

A Look Back at 2021

# SmartRent's Year in Review

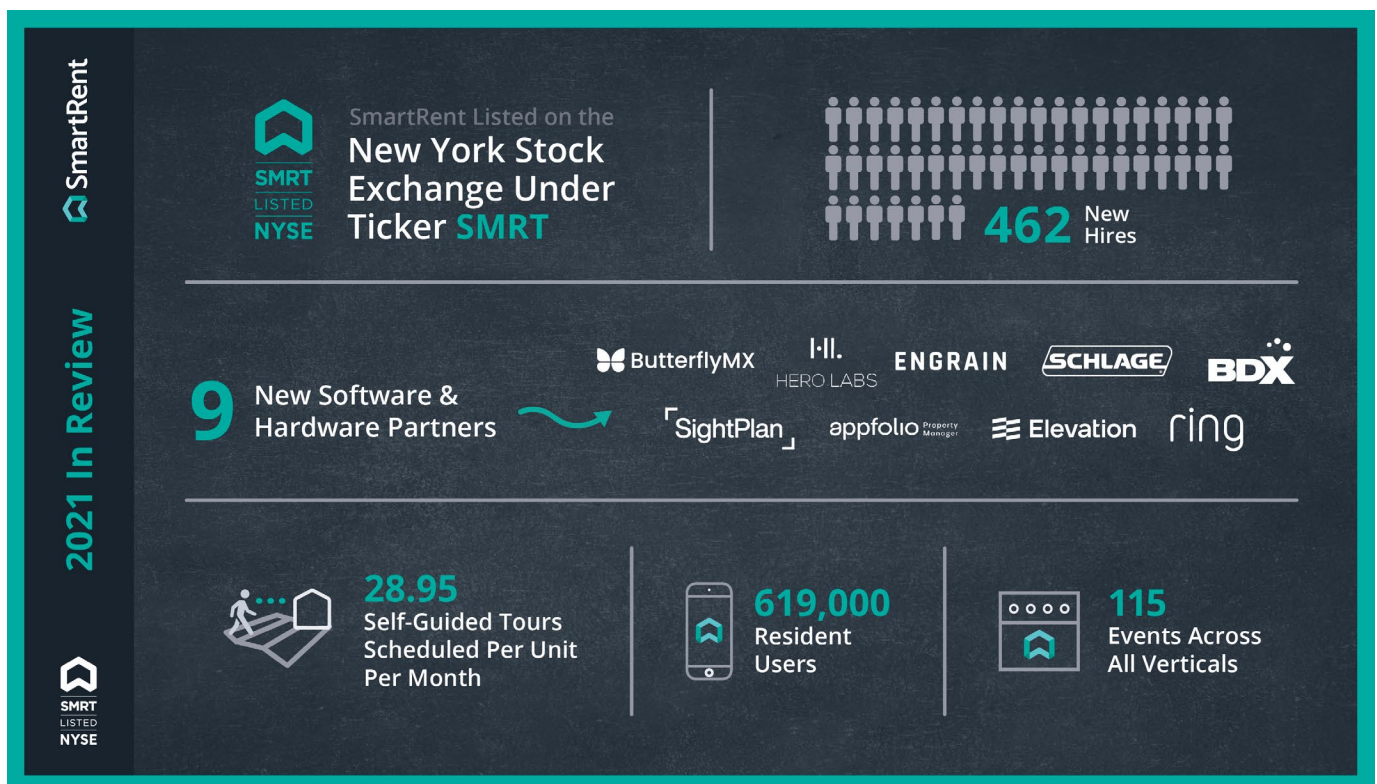
## Intro

As 2021 draws to a close, we look back on the exciting moments that the year has brought. From growing our teams, launching new partnerships, verticals and products and becoming a public company on the NYSE, it's been nothing short of an incredible year.

SmartRent expanded its team by hiring 462 new employees across multiple functions. We even moved offices to accommodate more space for our expanded teams to collaborate.

We've also experienced growth in new markets, such as the UK, student housing and single-family rentals, while still growing strong in the multifamily industry. Here's a look back at how SmartRent's 2021 went.

## 2021 in Review: An Infographic



## Expanding Multifamily

As more owners and operators have warmed up to the idea of smart communities, we've grown our customer base exponentially, helping these property owners and managers to turn ordinary units into extraordinary smart residences. We currently have 619,000 resident users on the SmartRent app, demonstrating how much our residents love the ability to control their smart devices from the palm of their hands.

