

GoldOller Real Estate Investments' Pierpoint Apartments Generates Millions in Revenue with Onboard

THE CLIENT

Providing Top-Tier Resident Experiences in Port Orange, FL

Pierpoint Apartments is a premier apartment complex located in Port Orange, FL, across from beautiful Daytona Beach. Owned and operated by GoldOller Real Estate Investments, Pierpoint prides itself on its top-tier amenities, spacious floor plans, unwavering dedication to resident experiences, and emphasis on future-forward and innovative solutions.

In 2017, GoldOller collaborated with Onboard as a third-party management partner to roll out an internet and cable TV amenity at Pierpoint Apartments. They have been collaborating for over five years now.

Client

Pierpoint Apartments | GoldOller Real Estate Investments

Size

208 Units

Location

Port Orange, FL

Amenity Package

Managed Wi-Fi and Cable TV



THE CHALLENGE

Gaining a Competitive Edge in Real Estate

One of GoldOller's biggest priorities is staying ahead of the curve. In real estate, innovation is critical to not only offering exceptional resident experiences but also standing out from the competition and positioning GoldOller for long-term success. Offering residents fast, reliable connectivity was the key to driving that success, but GoldOller couldn't manage a bulk technology program alone. It needed support in creating and maintaining the program.

To GoldOller's Senior Asset Manager, Michelle Murphy, partnering with Onboard was a no-brainer that provided both that competitive edge and trusted support. "I know from rolling out past bulk programs, it's not easy," she says. "So when I learned that there was a company [that] manages it the entire way, that's what sold me on Onboard."

Onboard worked closely with the Pierpoint and GoldOller teams to identify and understand their goals, budget, and existing portfolio to craft a custom technology amenity. Then, partnering with the area's leading service providers, it negotiated and implemented a bulk internet and cable agreement for the property—and provided the resources to launch, support, and manage the program at scale across every stage.

THE EXPERIENCE

Providing a Win-Win Situation

Partnering with Onboard has offered an improved and simplified experience for everyone across the property—from residents to on-site staff. First, the technology amenity managed by Onboard offered something that residents already needed at a more affordable cost. “Everybody has internet,” Michelle says. “So it is truly a no-brainer because you’re providing something everyone’s going to have anyway at a better cost.”

In a traditional retail technology deployment, residents often needed to wait to get internet after move-in. “None of that exists anymore,” Michelle says. “When you have the bulk program, residents move in, [and] they’ve already got their service set up.”

Not only did Onboard help streamline the resident experience, but the partnership also removed the burden of managing and supporting the program from Pierpoint’s on-site staff. “We have no involvement with getting them set up,” says Erica Woell, District Manager for Pierpoint Apartments. “We have a flyer that we put in with our move-in packet that explains how they call Onboard and they just have to get their credentials.”



“It’s a win-win for everybody.”

Michelle Murphy
Senior Asset Manager at GoldOller

THE RESULTS

Seamless Experiences that Generate Millions of Dollars in Revenue

The results of partnering with Onboard go beyond improved on-site experiences. Not only did the program simplify the internet process for both residents and on-site staff at Pierpoint Apartments, but it also generated significant revenue for GoldOller. “We’re averaging \$20 to \$25 a unit in net revenue—and that’s monthly,” says Murphy. “That is huge.”

This has generated millions for us. We are adding an amenity where the residents are happy because they’re saving money on their internet cost, we’re [generating revenue], and we pretty much don’t lift a finger.”

—Michelle Murphy
Senior Asset Manager at GoldOller

Increased
PROFITABILITY

Improved
EFFICIENCIES
for on-site staff

STREAMLINED
resident and staff
experiences



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](#).