe even to change direction. Whatever your goals, it's important to never stop learning. Raise your hand and make sure those surrounding you professionally know what you want in your career. Look for ways to develop yourself, even if that means taking nontraditional paths. Take advantage of the professional networking and education that your local apartment association and the Florida Apartment Association offer. When you know what you aspire to be, find a person in a similar position and ask them to mentor you.

If you are leading a team, in addition to committing to your own ongoing learning, give your team members opportunities to grow. After all, the more knowledge they have, the more confident and successful they will be. Opportunities for development communicate to employees that they are valued. Confident, successful, and valued employees are more likely to stay with the organization that is helping them feel this way. Learning can be through traditional degree and credentialing programs, but sometimes the most effective learning comes from job shadowing, mentoring, articles, videos, or just taking interest in the employee's career path.

I challenge you to continually recruit and educate others about our industry and the opportunities available. Pay attention to the career paths of your team members, and look for ways to support them in their professional growth. Set clear goals, and periodically review your training and development plans. This is no small task, but the benefits to your team members, yourself, and your organization will be worth it. **MF**

FAA is on the move

BY JOSH GOLD, CAE, CMP | EXECUTIVE VICE PRESIDENT

PSYCHOLOGISTS AGREE THAT MOVING

can be one of the most stressful events in a lifetime, even when the reason for the move is a positive one. No doubt many of you have witnessed this as you've observed residents in your communities come and go. As stressful as moving is, data from the National Apartment Association show that multifamily residents are at least as likely to move out at the end of their lease as they are to renew. That's based on the 51 percent average turnover rate reported by respondents to the 2019 NAA Survey of Operating Income & Expenses in Rental Apartment Communities.

Moving to a new office space happens far less frequently and doesn't cause the same upheaval to one's personal life as moving to a new home does. But it does come with challenges, and can be stressful for employees. Being prepared for the unpredictable can help make the process more manageable. The Florida Apartment Association is in the midst of moving to new office space. With a little luck, we'll be settled into

our new digs when you read this. We are excited that we'll have enhanced facilities and greater capacity for face-to-face meetings. And although we are only moving a couple of blocks, we have learned some lessons along the way.

EXPECT DELAYS

As is often the case, the new office space needed to be reconfigured and updated. It won't surprise many of you to hear that the project ran into some snags and, as a result, our move was delayed. We planned our moving date based on the end of our current lease and a desire to avoid impacting the FAA Annual Conference & Trade Show or the FAA Legislative Conference. Once we found the new office space that would work for us, we converted the lease at our existing office building to a month-to-month agreement, and notified our current building management of our expected move date. We allowed what seemed like plenty of time for the updates to be completed, plus a buffer.

Editor's note: Portions of this publication were completed prior to the COVID-19 pandemic. It may seem strange, for example, to read about places where people gather, at a time when gatherings have been constrained. We believe, however, that the concept of "community" is central to the multifamily industry, and, like you, look forward to the day when those gathering places are well-used and lively once again.

Sure enough, things did not go exactly according to plan, and the buffer wasn't quite enough. We were lucky that our existing landlord did not have a new tenant yet, and we were able to stay two additional months. While we did have to pay a higher rent during the month-to-month portion of our lease, we had also negotiated rent concessions from our new landlord, which helped to mitigate the impact to our budget. We also had a contingency plan to move to a temporary location should that become necessary.

PREPARE FOR THE MOVE

As disruptive as moving can be, we would never want it to disrupt service to our members, and that meant identifying all the action items that would need to be completed. For example, we needed to arrange for the internet, phone, printer and fax, and other services that enable *us* to serve *you*. Setting up those services had to be scheduled around the move itself, which management at the new building required be done on the weekend, rather than during normal business hours.

We decided that staffers would report to the new office on the weekend as well, in order to settle in to their own offices and be prepared to hit the ground running on Monday morning.

It was also important to include staff in the decisions about finishes and furniture, as well as assignment of individual offices. We took into consideration the various ways team members need to interact and how often, as well as variables such as which offices are likely to be warmer or cooler throughout the workday.