Additionally, we have seen [self-guided tours](#) continue to take the multifamily industry by storm, with an average of 28.95 self-guided tours scheduled per unit per month.



## | Integrations

SmartRent is expanding its network of integration partners by adding 9 new software and hardware partners to enhance the SmartRent experience for our clients.



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Interested in partnering with SmartRent?

**Contact us [here](#).**

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## | Product Updates

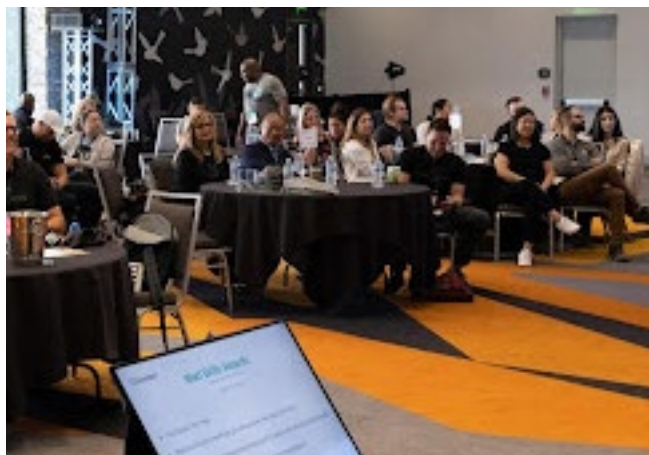
The SmartRent Product team has also had an immensely successful year, improving hardware and rolling out new solutions to support multifamily communities. One notable success is the launch of Alloy Intercom. Our intercom offers additional security by easily managing guests and vendor access to the community, while offering a method for two-way communication. Residents and site team members grant access by simply unlocking the entry point on their mobile phone, further simplifying community access.

The SmartRent Product team knows that the resident experience is more than their home — it's also their community! That's why we introduced [Alloy Parking](#), a first-to-market parking management solution. Alloy Parking makes it easy to understand and manage resident parking, while making it possible to monetize guest parking. Additionally, our partnership with Engrain allowed us to give communities custom interactive maps to make managing spaces and finding violators a breeze. The Product team will continue to push for innovation in 2022 while fine-tuning our existing products to continue elevating the multifamily community experience.



## | Events

We've attended over 115 events across all verticals. Highlights include [NAA Apartmentalize](#), [InterFace](#) and [Single Family Rental Forum](#) to name a few. These events gave us opportunities to connect with other leading industry professionals. This year, we were excited for the chance to attend in-person events more than ever!



We even hosted our very first in-person sales kick off event in Denver, Colorado! This was the perfect time for our teams to get together and collaborate while kicking off the second half of the year.

We were especially excited to partner with Denver Human Services to give back to Denver Public Schools. **1,457** students served by Denver Human Services were able to start their school year prepared to succeed along with their peers, in part due to SmartRent's contributions.

## | Awards

SmartRent is pleased to have been recognized as the winner of HousingWire's Tech100 Real Estate award for the most innovative tech company serving the mortgage and real estate industries! We were also named #16 in Growjo's "100 Fastest Growing Companies", and recognized as one of the 2021 Best Places to Work in Multifamily by Multifamily Leadership.



## | SmartRent Goes Public



One of our biggest accomplishments this year was being listed on the New York Stock Exchange. On August 24th, SmartRent completed a business combination with Fifth Wall Acquisition Corp. I ("FWAA"), a publicly-traded special purpose acquisition company ("SPAC") sponsored by an affiliate of Fifth Wall, the largest venture capital firm focused on the global real estate industry and proptech. In connection with the completion of the business combination, the Company changed its name to SmartRent, Inc. and SmartRent is traded on the New York Stock Exchange ("NYSE") under the ticker symbol "SMRT." This transaction provided us with approximately \$450 million of capital to support our growth plan and our intent to remain an industry leader in the smart technology arena.

[Read the full press release here.](#)





## | Stepping Into Student Housing

2021 was a big year for SmartRent's student housing vertical as we introduced our [student housing products](#) to the market, adding four sales representatives and one dedicated content specialist to the team. We attended four student-specific events around the country, where we successfully made new connections and strengthened existing ones. Along the way, we chronicled our [top takeaways](#) and spread the word about our involvement in several newsletters and other email communications.

