

# Creating a Community

By Merilee Kern

In today's fast-paced world, where personal connections and social interactions can feel scarce, the importance of creating more engaged communities cannot be overstated. One groundbreaking residential living program seeks to impact that and, in doing so, revolutionize the landscape of apartment communities at large. By facilitating better community bonds, improving tenant wellness and encouraging eco-consciousness through various creative events and services, New Earth Residential (NER) is giving multifamily property owners and managers an exciting new way to enrich tenant lives and better ensure their satisfaction and loyalty.

Notably, company's innovative Urban Village (UV) residential enrichment initiative is setting a new standard in multifamily housing. The program provides a variety of tenant lifestyle services to properties nationwide that promote resident health, social interaction, education and sustainability, all to enhance home life overall. The result is a greater sense of community spirit, togetherness and overall well-being.

This comprehensive approach to resident relations not only yields better outcomes for property owners and investors, but also brings positive impacts to the environment.

Among other mandates, the UV program aims to enhance community connections, alleviate stress and foster environmentalism through a variety of innovative activities and resources. This includes enhanced residential wellness programs like fitness classes and health screenings, as well as sustainable living initiatives that include community gardens producing fresh produce for residents and recycling programs reducing waste.

"This partnership showcases our commitment to environmental responsibility and making positive community impacts," said Jenny Romera, New Earth Residential president. "This Urban Village endeavor sets a new standard in the multifamily housing industry by wholly prioritizing a holistic approach to resident well-being, engagement and contentment that is more in tune with modern consumer mindsets, also demonstrating the evolving role of property management at large. The benefits of living in a New Earth Residential-managed community — or living in a community employing the Urban Village program — are setting an entirely new industry benchmark."

"Our commitment to innovation and social responsibility sets us apart in the multifamily housing industry," said Annie Paskovich, Urban Village program manager. "This dynamic program fosters community engagement and social impact in multifamily housing in a way that enhances residents' quality of life through collaborative events, activities and partnerships meticulously crafted to foster collaboration, ignite innovation and drive positive change for our residents. We're truly passionate about creating resilient and thriving communities for people of all ages and being a driving force that is shaping a brighter future for everyone."

"Urban Village is a dynamic community initiative dedicated to fostering vibrant and inclusive neighborhoods," Paskovich noted. "We are comprised of passionate individuals, residents, property managers and community partners who share a common vision for enriching urban living."

NER and UV — both woman-run organizations — provide a range of multifamily living and programmatic features and benefits. Here are a few at a glance:

- **Improved Resident Relations:** Urban Village acts as a bridge between residents and property management, facilitating better communication and stronger relationships, which can lead to smoother operations and fewer conflicts.
- **Improved Retention Rates:** Happy, engaged residents are more likely to renew leases, benefiting property owners.
- **Innovative Community Building Programming:** Tailored events and activities create engaged, cohesive communities.
- **Enhanced Resident Experience:** High-quality, meaningful interactions increase tenant retention and satisfaction.
- **Enriched Environments:** Green-living improvements to communal spaces benefit both residents and the environment.
- **Personal Development:** The programs nurture leadership and community talent, offering mentorship and job opportunities that lead to personal growth and financial support.
- **Access to Channel Resources and Support:** Initiatives promoting resident-community partnerships, with local and national organizations for mutual benefit. Urban Village provides residents with valuable resources and support systems, which can enhance their quality of life and reduce the need for external interventions.

Known to be a highly strategic property management firm, NER is elevating the apartment management space while enriching lives. This disruptor is designing a paradigm that drives real estate investor returns in a way that is beneficial to those living in apartment complexes and all of us as tenants of Mother Earth.

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