



CELEBRATING  
55 YEARS

# nerej

## **ButterflyMX finds package deliveries in Boston more than doubled - causing security issues**

December 09, 2022 - Owners Developers & Managers



Boston, MA ButterflyMX, a leading provider of smartphone-based access control technology for multifamily, commercial, student housing, and gated properties, released data showing the growth of package deliveries to Boston residents at multifamily properties. The leading city for package deliveries across ButterflyMX's platform, Boston has seen considerable growth in packages throughout 2022, creating new security challenges for property owners and managers.

ButterflyMX has seen a 10% adoption rate in the city as more property owners and managers strive to tackle the “package problem” and differentiate their offerings. The company analyzed data gathered from more than 42,000 apartment units in the Boston metropolitan area to measure and understand resident behavior. This includes data from multifamily properties owned by Charlesgate,

Trinity Financial, Premier Property Solutions, and Peabody Properties. ButterflyMX reported the following trends in the Boston metropolitan area:

1. Boston is the leading city for package deliveries across the ButterflyMX platform, utilizing more than 300 Delivery Passes every week in 2022, accounting for thousands of packages.
2. 140% increase in package deliveries over the same period in 2021, which is trending well above the national average of 82% across other buildings in the ButterflyMX platform.
3. With no signs of slowing, package delivery volume at multifamily properties are estimated to grow almost 15% per year through 2025. With a whopping 76% of multifamily residents nationwide receiving three or more packages per month, deliveries continue to be a distraction when not effectively controlled.
4. Remote door management, which gives residents the ability to securely allow guests into their building without requiring the resident to be on site, are on track to double across ButterflyMX's platform by the end of the year.

"Holiday shopping and package deliveries creep higher each year, and we expect 2022 numbers to reach record levels. Technology is the best way forward for Bostonians to ensure their packages are secure and their time is not wasted on dealing with the consequences of stolen packages," said Cyrus Claffey, founder of ButterflyMX. "Through our mobile-based platform, residents can ensure their packages are always delivered, keeping porch pirates at bay."

"Boston, one of the oldest cities in America, has evolved into a center for innovation and is the cornerstone of higher education in the U.S. More than one out of every three people in Boston is between the ages of 20 and 34 years old and over 50% of Boston residents hold a bachelor's degree. A young and educated population, with over 97% employment, expects tech-enabled convenience at their home," said Aaron Rudenstine, CEO of ButterflyMX. "Boston has some of the oldest apartment stock in the country, with 51% of all units being built before 1940, according to the U.S. Census Bureau's 2017 American Community Survey, which requires technology that is easily installed with little wiring or renovation needed."

Buildings without doormen, package rooms or other secure areas to store deliveries—which can include anything from weekly groceries to mattresses—are more likely to deal with package theft, a burden for both residents and property managers, who are often called on to help investigate stolen packages reported to law enforcement or delivery services. Google searches for what to do when a package is stolen tend to spike around the holidays, which is expected to top last year's record-breaking numbers.

Founded in 2014, ButterflyMX pioneered simple and convenient mobile-based property access by launching the world's first smart video intercom. Today, ButterflyMX is relied upon by the most trusted names in multifamily and commercial real estate to provide a simple property access experience into and throughout their buildings. Their products include video intercoms, access

control systems, key lockers, elevator controls, package rooms, and smart locks all designed to provide buildings with a unified property access experience that can be managed from the ButterflyMX OS — an online system for issuing access permissions, reviewing entry logs, and integrating other building services providing access control.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540