



Zark Transforms Resident Parking and Reputation by 1.2 Points

When Keller Investment Properties began managing The Lodge in Flagstaff, Arizona, and Metro 101 Apartments in Tempe, Arizona, the company inherited extensive parking challenges at both properties. Each was plagued by difficult parking situations, illegal parking behaviors and discontent among residents.

Keller Investment Properties, managing multifamily and student housing in Utah, Arizona, Nevada and New Mexico, was founded on the principle of self-managing assets with the individuality it deserves in order to ensure expense management, revenue growth, and treating residents with respect and gratitude. When parking became a property-wide issue, they turned directly to their property team to devise an appropriate solution.

Hand in hand with regional management, Keller leveraged Zark's parking management solution to transform their parking challenges into a seamless, effective system that has drastically improved parking efficiency, as well as increased resident satisfaction and reputation.

Carrissa Rose



Chaos With Seemingly No Way Out



Without enforced parking rules and a parking shortage, residents at The Lodge were parking wherever they could find or pleased, including behind other vehicles, blocking garages, parking in fire lanes and obstructing trash bins. Implementing a parking pass system offered partial relief, but rule-breaking was still rampant.

A similar situation unfolded at Metro 101 where, despite having a parking garage, residents were blocking access for others, parking in roundabouts and even parking illegally on the main street in hopes of avoiding being towed. Exacerbating the

problem was the frequent illegal parking by non-residents. With a lack of enforcement on the property, students at a nearby university saw Metro 101 as a place to park and walk to their own housing.

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Parking was a complete mess and everybody had thrown their hands up.

- Carrissa Rose, Keller Properties

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“Every single day they had residents coming in and yelling. They were angry all the time because they couldn’t get their car out. It was a complete disaster.”

The onsite teams also had to contend with residents damaging other vehicles in an attempt to enter or exit the communities. The situation was also a stressor on resident retention and reputation management, Rose added, with parking problems being a frequent mention in online reviews.



Adding more parking was not an option in either situation. The City of Flagstaff denied Keller’s request to expand parking based on environmental laws that protect surrounding trees. In the case of Metro 101, there was no place to add parking in their urban location. This left Keller no choice but to find an alternative solution to address the issues before they became even more overwhelming.

Zark Provides Keller With an Easy, Resident-Led Parking Program

It was through Zark Parking Solutions that Keller found an innovative answer to parking challenges at both locations. As partners, Zark and Keller implemented a real-time reservation platform for residents that easily integrated with their current property management system. Reduced conflict and congestion provided much-welcomed relief to overly stressed teams and residents.

With Zark, Keller provides residents with the ability to reserve available spaces for up to seven days for a small daily fee via a user-friendly app. This service has effectively eliminated rule-breaking and has streamlined the towing process. Zark also helps with general parking management for assigned spaces. Prior to the implementation of Zark, residents needed to carry a card that showed their reserved spot to a tow truck driver before they could have an illegally parked car removed. Multifamily communities were not always a priority for tow companies, particularly in Flagstaff during inclement winter weather, which can result in wait times of up to four hours. The Zark app makes towing much simpler for onsite teams and residents.

The system was implemented swiftly as Zark handled the integration process, making it a seamless transition for management teams. The solution required minimal training for residents and became a regular part of the move-in process, with the leasing team quickly setting up new residents on the Zark app before they even left the leasing office.

“We live in a digital age with a lot of technology options across the board, but this platform has the least amount of training out of all of the items we roll out,” Rose explained. “We tell residents how to use it as soon as they move in, and it’s so user-friendly that it’s impossible to mess up.”

Instant and Ongoing Relief for The Lodge and Metro

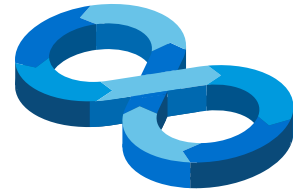
The impact of Zark’s solution was immediate and significant at both properties. It not only brought order to the parking chaos but also had a profound impact on resident satisfaction and stress levels. The number of parking disputes was reduced drastically, and the properties were no longer inundated with parking-related complaints. The system also helped identify unauthorized residents and non-residents, further streamlining parking management.



Increased Satisfaction



Reduced Complaints



Seamless Integration



Zark came in and made a huge difference. Within weeks, we saw positive results from rolling out the solution.



“There were no longer people blocking fire lanes, trash bins or other resident’s parking spots. The ease of use and immediate results were a revelation,” Rose continued.

Residents who initially expressed frustration and anger due to the parking issues began to appreciate the changes brought by Zark. Many residents said they had enough and made plans to move when their leases were done. The implementation of Zark had them taking a 180-degree turn on those plans.

“Residents were frustrated, and they were ready to go,” Rose notes. “After Zark they said, ‘You know what? You have made a difference in parking.’ So, they continued to renew their leases with us.”

The addition of Zark wasn’t just a boost to retention efforts but also to the reputation of both communities. Prior to Zark, most online reviews mentioned parking problems. With the new system in place, the focus of the reviews shifted away from parking issues, allowing the properties’ other strengths to shine through. “When we first took over both properties, if you were to look at reviews, almost every single one talked about how bad parking was,” Rose said.



We’ve seen our rating increase by 1.2 points and there’s very few reviews that talk about parking.



Zark has been a game-changer for Keller Investment Properties. It has efficiently solved parking challenges, reduced stress levels and improved resident satisfaction and retention.



“Zark has been hugely impactful for our business in so many different ways,” Rose explains. “Today, every new property acquired by our organization is immediately assessed for Zark integration, which is a testament to the effectiveness and value the system has brought to Keller.”



Adding the Zark platform creates an automated parking management system, saving residents and onsite teams from the hassle of managing parking problems. And it's FREE.

Tap. Park. Zark.

Zark is a leading technology-enabled parking management provider, offering convenient solutions to multifamily parking challenges. Utilizing a mobile app, Zark allows residents and their guests to quickly and conveniently book parking spaces on a property for up to seven days. Owners and operators can lease unused spaces in the community, as well as the spaces of residents who have moved out. The app also provides parking management without the need for onsite teams, including tracking of repeat parking offenders, customized violations and towing – all from a single, easy-to use app.

Implementing Zark in a community takes less than 15 minutes! [Contact us today](#) to find out more about the benefits of Zark.

For more information, visit zarkparking.com or [LinkedIn](#).



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