TAKE TIME TO PURGE

One of the best things about moving is the opportunity to clean out old files and supplies that haven't been used in a while. We keep up with shredding documents after the legally required retention period, but something about packing inspires a review of what should stay and what should go.

On the other hand, FAA will be observing its 50th anniversary in 2021, and so we've been mindful about keeping photos, magazines, conference programs, and more, which will become part of that celebration.

Note: FAA is asking longtime members to look around for photos of fellow members and memorabilia from events. If you have some to share, please email communications@faahq.org.

PACK LOGICALLY

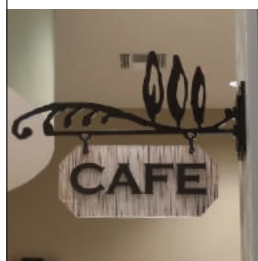
Although we hired movers to transport boxes and equipment as well as furniture, team members were responsible for their own computers, personal desk supplies, and anything else they might need on Day One in the new office space. Additionally, team members carried their own framed and breakable items.

SETTLE IN AND CELEBRATE

We tried to plan for everything at our new space, but we realized that it might not be perfect from the get-go, and we'll make adjustments as needed.

Moving – whether a home or an office – can be disconcerting. Mostly, we're

excited about this move, and we believe that our new offices will enable us to serve you even better. Together, we've grown as an organization and achieved many goals. We look forward to many more accomplishments in our new office space! **MF**



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Embracing the Space

Multifamily design trends maximize living area and create places to gather





BY DAN WINE

Efficient use of limited space, functional and minimalist design, and social areas that bring people together are a few big trends in multi-family communities.

Think beds and drawers that drop from the ceiling and storage bins that fill the extra space above your vehicle in the parking garage. Furniture that can be reconfigured to fit your space, layering of textures and bold splashes of color. And then outside, dog parks and gathering spaces where people can talk and play games.

Sankarshan Murthy, co-founder and CEO of Bumblebee Spaces in San Francisco, was working in the tech industry and said his company grew out of a side project of trying to solve the lack-of-space problem in the increasingly expensive housing market.

“If you look at what you are paying for every month, most of your money goes into housing,” Murthy said. “And if you look at what exactly in the housing you are paying for, you’re not paying for sticks and drywall and concrete and glass. ... You’re paying for the footprint. You’re paying for location. You’re paying for dollar per square foot.”

From there, he and his team – with backgrounds in product development, user experience, and robotics – looked to the ceiling to find their inspiration.

“We’ve basically gone after the ceiling because it’s traditionally unused except for ... mechanical, electrical, and plumbing services that run in the ceiling,” Murthy said.

They created modular systems that contain a bed, storage drawers, dressers, and desks that drop from the ceiling. “But they only come to you when you need it, and the rest of the time what the resident ends up getting is the gift of space,” he said.



The idea is rooted in sustainability and reducing the human footprint with an eye toward population growth and future housing needs, Murthy added. What won't change is the demand for efficient use of space.

"It's all kind of two problems at the same time: the space problem and the stuff problem," he said. "Turns out they are actually the same problem. The more space you have, the more stuff gets accumulated. The more stuff you have, the more space you need."

Bumblebee's customers are primarily multifamily owners and operators, and Murthy said he expects to land the company's first Florida client in Fort Lauderdale this year.

Bradyl Storage Solutions, based in the Washington, D.C., area, sells free-standing storage bins that make use of dead space in multifamily parking garages.

The storage units fit above your vehicle in the parking spot and offer more security than traditional wire-mesh storage, said Lindsay Steiner, Bradyl's founder and owner along with her husband, Mike.

"Other companies make garage storage that you mount to the wall. All that I know of, they are all wire mesh, and you can see through them, and I think people are concerned that they're a hazard to fall off the wall," she said. "Whereas ours is free-standing, so there's less of that concern, and it's enclosed, so people's belongings aren't exposed visually for theft reasons and dust and debris in a parking garage."

Steiner said Bradyl's business is growing thanks to a boom in new construction, and the company is working on a contract for its first customer in Florida.

"We still do the retrofits, but new construction has really picked up, and developers that see it and are planning new buildings have specifically asked for our product," she said.

Rebecca Felman, an interior designer and principal of R. Shana Designs in Orlando, works directly with architects and engineers to ensure a cohesive look outside and inside.

