

## IN A WORLD OF AMENITIES, SHUTTLE SERVICE CAN PUT YOUR PROPERTY ABOVE THE REST



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For today's multifamily properties, amenities like clean public spaces, inviting landscaping, and on-site staff have become the standard; not the exception. This often leaves apartment owners and managers looking for creative ways to stand out among the rest when looking to capture residents for their properties.

One overlooked amenity that will attract potential residents to your property is commuting convenience. As one of the most densely-populated states in the nation with its residents averaging the longest commute times, convenience often means easy access to public transportation for those looking to escape the daily grind on the highways.

While many property owners and developers are meeting this need by constructing new communities within walking distance to local train stations; this is not always a possibility and space near most stations is incredibly limited. But, whether you are thinking of building a new property or enhancing your current offerings, one way you can offer commuting convenience (no matter your location) is to provide free shuttle service for your residents to local train stations, bus stops, and large employment hubs like hospitals, universities and business parks.

In addition to providing convenience to your residents, a free shuttle service to local public transportation centers and business hubs allows your property to stand out among potential renters that currently do not own a car. From carless Manhattan-dwellers moving to the other side of the river to millennials just graduating college that might have been using a family vehicle; adding the cost of a car, insurance and parking onto the cost of a move can seem daunting. But your property can offer a solution that others can't – mobility without a vehicle!

Shuttle service isn't about new residents only. It's also about ensuring your current residents renew their lease, too! The personalized touch of knowing where your residents work and how you get them there helps create the relationships that keeps your residents coming back year-after-year.

Additionally, shuttle service helps your property become part of the fabric of the community where its located. Getting your residents out to the retail shops, restaurants and businesses in your community creates a fantastic bond between your property, local businesses and government representatives.

With today's renters becoming more and more choosy about where they live, shuttle service can help ensure your property earns the distinction as the best in the neighborhood!

*Krishna Murthy is the executive director for EZ Ride, a transportation solutions organization that has provided shuttle and on-demand services to increase mobility, enhance health, and decrease traffic congestion throughout New Jersey for 35 years. For more information, visit [ezride.org](http://ezride.org).*