



Case Study: A Pioneering Security Solution for a Garden-Style Multifamily Property

Rose Hill of Alexandria Apartments Deploys KastlePresence; Creating a Valuable Amenity for Residents and Management Alike

Conveniently located in Northern Virginia less than 10 miles from Washington, DC, the Rose Hill of Alexandria Apartments in Alexandria, Virginia, is a cluster of 54 low-rise, garden-style apartment buildings on a single piece of property with open lawns, playgrounds, landscaping and pathways. Though the complex's sprawling setting is a major part of the appeal, it also posed a unique security problem: How do you easily and cost-effectively implement keyless entry across all 54 buildings?

The Solution

KastlePresence, a hands-free approach to multifamily property security enabling "bring your own device (BYOD)" credentialing that's managed by Kastle's award-winning infrastructure. The platform allows Rose Hill residents to use the Bluetooth technology in their smartphones — instead of keys — to easily access their units (and shared spaces in the complex), as well as remotely unlock doors for their visitors.

A.J. Dvoskin & Associates, Inc. — the real estate company that manages Rose Hill — had long been interested in implementing a hands-free access control system at the complex after using another of Kastle's managed services (KastleVideo) at several of their retail locations. But implementing keyless entry across multiple garden-style buildings is typically too costly and too difficult to install — so difficult, in fact, that most access providers won't even touch it. Kastle, however, was confident KastlePresence was the solution Rose Hill needed.

Kastle's experts were able to configure the platform to network all 54 buildings under a single institution. "We needed a platform that essentially didn't exist," said a spokesperson from A.J. Dvoskin & Associates. "Kastle found a way to make it happen for us."

Of course, the biggest value KastlePresence brings to Rose Hill and its residents is 24-7 security and the peace of mind that comes with knowing that not only their individual residences are secure, but now the base buildings and common spaces are, too. There have been other benefits as well, including simpler administration for Rose Hill's property manager, who now is able to easily gain visibility of exactly who is going in and out of the building thanks to the electronic database. Additionally, the property manager can remotely help residents who've been locked out.

KastlePresence has increased satisfaction among Rose Hill residents, too. Mobile security access has added an ease of movement and an extra layer of security to the community. Plus, there's a wow factor inherent in using the cutting edge technology. "Residents think it's cool to use their devices to open the door for their guests," said a spokesperson from A.J. Dvoskin & Associates.

The amenities of KastlePresence have added tremendous value to Rose Hill Apartments, but it's the overall impact of investing in a state-of-the-art security system, that has really elevated the residential experience. "It proves to residents that when it comes to their safety, we've thought of everything," a spokesperson from A.J. Dvoskin & Associates said.