



**Samuels
& Associates**

HOW SAMUELS ASSOCIATES STREAMLINED OPERATIONS & ELEVATED TENANT EXPERIENCE WITH COVE

A Fresh Start with a New Building

When Samuels & Associates opened **1001 Boylston**, General Manager **Tim Rivett** aimed to deliver a modern, connected tenant experience right from day one. Because the building was new, they had the opportunity to build in the right systems from the start.

"We wouldn't have been able to open the building without Cove. The ability to integrate with our access control system and provide everything in one place was a huge selling point for both ownership and tenants."

Cove was selected due to its seamless integration with the C-Cure 9000 access control system from Software House. This integration lets tenants use their smartphones instead of traditional key cards. It also ensured that all tenants had downloaded the building's white labeled Cove app on day one, laying groundwork for clear communication and engagement.



MAKING COMMUNICATION SIMPLE AND RELIABLE

In many commercial properties, getting information out to all tenants is a challenge. With 1001 Boylston, the app transformed communication.

"It's a game changer for us. With Cove, everyone gets information instantly—from emergency alerts to community events. Tenants never say, 'I didn't know that was happening.'"

Push notifications replaced old methods like bulletin boards or scattered emails. Whether it's an urgent update or a social event, the property team now reaches everyone with one action.

CENTRALIZING DAILY OPERATIONS & COMMUNICATION

Cove brought multiple functions into one platform:

Amenity Reservations

Tenants book shared spaces within the app.

Loading Dock Scheduling

Deliveries are coordinated fluidly.

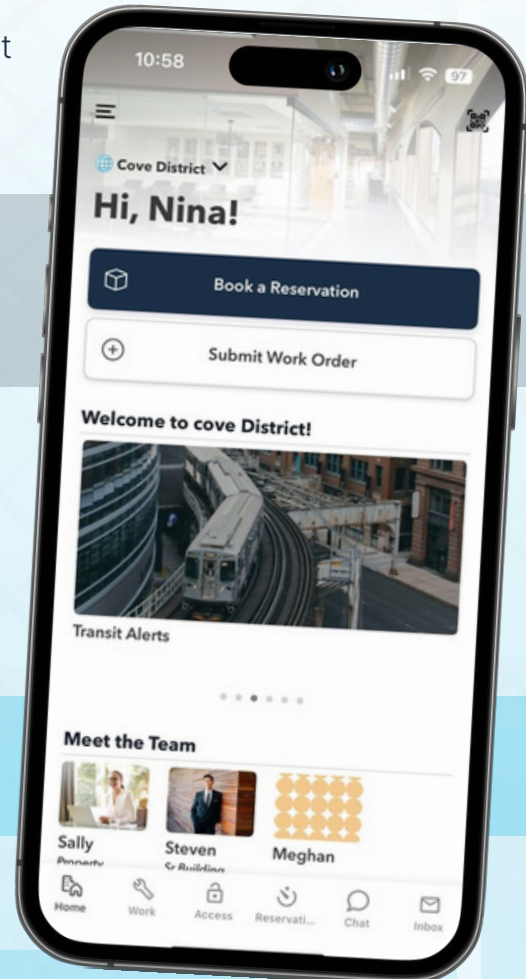
Retail Engagement

Retail tenants post promotions and updates to building occupants.

Digital Displays

Real-time announcements show on building screens.

This consolidation eliminated the need for multiple software tools. Instead of rewriting the same message across different systems, the property team can update it once and push it out through push notifications, text, email, and digital signage. The result: saved time, simplified workflows, and consistent communication.



BOOSTING TENANT SATISFACTION

Beyond communication, the platform created a two-way feedback loop between tenants and management.

"It's a one-stop shop for information and feedback. Tenants can reach us through the app, and we see their responses. It's helped raise satisfaction across the board."

Now, instead of relying on chance meetings or scattered emails, the team hears from tenants regularly and can act more proactively.

PARTNERSHIP AND SUPPORT MATTER

Technology alone doesn't guarantee success. Tim stresses how vital Cove's rollout team was. Weekly meetings, hands-on setup support, and direct vendor coordination made it work smoothly.

"We wouldn't be here today without the support we got from the Cove team. They walked us through every step, customized the setup, and worked directly with our vendors. If something didn't work, they had a solution."

Requests from the property team flow into a system of continuous improvement. Every suggestion gets considered in future updates. The team always gets answers from real people, not automated responses.



VISION FOR GROWTH

With operations, access, and communication under one platform, the next step is to use Cove's data to guide smarter decisions. The team can see which amenities are most in demand, track visitor traffic patterns, measure engagement with tenant communications, and even gauge the impact of retail promotions shared in the app.

These insights help fine-tune staffing, improve tenant satisfaction, and uncover new ways to operate more efficiently.

"The system gives us data we can analyze to improve operations and save time. It's easy to use, and it helps us grow."



KEY TAKEAWAYS FOR PROPERTY MANAGERS AND OWNERS

Launch with Integration in Mind:
Set systems up right from day one.

Make Communication Direct and Reliable:
Everyone gets the same message at once.

Consolidate Functions:
Reduce software clutter and simplify operations.

Build a Partnership:
Ongoing support and responsiveness are key to success.

Samuels Associates' story shows how the right technology doesn't just manage a building, it enhances the daily experience for tenants and property teams alike.