

## Case study: Asset Living



Location: Houston, TX

### The client

Asset Living presently manages a student housing portfolio of over 210 properties consisting of 118,500+ beds and is the largest third-party student housing management company in the nation. With a growing portfolio that includes hundreds of properties across the globe, Asset Living provides services that include property management, asset management, development and investment services.

### The challenge

With approximately 250 properties across the US, each of which include amenities areas with computer/study labs, cafes, gaming and fitness centers, leasing offices and student living quarters, one of the everyday challenges is that any given technology—whether it's computers, TVs or appliances—within a property may need servicing or replacement. Many of these properties may not necessarily know what technology they have or what ongoing needs exist including tech upkeep.

### The solution

Best Buy Business™ has been able to streamline the purchasing for Asset Living's properties. Since the properties have different ownerships, we offer each individual property a customized solution based on their needs. Some may only require the very basics to keep tech simple; other higher-end and luxury properties understand the value of adding the WOW factor by presenting the latest-and-greatest technology. In these cases, we propose Digital Signage, OLED TVs, (mosaic) Video Walls, Touch Screen Kiosks or Stainless Appliances.

Another advantage we offer is Geek Squad® nationwide site deployment, where an Agent can easily go to any property requiring complete, professional on-site service. Whether there is new or existing equipment, we provide AV or IT installation, software installs, networking—any virtual and on-site maintenance. And when a lease is up, they'll haul away the older equipment.



### The continuing relationship

With a relationship that's over eight years strong, Best Buy Business remains in close contact with Asset Living's properties. We ensure we're supplying them with the latest cutting-edge technology, staying in contact with all levels of their business—from the area Regional Managers to the CFO to the Development VPs. The CFO keeps us up to date with the onboarding of new ownerships, while the VP of Development updates us on the new developments that will break ground for each year. Also, regional managers keep us updated on upcoming temporary leasing offices for ownership/developer properties that are breaking ground. This enables us to reach out to ensure we are able to fulfill all of their business needs at all times.

