

# How Great Lakes Capital Deployed and Monetized Bulk Internet Programs with Onboard

## THE CLIENT

### Developing Private Equity across Property Types

Great Lakes Capital is a real estate development and private equity firm that invests in multifamily, industrial, and mixed use property types. Since its opening in 2005, the company has successfully invested billions of dollars in real estate projects. Based out of South Bend, IN, Great Lakes Capital currently has 1,912 multifamily units in its portfolio.

When Great Lakes Capital reached out to Onboard, it knew that adding tech to its portfolio—especially high-speed internet—would be a true value-add at its properties. However, it needed support to ensure its investments not only produced a profit but also provided an exceptional resident and on-site experience. That's where Onboard stepped in.

#### Client

Great Lakes Capital

#### Size

1,912 Multifamily Units

#### Location

South Bend, IN

#### Managed WiFi

Bulk Internet

"We can't have the [on-site] team not leasing apartments because they are trying to manage technology or diffuse unhappy residents."

—**Kim Crouch**

*Director of Asset Management  
at Great Lakes Capital*

## THE CHALLENGE

### Offering Connectivity to Residents without Burdening On-Site Staff

Great Lakes Capital prides itself on not only meeting the strategic needs of its clients but also helping properties provide a seamless resident and on-site staff experience. While it knew a bulk internet deployment was crucial to increasing the value of its multifamily properties, successfully implementing bulk technology programs was challenging.

With previous attempts, bulk internet programs put too much of a burden on its on-site teams. "I have attempted to roll out internet programs at properties, and without fail, had unreasonable hiccups that distract from the business," said Kim Crouch, Director of Asset Management for Great Lakes Capital.

Great Lakes Capital needed to ensure the resident experience remained intact. They couldn't have their on-site teams worried about technology issues—they needed them to focus on other business indicators like resident satisfaction, rent growth, and occupancy. They needed a solution that could take tech worries away from the on-site team while offering the expansive benefits of bulk internet.

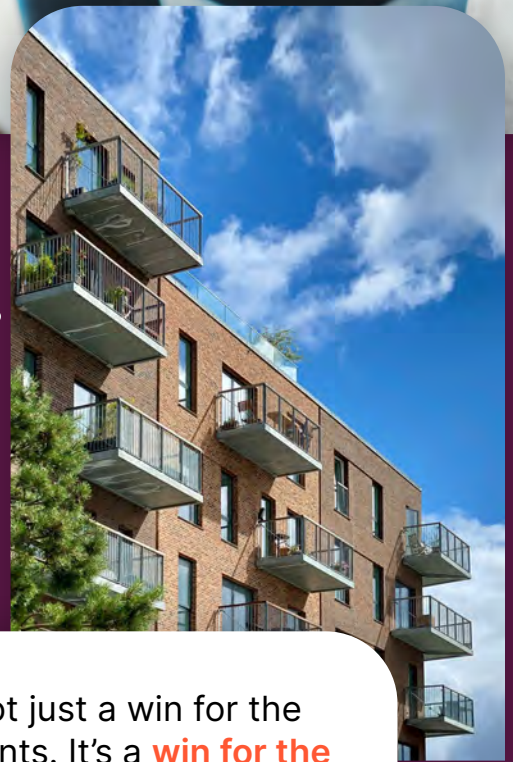


## THE SOLUTION

# Successfully Implementing Bulk Tech Programs

Utilizing a third party like Onboard to provide end-to-end management and support its bulk tech programs was the answer to Great Lakes Capital's challenges. Onboard worked closely with the nation's leading service providers to negotiate, develop, and implement a bulk internet program at scale that suited Great Lakes Capital's needs and existing portfolio, tailoring their programs to each property's specific demographics.

Now, residents gain instant access to high-speed internet through a seamless onboarding experience at Great Lakes' properties. Meanwhile, on-site teams don't need to field resident inquiries or manage technical issues—Onboard covers all of these tasks. "It's not just a win for the residents and on-site staff," Crouch says. "It's a win for the investors and it's a win for the owners."



"It's not just a win for the residents. It's a **win for the investors** and it's a **win for the owners.**"

**—Kim Crouch**  
Director of Asset Management  
at Great Lakes Capital

## THE RESULTS

### Relying on a True Partner while Driving Property Value

The Onboard program has become central to Great Lakes Capital's business. "On average, with a 300-unit property, by rolling out a bulk internet program, we can improve the value of the property anywhere from \$1.5 to \$2.5 million," Crouch says.

The benefits don't stop there—residents are just as happy with Onboard as the staff is. At one of its multifamily properties in Kentucky, residents were excited to get started. "The experience was overwhelmingly good. . . . The residents were really, truly excited about [the program]," Crouch says. "Easily 65 percent of residents are signing up before they even have to."

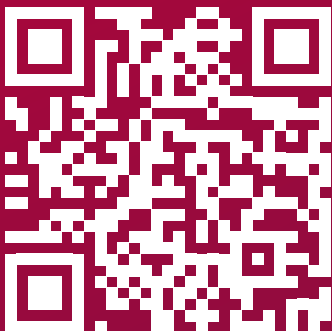
For new developments or acquisitions, Great Lakes Capital brings Onboard into the process from the beginning. By leveraging Onboard as their trusted technology partner, the Great Lakes Capital team can understand what tech to use, as well as how to customize the technology amenity for a particular asset. "When we are developing or acquiring a property, I automatically now underwrite it with the Onboard partnership," Crouch says.

Increased  
PROFITABILITY

STREAMLINED  
resident and staff  
experiences

It's a no-brainer. It's a good,  
solid result. And it's profitable."

—Kim Crouch  
Director of Asset Management  
at Great Lakes Capital



## WANT TO SEE SIMILAR RESULTS AT YOUR PROPERTY?

Onboard is your dedicated ally in managing and supporting your property technology. Our fully managed, customized programs empower you to seamlessly integrate tech into your communities, supercharge revenue, and drive operational efficiencies with on-site staff.

To discover how Onboard can help your property implement tech amenity programs at scale, [contact us today](#).