"We're creating a complete package," Felman said. "Colors are sometimes driven by what's happening on the exterior of the building as well."

Clean lines and bold, vibrant pops of color are popular, she said, and the industrial look seems to be regaining favor.

"[There are] many opportunities for layering of textures ... bricks, stones, heavy textures on furniture, and then pops of color and art and pillows and accents," Felman said. "Multiple layers, like different types of wall finishes, whether it's in wallcovering or panel-type systems. The more layers, the richer the interior shell feels."

Anne Rue, owner and president of Anne Rue Interiors in Sanford, said amenity spaces that are Instagram-worthy and mimic those at five-star hotels are becoming more common. She's also seeing more

simulated reality and high-tech game rooms. For example, Rue recently installed a dual-player golf simulator at one property.

With pet ownership on the rise, she said amenities such as doggy day-care facilities, washing stations, and walking services will grow in popularity.

In the future, Rue expects communities to offer refrigerated mailboxes and delivery stations, so residents could carry groceries or dinner to their apartment at the end of the day without visiting the store.

Alexander Danilov is general manager of Multimo in Fort Lauderdale, which specializes in wall beds. He said his company imports products from a Turkish manufacturer that has been making beds for European customers since the 1980s.

The trend is toward electric versions, Danilov said, where people press a button and the bed opens. An Alexa version is coming soon.

"We'll come out with an Alexa version where you actually can talk to your phone or to Alexa: 'Close the bed, open the bed; turn on the lights, turn off the lights.' ... It's probably not a necessity, but California and New York customers, they're excited. That's what we're working toward. Everything is going electric and then robotic, which is the next level."

The wall beds can be outfitted with several cabinets for clothes or other storage. Sofas and desks are additional options to complete the room.

White is the most popular color, Danilov said.

"Because a wall bed is a large piece of furniture, people try to hide it," he said. "So the best way, when they paint the walls white or pale gray, they want to use matte white or semi-gloss white finishes so it kind of blends into the wall and it's not really visible. And it's not making a small space even smaller because of the height."

Dark-wood finishes don't sell well, he added, because they make the room feel very small.

Danilov said commercial clients build in Multimo's beds the same way they would build in kitchen cabinets or bathroom cabinets. He also supplies beds to colleges and universities for their dormitories, where space is at a premium and two or four people might be sharing the same room.

Modani Furniture in Miami has attracted more commercial clients by developing a trade program to connect with designers, architects, home developers and hospitality professionals and offer them discounts.

"A trend that we have been seeing is modern, multi-functional, and dynamic furniture," said Hannah Marona, a Modani public relations specialist. "The minimalist



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movement of tiny houses and decluttered spaces has been sweeping homes across America, changing the way spaces are furnished.”

For example, a new sectional sofa called the Kobe features individual pieces for more flexibility, allowing customers to fit the furniture to their space instead of the other way around.

Erin Toung, owner and president of ET&T Distributors in South Daytona, sells outdoor furniture, playground equipment, dog parks, and site amenities.

“We’ll go into a property and look at the property and help them spruce it up, whether it be with color or with site amenities, or with anything where the customer or prospect comes in and goes, ‘Wow, this is really nice,’” Toung said. “My goal is to make that wow pop ... because those are the things that are attracting the clients now, the potential residents.”

Multifamily communities are turning tennis and volleyball courts into social gathering spaces and dog parks, she said. Jenga, cornhole, Ping-Pong, and bocce are popular games that bring people together.

“These social areas are the biggest trend, I think, where you have a cluster of deep seating or you have a cluster of high tables so that people can gather and talk and hang out,” Toung said.

She noted that shopping centers and malls are following the trend by incorporating amenities, social areas, and outdoor seating to draw customers.

Apartment communities also are installing a lot of turf.

“Turf is a big thing right now, even with dog parks,” Toung said. “Even on pool decks now.”

You can’t go wrong with amenities for dogs and their owners, she said. Her company also created a pet-and-me workout system that includes stations for adults and their canine companions along with a tie post for when your hands are occupied.

Whether inside or outside, listening to what people want, coming up with creative solutions, and using technology to your advantage remain key.

