



## **REZI closes deal with ZD Jasper and Century Group Dev. for AI services at Archer House**

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Queens, NY REZI, a pioneer of Occupancy-as-a-Service, has closed a five-year deal with developers, ZD Jasper and Century Group Development, for Archer House, a new development in Jamaica.

This deal contracts 70 apartments directly to REZI to manage all sales, marketing, and leasing activities. REZI will be providing their proprietary AI-powered service that enables landlords to lease their residential properties directly to REZI with guaranteed income. REZI then leases to qualified tenants faster than the market average, providing owners higher-than-average net effective rent.

To bring this project to market, REZI leveraged its suite of digital advertising and marketing tactics, including a robust marketing automation engine, 3D virtual tour, contactless tour technology, and professional videography to highlight this one-of-a-kind building.

“Archer House is an incredible asset and our partners at ZD Jasper and Century Group Development have been nothing short of outstanding,” said Thomas Smith, chief revenue officer. “Over the past few years we’ve built a robust marketing engine to showcase and lease precisely this type of building and we’re excited to launch touring this week as New York’s rental market roars back to life.”

Archer House is a contemporary eight-story building with 2,500 s/f of common outdoor space and 1,000 s/f of interior amenities including a fitness center, rooftop lounge, game room, laundry room, and Amazon package hub.

“We are very proud of how Archer House turned out and thrilled that REZI is taking the lead on marketing and leasing for us, allowing us to leverage their AI-powered technology to its fullest potential,” said Jennifer Wu, director of marketing & sales. “The REZI team has been a pleasure to work with and has made the onboarding/transition process as flexible as possible.”

For renters interested in Archer House, or any apartment on REZI, the benefits go far beyond enhanced tour options. REZI’s machine-learning-powered leasing platform empowers renters with completely online applications and instant approval decisions, followed up by digital leasing and payments — meaning renters could be signing a lease for Archer House before they’ve even left the building after their first tour.