

To Inform, Educate and Bring Together Members of RHA NextGen

Looking Ahead to 2019

2018 was a special year for the RHA NextGen group. With continued membership growth to go along with an ambitious group of planning committee members, NextGen saw it's best year yet! Our 2018 First Look events showcased a number of new and exciting apartment communities in the Greater Boston area and brought together fellow NextGeners to experience the premier networking opportunity for young multifamily professionals.

We wanted to share our NextGen Resolutions:

- Continue our First Look series and plan additional First Look events
- Work with RHA's Board of Directors and other committees on a mentor program
- Encourage current and new members to take advantage of [RHA's new pricing structure!](#)

WE HOPE YOU OR YOUR COLLEAGUES WILL JOIN US!

Best,
Jared Gardner - Co-Chair, NextGen,
Courtney Mathiowitz - Co-Chair, NextGen



WHAT DO YOU WANT TO SEE FROM NEXTGEN IN 2019!

Send Us Your Feedback!
Click [HERE](#) for a Survey Link

Have a Young Industry Professional Interested in NextGen? Reach out to Josh Cooke jcooke@gbreb.com

NextGen Member Spotlight Lizzie Hetzel, Sales Associate, CoStar



NAA Industry Report Computers and Tablets Out -- Smartphones, In!

Q: How did you first get into the industry?

A: I first joined the multifamily industry in DC. I loved the marketing side and decided to join Apartments.com when I moved to Massachusetts.

Q: How and why did you get involved with RHA/NextGen and how has it been beneficial to you personally and professionally?

A: I admired Nancy Melanson's participation in RHA and she encouraged me to join NextGen. It's been a great opportunity to meet new people and hear different perspectives of the industry. I've made great contacts and new friends through NextGen!

Q: You're tapped into the national industry with your position at Costar. What are some of the best trends and technologies you've recently seen or heard of?

A: This is tough! There is always constant change in the industry. Different finishes (modern/industrial), unique amenities, smart technology. I think we're catering to a renter who is looking for convenience and instant gratification.

Q: When you have free time - what do you like to do for fun/unwinding?

A: Just hanging out with friends and family, get lost in a good novel, take a long weekend in another city, and play with my sweet golden retriever.

Q: Can you share a funny or cool story about your time in the industry?

A: When I was on site, an older resident once made a noise complaint for loud music. Of course I had to ask him if it "was all about the bass, no treble..." He didn't know the song I was referencing, but we had all had a good giggle from it!

Lizzie can be reached at ehetzel@costar.com

In a study of how online habit have evolved, smartphones and smart TVs are becoming the primary gateway to the internet. According to an Axios/SurveyMonkey poll, almost 80% of people are using their own smartphone or mobile device to access the internet at home rather than a desktop.

With the advancements in mobile data and smartphone technology, 70% of respondents say that they can do all or most online tasks right on their phones. Because of this, mobile data consumption will surpass fixed broadband for the first time in 2018.

So, how does this apply to NextGen?



- Make sure your website is mobile friendly/responsive
- Offer an easy-to-use resident portal/payment system app
- Use text alerts and/or texting apps to get in touch with prospects and residents
- This trend will continue to only increase over time

NextGen Featured New Community

Elevation Apartments - Quincy, MA - The Flatley Company



Perched on top of Crown Colony's old granite quarry, Elevation offers views of the Boston skyline and Blue Hills Reservation. Residents homes include white quartz counters and stainless steel appliances. Amenities include a function hall, 24/7 gym, complimentary Starbucks coffee, community garden and a pool. In the winter months, a 2,000 square foot pond is transformed into an ice skating rink surrounded by firepits, creating a unique experience for residents! Elevation is located just a short walk to the MBTA's Quincy Adams Red Line station, or residents can use the complimentary shuttle.

To learn more, visit www.ElevationAtCrownColony.com



Upcoming RHA and NextGen events

1/18 - NextGen Planning Committee Meeting

2/4 - 2/6 - National Apartment Leasing Professional Credential

2/26 - Bruins vs Sharks RHA Outing

2/26 - 3/1 - Certified Apartment Portfolio Supervisor Credential

4/3 - 4/12 - Certified Apartment Manager Credential

4/16 - 4/19 - Certificate for Apartment Maintenance Technicians

We encourage and welcome any current NextGen members to join us at our Planning Committee meetings!