Bumblebee Spaces uses a precision electromechanical system along with software that understands what you’re using, when you’re using it, and what you’re not using.

“Basically, we inventory your home,” Murthy said. “That unlocks a really powerful amount of utility inside the home.”

Danilov said experimenting with new ideas and potential products is an important part of Multimo’s strategy.

“There are a lot of things that we’re trying to show the customers and see if they would be interested before we start producing it,” he said. “But we’re always working on research and development. That’s an everyday job.” **MF**

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Members were briefed about FAA's priorities for the 2020 legislative session and other current legal issues.



Rep. Mike LaRosa (R-42, right) was recognized as the 2019 FAA Legislator of the Year for his work to advance HB 7103, which paved the way for more development of affordable housing. Kimberly Maggard (left), FAA legislative committee chair, and Amanda Gill, FAA government affairs director, presented the award.



Florida State University student actors (from left) Gage Morgan, Brooke Seiden, and Amanda Gonzalez performed scenes depicting what a conversation between FAA members and a legislator might be like.

The 2020 FAA Legislative Conference offered new experiences for the 182 attendees, many of whom have returned to the annual grassroots advocacy event year after year. After several consecutive conferences at the same hotel, this year's event was held at the DoubleTree by Hilton Tallahassee, which is conveniently located just a few minutes' walking distance from Florida's State Capitol.

BY CAMILA CAL





APAC SILENT AUCTION AND NETWORKING RECEPTION

FAA members networked at a cocktail reception and bid on auction items to support APAC following the legislative briefing and caucusing with their local affiliates. The silent auction raised more than \$2,400.



FAA members networked at the APAC silent auction following the legislative briefing.

Typically, after a day of committee and board meetings, members attend the legislative briefing, where they learn about FAA's legislative priorities.

This year, FAA invited a few special guests to assist with an interactive format aimed at effectively preparing members to lobby a legislator.

Three Florida State University theater students – Amanda Gonzalez, Gage Morgan, and Brooke Seiden – took the stage to perform scenes depicting what a conversation between members and a legislator might be like.

The stage was set to represent a legislator's office, and each actor portrayed a character: Sen. Kim Payne-Slogan and FAA members Rita Lease and Justin Thyme. Attendees chuckled at the clever names and were intrigued by this different method of presentation.

After the FAA team explained each legislative priority, the actors executed a scene that showed a realistic interaction between FAA members and a legislator. Each scene individually emphasized the importance of one of FAA's 2020 legislative priorities:

Continue reading on page 18



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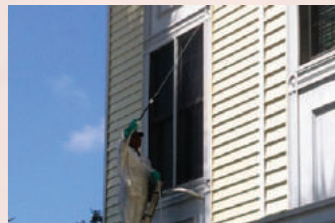


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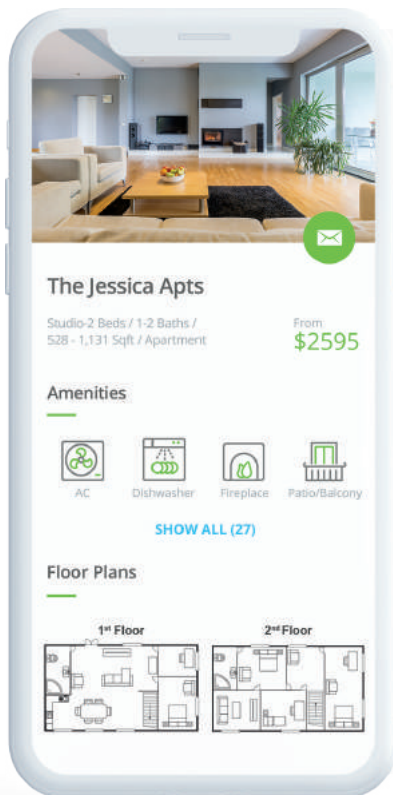
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Members of the First Coast Apartment Association thank Sen. Aaron Bean (R-4), a 2018 FAA Legislator of the Year, for his support of the multifamily industry. Bean and Sen. Manny Diaz were leaders in the passage of legislation to protect the doorstep trash industry.



North Central Florida Apartment Association members meet with Sen. Keith Perry (R-8).

