



## Elevating the resident experience with hotel elegance

In an increasingly competitive housing market, residential communities are seeking new ways to stand out, and many are turning to the hospitality industry for inspiration.<sup>1</sup> By incorporating the elegance and sophistication typically associated with high-end hotels, property managers and developers can offer residents not just a place to live, but a refined experience that feels more like a luxury escape than a typical apartment complex.

With the right combination of thoughtful design, elevated amenities and a steadfast commitment to cleanliness, residential communities can deliver the kind of high-end environment that today's renters and owners expect.

### What “hotel elegance” means in a residential setting

Hotel elegance within a residential environment means adopting curated, elevated touches that evoke the feeling of a premium boutique or luxury hotels. It is not simply about aesthetics, but about crafting a curated experience, fostering community and delivering seamless service.

Below are some elements property managers and residential communities can consider investing in to elevate the resident experience:

#### 1 Well-designed shared spaces

One of the most impactful places to start is with the lobby and common space design. These areas form the first impression and often set the tone for the rest of the resident experience. Buildings with well-designed lobbies and common areas can experience a value increase of 6 to 12 percent, demonstrating a return on investment associated with prioritizing lobby design and management.<sup>2</sup> Features like open layouts, inviting seating zones, curated artwork and lighting can also help make these spaces feel more welcoming.

Scent, often an overlooked design element, can be just as impactful. In hospitality settings, signature fragrances are used to evoke specific moods and reinforce brand identity, subtly enhancing the overall guest experience.<sup>3</sup> Residential communities can adopt the same approach, introducing light, consistent scents in lobbies or shared spaces to create a calming atmosphere and a sensory connection that residents associate with home.

#### 2 Soft lighting and subtle scents

While layout and furnishing provide the foundation for the space, details like lighting and scent can elevate the ambiance. Soft, layered lighting created through thoughtfully placed floor and table lamps can add a sense of warmth, transforming common areas into inviting, comfortable environments.

#### 3 Maintain cleanliness

Clean, well-maintained shared spaces are important to the residents' overall satisfaction and trust in the property's management. Cleanliness can signal care, professionalism and respect for the people that live there. Regular upkeep, visible cleaning routines and prompt attention to maintenance issues reinforce a sense of attentiveness and hospitality.

#### 4 Elevated amenities

Modern renters expect more than the traditional gym and pool. To deliver a hotel-inspired experience, residential communities are expanding their amenity offerings to support work-life balance, relaxation and connection.<sup>4</sup> Co-working lounges with reliable Wi-Fi and comfortable seating support hybrid and remote work. Outdoor spaces are being reimaged, complete with features like fire pits, hammock lounges and grilling areas.

These amenities not only add value to the property but also enhance residents' daily lives, turning routine activities into enjoyable experiences.

#### 5 Smart technology

Technology is the silent partner that makes all of these experiences seamless. Just as high-end hotels have embraced mobile check-in, keyless entry and digital concierge services, residential communities can use smart technology to streamline operations and elevate convenience. Keyless apartment access, app-controlled climate and lighting systems and building-wide Wi-Fi can help create a connected environment that matches the expectations of today's tech-savvy residents.

### The future of residential living

Ultimately, the opportunity lies in transforming residential properties from simple housing into places of purpose, comfort and everyday luxury. By treating living spaces as destinations, and drawing from the aesthetic, sensory and service standards of high-end hospitality, developers and property managers can create communities that meet the evolving expectations of modern residents.

For those ready to elevate their communities with hotel-inspired elegance, working with the right partners makes all the difference. To explore how thoughtfully selected products, furnishings, and facility solutions can help transform your property into a place of everyday elegance, contact ODP Business Solutions®.



To learn more about ODP Business Solutions and our capabilities, visit [www.odpbusiness.com](http://www.odpbusiness.com) or call 1-888-263-3423

<sup>1</sup> <https://waremalcomb.com/news/the-continued-rise-of-hospitality-in-interior-design-multifamily/>

<sup>2</sup> <https://www.elikarealestate.com/blog/lobby-creates-lasting-value/>

<sup>3</sup> <https://us.moodmedia.com/blog/industry-lens/scent-marketing-for-hotels/>

<sup>4</sup> <https://www.renocompanies.com/blogs/renters-want-more-than-just-a-unit-how-amenity-trends-are-driving-property-value>