



+



THE DORSEY

RESULTS

Installing the micro market in The Dorsey has led to a wide array of positive results:

Higher occupancy rate – the micro market has attracted more interest from potential residents.

Residents love the convenience of having on-site food and beverages, especially at night.

No issues with theft due to security staff and 24/7 camera monitoring.

This distinctive amenity not only boosts occupancy rates but also sets The Dorsey apart from nearby competitors, significantly enhancing its marketability and resident satisfaction.

“ The micro market has transformed how our residents view convenience and safety within our complex, setting us apart from the competition and enhancing our community's lifestyle.

– **Rafael Ramirez**,
Lifestyle Director, The Dorsey

The Dorsey Apartment Complex, located in Denver, is one of the first properties in the area to offer an on-site micro market. This modern amenity is designed to **provide convenience and safety to its residents, enhancing their living experience.**

Enhancing home comforts

Residents **were inconvenienced by having to leave the building to purchase necessities, especially at night or during harsh weather conditions.** The lack of immediate access to essentials was a significant drawback in resident satisfaction and building competitiveness.

Standing out from the crowd

The Dorsey introduced a micro market to enhance resident convenience and safety. **The market provides essential amenities and serves as a strategic tool for attracting and retaining residents.** Unique incentives such as \$25 market gift cards for lease renewals and move-in vouchers add to its appeal. “We use this micro market as a part of our renewal strategy to provide additional perks to residents if they stay at The Dorsey,” said Rafael. The cost of vacancies can add up quickly, so ensuring they have a strong retention strategy is key to their business model.

Rafael goes on to say, “It gives us a nice competitive advantage to other neighboring properties. The nearest grocery store is an 8-minute walk, so having food and beverage options, along with at-home amenities brings a ton of convenience to our residents.”

cantaloupe.com

© Cantaloupe, Inc. All rights reserved.