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Members of the Apartment Association of Greater Orlando meet with Rep. Scott Plakon (R-29).

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APAC investors who contributed at least \$500 were recognized at the legislative briefing. Pictured are (from left) Chip Tatum, Apartment Association of Greater Orlando; Kimberly Maggard, Royal American Management; Doug Cullaro, Capstone Credit & Solutions; Bonnie Smetzer, JMG Realty; Kelly Mallette, FAA lobbyist; and Margaret Rushing, Advanced Plumbing Commercial & Residential Service.

protecting the Sadowski Affordable Housing Trust Fund, reducing emotional support animal fraud, clarifying radio system requirements, and increasing affordable housing tax incentives.

The actors also included tips on how members should introduce themselves, how to handle questions they may not know the answers to, and how to convey key points about each priority in a limited time frame. In between acts, attendees had the opportunity to ask questions or clarify concerns.

Members also had the opportunity to catch up with one another as local affiliates caucused with their members to plan for their legislative appointments, then all enjoyed the reception and APAC silent auction.

"I always look forward to getting together with everybody and doing the briefing. The silent auction is always fun, too. As well as going to our meetings and pushing what we need to get through," said Danny

Fusinatto with House of Floors Inc., representing the First Coast Apartment Association.

The interactive briefing fully prepared FAA's members for a productive lobbying experience at the Capitol the following morning.

After her meeting, Jessica Romero with Valet Living, representing the Space Coast Apartment Association, said that her favorite part about the conference is the feeling that she gets afterward, knowing her voice made a difference.

"I feel like at this conference I actually make an impact on the multifamily housing industry," she said. "I've worked on both [the management and supplier] sides, so it helps to open up my eyes to what's going on behind the scenes in local government and state government and the overall impact I can have."

Attendees said the legislators they met with were very receptive and understanding of the priorities being discussed.



Members of the Southeast Florida Apartment Association meet with Karina Pereira, a legislative staff member for Rep. Kristin Jacob (D-96).

“Our first meeting was great. We received a lot of information from them, as well as they received a lot of information from us that is going to help the bills,” said Bobbie Bailey, property manager at Premier Management Group Inc., representing Capital City Apartment Association.

Bonnie Smetzer, partner with JMG Realty and the immediate past president of FAA, continues to advocate for the multifamily housing industry. She said that over the years she has seen the organization steadily grow in number of participants and become much more proactive, and that this engagement will help keep the industry strong for the future.

“I think the conference this year was really top-notch,” Smetzer said. “A lot of the new people that are attending found that the actors acting out the issues were very helpful to them in understanding how to talk to a representative.

“I always look forward to speaking to my local representatives in Tallahassee,” she added. “There’s nothing like being here in the State Capitol.” **MF**



Members of the Bay Area Apartment Association meet with Rep. Fentrice Driskell (D-63).





Four Methods

for Improving the Resident Experience

BY ASHLEY TYNDALL

IT'S NO SECRET THAT happy residents lead to increased lease renewals, positive online reviews, and personal recommendations. Sometimes, however, how to improve the resident experience and make a real impact can seem like a mystery.

Here are four actionable methods for improving your resident experience:

1. CREATE A TOP-NOTCH INITIAL EXPERIENCE

Don't save the best for last – a recent survey by Ellis Partners highlights that a strong first impression is critical to creating the foundation for a positive resident experience.

Properties can boost resident experience from day one by visiting each new resident within a week of their move in. This will allow property managers to assess the renters' level of contentment and immediately address any concerns or issues. Right off the bat, this effort sets a tone of care and consideration for the renter.

On the other hand, once you have a poor first impression, the likelihood of a better experience in the eyes of the customer is low.

Additionally, residents begin making their renewal decisions during the first month of their lease based on initial experiences – happy residents become loyal residents.

2. SWITCH FROM BENEFITS TO VALUE

Rather than solely focusing on the features and benefits, property managers should prioritize the added value of their communities.

Value is what makes your property unique and a better living solution than other places. The more value residents perceive, the happier they will be with their decision to rent with your property and the more likely they will be to renew.

