CONVENIENCES, AMENITIES, & LUXURIES

Marketing for the Future of Cooperatives
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Luggage Carts/Racks or Bellman’s Carts: are a simple lobby space additions that residents can use to take items from curbside to their apartment. Bellman’s Carts allows residents and their guests to easily pile on a few more bags for trips, move awkward items like golf bags and skis; also for internal transport to storage.

Mints: In a psychological study, candy/mints were found to increase the tips of servers by as much as 23%. Researchers concluded that this “personalization” aspect was what triggered the increased tips. This very small amenity may have larger psychological benefits in that coop member may feel more appreciated.

Move-In Gifts: Using the same psychological reasoning as the mints on a larger scale; move in gifts can make new coop member feel welcome. This can also be a good way to include property specific materials.
LOBBY

Food Shopping/Delivery fridge units allow for food deliveries to be made without residents having to wait at home. Also good for Community Supported Agriculture (CSA) / Local Harvest programs.

Package/Delivery Storage: Whether there is lobby staff or not, a locker systems for packages and deliveries allows residents to coordinate package drop-off / pick-up.
HEALTH / FITNESS

Fitness Center

Lap Pool

Yoga Studio
TOPICS

- LOBBY
- HEALTH/FITNESS
- KIDS
- PETS
- COMMUNITY
- GARAGE
**KIDS**

**Toddler Room/Children Playroom:** An indoor kids play space is beneficial during inclement weather or just as a place for families and visitors to get together.

**Bulky Children related Storage/ Outdoor Child Area:** When indoor storage space is a premium and when everyone wants to keep the outdoor areas neat, a mini outdoor parking garage can be the answer.

**Teenager’s Den:** A fun hang out space for teenagers may be a welcome refuge during inclement weather or if there are not enough teenage activities in the neighborhood.
TOPICS

- Lobby
- Health/Fitness
- Kids
- Pets
- Community
- Garage
PETS

Dog Park

Pet Washing Stations: Great for properties that have had issues with pet washing in non-ideal places.

Pet Waste Station: Dog owners are more likely to pick up after their pets, saving your maintenance team time for other tasks; Pet waste laws and regulations - in some states residents can be fined up to $500 if they don’t clean up after their pets.
TOPICS

- LOBBY
- HEALTH/FITNESS
- KIDS
- PETS
- COMMUNITY
- GARAGE
COMMUNITY

Conference Room

Screening Room

Club Room / Bar / Kitchen
TOPICS

- LOBBY
- HEALTH/FITNESS
- KIDS
- PETS
- COMMUNITY
- GARAGE
Air / Battery Station: A dead battery or deflated tire is an inconvenience no one likes, save a call to AAA with in house help.

Vacuum Station: Wet and/or dry models allow for simple easy clean up in between car washes.

Garage Storage: Small extra storage cubbies
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