



# PRESS KIT

2021



[Our Story](#)

[Our Team](#)

[Our Products](#)

[Notables](#)

[Media Assets](#)

[Contacts](#)

**CONTENT**

# Multifamily smart home technology that works.

That was the goal. That was it. We wanted to build a smart home system for multifamily communities that simply just worked.

iApartments was founded in 2018 with that singular goal in mind. Build a technology and automation platform for the multifamily housing industry that worked as expected, when needed, every time.

Dave Magrisso started iApartments to change how apartment communities are managed, maintained, and secured. As the founder of Valet Waste, now Valet Living, Dave has the deep industry experience and network to bring this technology to life in a way that no one has done before.

As a pioneer of the “Amenity as a Service” segment, Dave saw an opportunity to combine operational efficiency with higher resident satisfaction and retention to create business value for multifamily owners and managers everywhere.

To build a leading edge technology platform - Steve Fiske, a founding partner of Unikey, and Mohammed Syed, a technology partner at Autobytel rounded out the cofounders bringing decades of experience in the smart home, home automation, and IoT (internet of things) space.

Together the iApartments team based in Tampa, Florida has its focus firmly locked on being the leading property automation and management system in the industry.

## OUR STORY



# Dave Magrisso

Chief Executive Officer - Co-Founder

Dave Magrisso began his work with the multifamily housing industry in 1995 when he founded Valet Waste, now Valet Living, the leading multifamily doorstep waste and collection company now serving 1.8+ million apartment homes nationwide.

Magrisso pioneered the Amenity as a Service concept and continues that leadership at iApartments as the founder and CEO.



# Steve Fiske

Chief Product Officer - Co-Founder

Steve Fiske is a smart home and IoT veteran with over 15 years of experience designing & building smart products for the masses. As a founding partner at UniKey, a leading smart lock technology company, Fiske was an early pioneer in the smart home market and a co-inventor of technology products used by over 3 million users worldwide.

Fiske is a co-founder and Chief Product Officer.



# Mohammed Syed

Chief Technology Officer - Co-Founder

A former technology leader at AutoWeb, Mohammed Syed has a technology and software career with over 25 years of experience and expertise. Syed has spent many of these years building secure, scalable SaaS technologies empowered with data analytics and visualization (NoSQL) technology.

Syed is a co-founder and Chief Technology Officer.



# OUR TEAM



# Smart Solutions

iApartments' primary products and services come in the form of a complete smart home suite architected for maximum convenience and security for residents and optimal efficiency for multifamily owners and management companies.



SMART HOME



SMART ACCESS



SELF-GUIDED TOURS



COMMUNITY-WIDE WIFI



ASSET PRESERVATION



SMART ENERGY

Our goal is to lead the industry with the most complete set of multi-family technology products. Our products and services will continually evolve to meet this goal.

# Smart Communities

iApartments isn't just smart home, we power smart communities. We are not simply white labeling existing products and connecting them. Our technology has been designed from the ground up to provide reliability, security, and a platform that will scale and evolve with community managers and their residents.

From CAT M1 connectivity and PMS integrations to self-guided tours and common area access; iApartments technology and data systems are the next generation in multifamily technology infrastructure.

# Smart Business

Our product and service offering is focused on making property management and community management more effective, more efficient and resident satisfaction a guarantee. iApartments is focused on tech that works and works for our customers.

# OUR PRODUCTS



# Company Information

Website: [www.iApts.com](http://www.iApts.com)

Founded: 2018

Industry: Multifamily Housing, Smart Home, IoT

Customer Type: B2B

Employees: 25-50

## iApartments in the News

[Tampa Company Offers Smart Home Technology in Residential Buildings](#)

The Business Observer - July 2021

[Tampa's Serial Entrepreneurs Reveal Latest Startup Focused on Real Estate Tech](#)

Tampa Bay Business Journal & Tampa Bay Inno - July 2021

[Greystar's Approach to Smart Home Technology](#)

Globe St. - June 2021

# NOTABLES

# Logos



# Colors

PANTONE: 7416 C  
CMYK: 3, 73, 69, 0  
RGB: 234, 105, 83  
HEX: # EA5953

PANTONE: 2625 C  
CMYK: 76, 24, 0, 0  
RGB: 0, 155, 223  
HEX: # 009BDF

PANTONE: 663 C  
CMYK: 8, 9, 5, 0  
RGB: 230, 226, 231  
HEX: # E6E2E7

CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
HEX: # FFFFFFFF

PANTONE: 7687  
CMYK: 100, 86, 15, 5  
RGB: 35, 67, 133  
HEX: # 234385

# Images & Assets

iApartments images and visual assets are available upon request

# BRAND ASSETS

# Questions, Inquires & Interest

## **Press Inquires**

[pr@iApts.com](mailto:pr@iApts.com)

## **Sales Inquires**

[sales@iApts.com](mailto:sales@iApts.com)

## **Partner Inquires**

[partners@iApts.com](mailto:partners@iApts.com)

# CONTACTS





[www.iApts.com](http://www.iApts.com)