For example, a reliable and efficient service delivery program can add substantial value to the renter experience. In fact, 57 percent of building managers say quick response times and prompt completion of maintenance service requests are major factors in positive resident experience.

A few additional ways to add value and improve the resident experience while maintaining low costs are:

- Routine maintenance check-ins.
- Inside and outside paint touch-ups.
- Keep a low move-in deposit.
- Regularly maintain any outdoor landscaping.

While luxury amenities are important, residents are more deeply impacted by the value that they perceive their home offers them, including how the customer service they experience with your property is different – or better – than others.

3. HOST IRRESISTIBLE EVENTS

In line with the concept of added value, hosting irresistible events substantially boosts resident experience.

Not only does it show residents that you care about their living experience, but it also provides them the opportunity to meet and form connections with both their neighbors and the property management team.

Witten Advisors found that residents who have seven or more friends in their community are happier and more likely to renew their lease.

These community events should be planned around the preferences of your residents and offer them something they will perceive as worthwhile, specifically something worth changing their normal routine for. This can be free food from a favorite local spot, a guest speaker, seasonal drinks, a movie night, a poolside barbecue, and so on.

Above all, to elevate the resident experience, these events must be consistent and intentional.

4. BUILD GREAT COMMUNICATION

Properties can never put too much effort into creating great communication with residents.

Communication is one of the most important factors for improving resident experience because there are opportunities each and every day. Even beyond good communication, strive for proactive outreach.

For example, check in with a resident before he or she comes to you with a problem. As well, ensure that there are multiple ways for a resident to contact your property management team and, by all means, respond promptly.

Properties can also keep residents informed with a weekly newsletter that communicates property news, updates, and events, and provides helpful information such as weather forecasts and local recommendations.

For digital communication, an online chat in resident portals and messaging apps can handle work order requests to help create a smoother experience for renters.

THE IMPORTANT ASKS

There are three requests all property management teams should ask of happy residents:

- To leave an online review
- To provide feedback on their renter experience
- To identify one aspect that needs improvement

The biggest return on investment properties can receive from happy residents is the positive recommendations they share online. The positive experience created by the continuous efforts of your property management team will make residents more likely to leave positive reviews that help draw in new leads.

Asking for feedback can help you learn what area of your customer service your resident thought was lacking. This can help your team make improvements and increase renewals and resident experience in the future.

Ultimately, the mark of a great property is one that is always trying to improve and create the best resident experience possible – and residents can see that.

Ashley Tyndall is director of client service for Criterion B. MF

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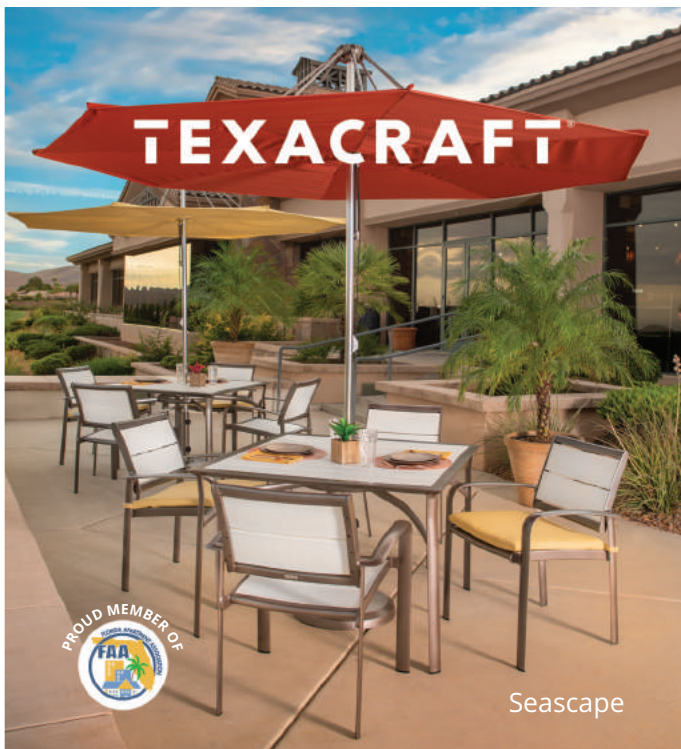
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Mirco-units at Lake Nona Pixon include a couch that folds down into a Murphy bed in a cabinet behind a sofa. The bed opens onto the sofa.