We successfully launched our first product deployment with a leading student housing provider in the western United States. We are now scheduled to roll out our product offerings to this housing provider's entire 4,000-unit student portfolio.

As we look ahead to 2022, we plan to complete three pilot projects with other nationally recognized student housing providers, hire more sales representatives to round out our team and attend several student housing-specific conferences and events. We also have exciting product updates on the horizon, including a hubless smart home solution and more integrations with student housing-specific management systems.

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## | Making Single Family Homes That Much Smarter

Taking a look back at 2021, it's safe to say it was filled with many victories for our single family team. We've added a vice president of sales, three regional sales directors and a dedicated content specialist who have each contributed to the team's success.

With a strong five-person team, we've been able to crush quite a few goals and hit new milestones this year. Together, we've been able to bring on over 10 new clients to the single family portfolio. Through these acquisitions, we're happy to say that we now have three of the top five homebuilders, the top single family rental company and two lbuyers as customers. These new clients also led to approximately 9,000 installs of SmartRent solutions nationwide.

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## | Single Family Focused Events

As our team continued to grow, we certainly wanted to share the news with our industry peers. Throughout the course of the year, we attended nine different events that helped us not only introduce our latest additions but bring awareness to our suite of smart home solutions as well. And of these nine events, our experts participated in speaking engagements and were panelists at six of them. Exemplifying the leaders we are in proptech, they definitely knocked it out of the park each and every time!



Sharing our successes and the latest news was certainly important to us, so in August we launched our very first single family-focused newsletter. This bi-monthly newsletter serves to keep our contacts up to date with our latest happenings. Whether it's upcoming events we'll be attending, new blogs or recent product releases - our goal is to keep you in the know.

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## | Speaking of Products...

To continue to grow the single family side of our business at scale successfully, we've had to make a few adjustments to our solutions to really fit the industry's needs. Throughout 2021, our product team worked tirelessly to ensure our [self-guided tours](#) and [smart home solutions](#) provided SFR portfolio owners and operators with exactly what they needed to succeed.

This included implementing new community default settings that really helped builders and single family portfolio owners with agility and scale. We understand that each community is different, so the update meant that builders and owners could select each community's default settings.

In keeping with our commitment to open architecture and customized solutions, our product team developed APIs specifically for single family clients with custom software. This created complete integration with their custom project management software systems and allowed them to push homes and update tour settings for full control. While also avoiding training on our software. As the single family market continues to evolve, we will strive to build integrated solutions tailored specifically to the needs of our clients.

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## | Growing Our International Presence

International expansion is part of our long term growth plan and in 2021, we advanced that plan by growing our team in the United Kingdom. We tirelessly worked to get our name on the lips of every property owner, investor, and manager in the UK and continental Europe by engaging in a busy conference season in the third and fourth quarters.

We attended eight events across England, Ireland, and the Netherlands and had the honor of speaking at UKAA's Build to Rent Fayre. Several of these events were attended with our partners [TLJ Access Control](#) and [Quadient](#) – together, we formed the Tech Innovation Partnership. Our partnership aims to empower residents and operators to control access, environment, and deliveries securely and conveniently using our connected solutions. A value-add such as this increases resident satisfaction and operational efficiency, and provides key insights into how the building is used.





[Tech Innovation Partnership group photo](#)

Speaking of partnerships, SmartRent UK successfully executed a separate integration with TLJ and two promising pilots with leading housing providers across London. We have also introduced a [Hero Labs](#) integration that provides advanced leak detection and reduces maintenance costs.

We're excited to continue to support these developments as they grow to love SmartRent's smart home automation platform, and we can't wait to see how their success lends to more successes in the Build to Rent, holiday park, student housing and social housing sectors.

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## | Getting Ready for an Exciting 2022

On numerous counts, SmartRent had a year to remember. Across all markets, SmartRent demonstrated incredible growth, and we certainly plan to continue this upward trajectory in 2022 and beyond. We're looking forward to expanding our solutions, innovating our product lines and continuing to deliver seamless service in the new year. Stay tuned as we announce more exciting developments!

We thank you for contributing to our success in 2021 and we wish you a happy holiday season and best wishes for a prosperous new year!