Lake Nona Pixon: Living Large in Micro-Units

BY CAMILA CAL

LOCATED IN LAKE NONA, one of the fastest-growing neighborhoods in Orlando, Pixon is all about innovation, offering residents a Tesla car-sharing service, electric car-charging stations, and transportation via the region's first autonomous shuttle service.

Pixon is an 11-story building with exposed ceilings, upgraded appliances, floor-to-ceiling windows, art murals, and a variety of ground-floor retail options.

The apartment community is also home to Orlando's first micro-apartments, one-room single occupancy living spaces. Jeff Miller, the Pixon project lead with Tavistock Development Co., explained that the micro-apartments are essentially like a hotel suite with a full-size kitchen.

"The micro-units are something we are very excited to bring to the Orlando market," Miller said. "It has been great to see their success since opening the





project in March of 2019. At 369 square feet, the challenge was to provide a space that worked as both a bedroom and living space. Providing a couch and ottoman that transform into a Murphy bed make the space both comfortable and functional at the same time.

These micro-apartments are extremely popular in the Lake Nona community because of their location and distinct style, creating an ongoing waitlist full of residents eager to lease, said Stephanie Waddington, Pixon's property manager.

Lake Nona is one of the fastest-growing neighborhoods in the state thanks to A-rated public schools and proximity to the University of Florida Research and Academic Center and University of Central Florida medical schools. The community is also known for

► Fast Facts

- Opened in 2019
- Community Size: 4.25 acres
- Number of units: 201
- Apartment size: ranges from 369-1,780 square feet
- Monthly rent: starting at \$1,000
- Ground floor features 32,500 square feet of retail space
- Internet: gigabit fiber network 200 times faster than average internet speeds
- Managed by: SPM Property Management



COMMUNITY SPOTLIGHT



miles of trails and community parks, a health care innovation cluster known as Medical City, a distinctive public art program, and thousands of community events, Waddington said.

Pixon residents have access to an array of amenities, such as Amazon lockers where they can retrieve their packages, retailers on the first floor of the building, and the Tesla car-share service that allows them to reserve the electric vehicles to run errands or to simply take a drive around town. Additionally, the building's property management team hosts a variety of events and workshops exclusively for residents.

"We have a designated team that lives on-site and hosts two monthly events, such as paint nights, holiday parties, wine tasting, fitness classes, or free dance lessons. We have great success at our resident events. Most times, the events are so popular that they are completely booked," Waddington said.



In addition to events, the ground floor of Pixon provides a great communal space for residents and their visitors to meet, work, and play, she added. Pixon's main lobby features 16-foot ceilings, communal tables, comfortable seating, and traditional arcade games in a modern setting with concrete floors and colorful accents. There are two hand-drawn murals – one drawn in chalk by a local artist along a 30-foot wall and one that's 1,000 square feet on the ceiling, created with spray paint by Colombian graffiti artist Ledania. Pixon also features an exterior mural that spans 250 feet along Tavistock Lakes Boulevard.

Residents can also catch a ride around Lake Nona via Beep, the region's first autonomous shuttle service, which is part of the community's Move Nona initiative.

"We have a lot of residents that use the driverless shuttle because it has a stop here at the building every six minutes, and it will take them to stops around Lake Nona," Waddington said. "It just gives residents that



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ability to hop on the shuttle if they want to and take it across the neighborhood."

Other amenities on-site include a sky lounge with panoramic views, a virtual gaming arcade with Ping-Pong tables, a 24/7 gym with Technogym equipment, a pet spa and grooming area, and 24-hour express maintenance. **MF**

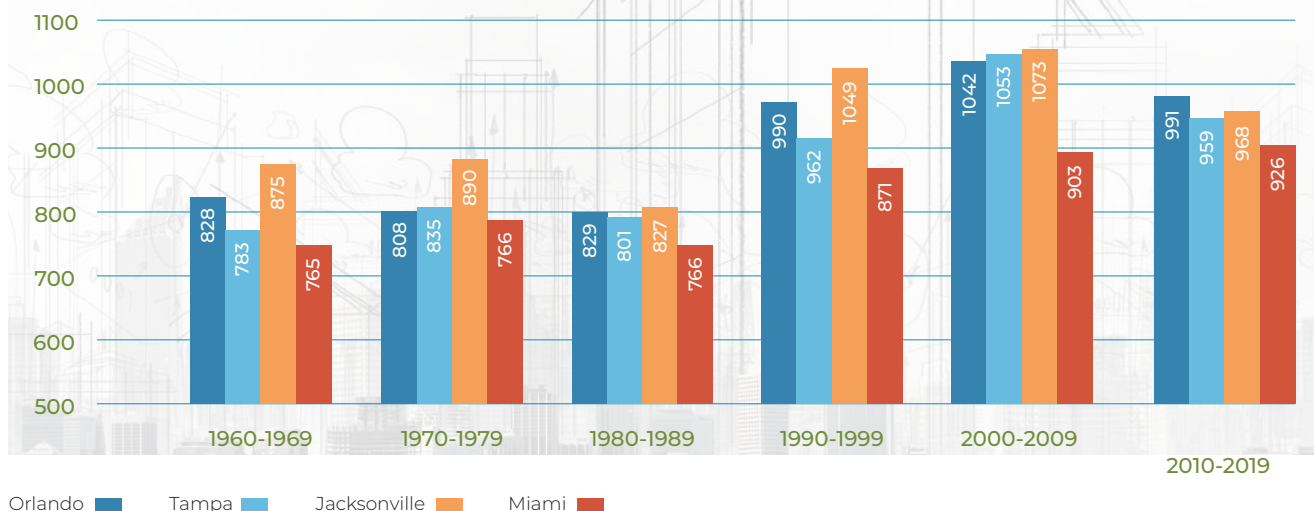
Trends among new-construction apartment communities of at least 50 units over the past 50 years

UNIT MIX OF NEW APARTMENT CONSTRUCTION STATEWIDE

	Efficiencies	1-bedroom	2-bedroom	3-bedroom	More than 3 bedrooms
1960-1969	7.35%	42.27%	42.67%	7.34%	0.37%
1970-1979	5.07%	40.82%	45.00%	8.38%	0.73%
1980-1989	2.81%	44.21%	47.06%	5.61%	0.30%
1990-1999	0.66%	28.80%	46.18%	20.80%	3.55%
2000-2009	0.80%	28.31%	45.78%	20.22%	4.90%
2010-2019	4.75%	42.71%	38.77%	10.92%	2.85%

Source: ALN Apartment Data Inc.

AVERAGE SIZE OF NEW-CONSTRUCTION APARTMENTS IN MAJOR METRO AREAS



Source: CoStar

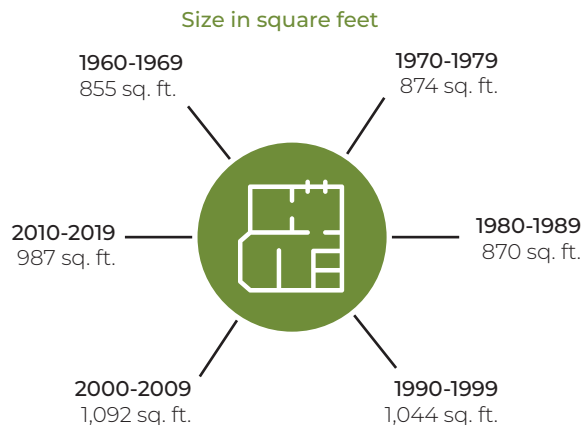
Key takeaway

Apartments constructed in Florida's four major metro areas increased in size for five decades, before dropping off slightly in all but the Miami market.

AVERAGE SIZE OF NEW-CONSTRUCTION APARTMENTS STATEWIDE

Key takeaways

For 40 years, two-bedroom apartments accounted for the most units among new-construction communities of 50 or more. That changed during the 2010s, when one-bedroom units took the lead in all four of Florida's largest metro areas. Three-bedroom and larger units accounted for fewer than 10 percent of new units until 1990, when their popularity increased before dropping back down. Efficiency apartments decreased in popularity from the 1960s to the 2000s before showing an uptick in the 2010s.



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