Building Better Communities

Ark



Ark is on a mission – to forge better relationships between residents in rented accommodation and their neighbours, their community, and their landlords.

We use Ark's technology to:

- Provide a Resident Hub
- Forge longer-lasting human connections with each other and with the places people call home.
- Increases efficiency, streamline reporting and support ESG initiatives
- Support and work alongside existing systems
- Help establish new communities

In curating interconnected communities we can help make residents happier, safer and more loyal.

Our data driven approach is supported by the Happiness Research Institute and the five key emotions that maximise resident happiness: **Pride**, **Comfort**, **Identity**, **Safety**, and **Control**.

These core emotions form the backbone of everything we do when helping forge better relationships in the communities in which we play a part.

Happy home
Happy life



88%

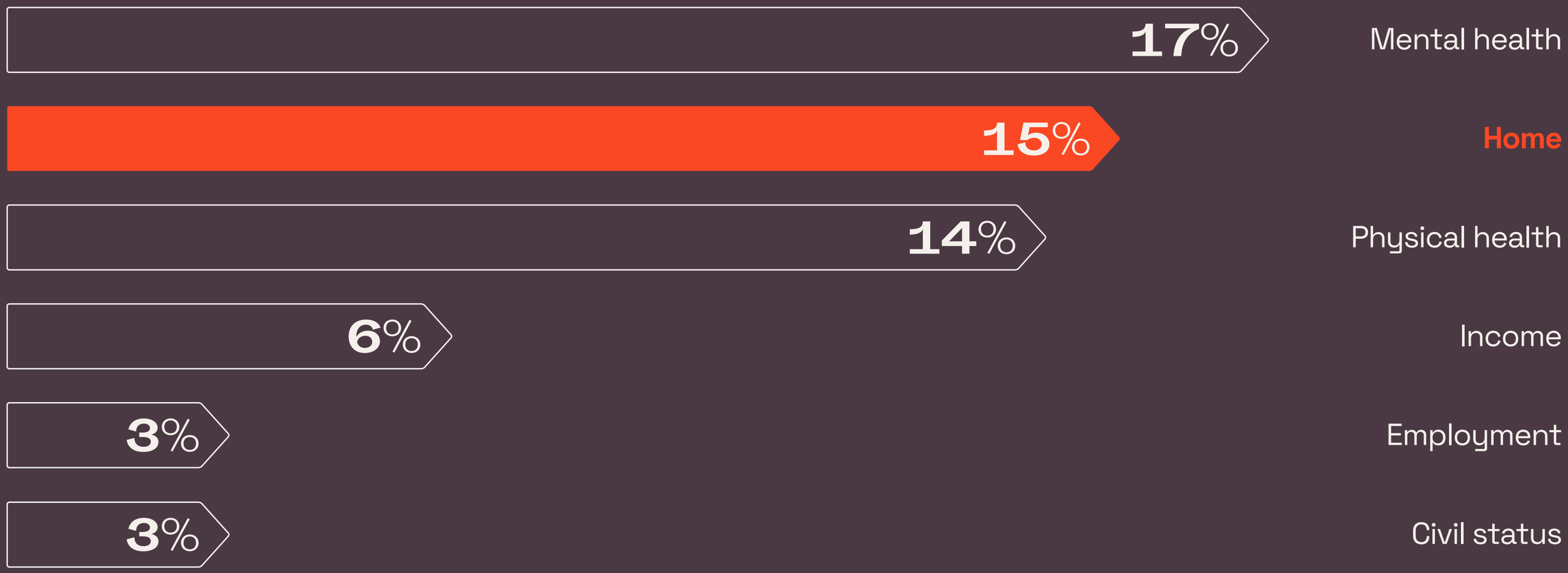
of people who are proud of their homes are also happy with their homes



73%

of people who are happy at home are also happy in life

Factor in overall happiness



Research by the Happiness Research Institute in association with Kingfisher (June, 2019)

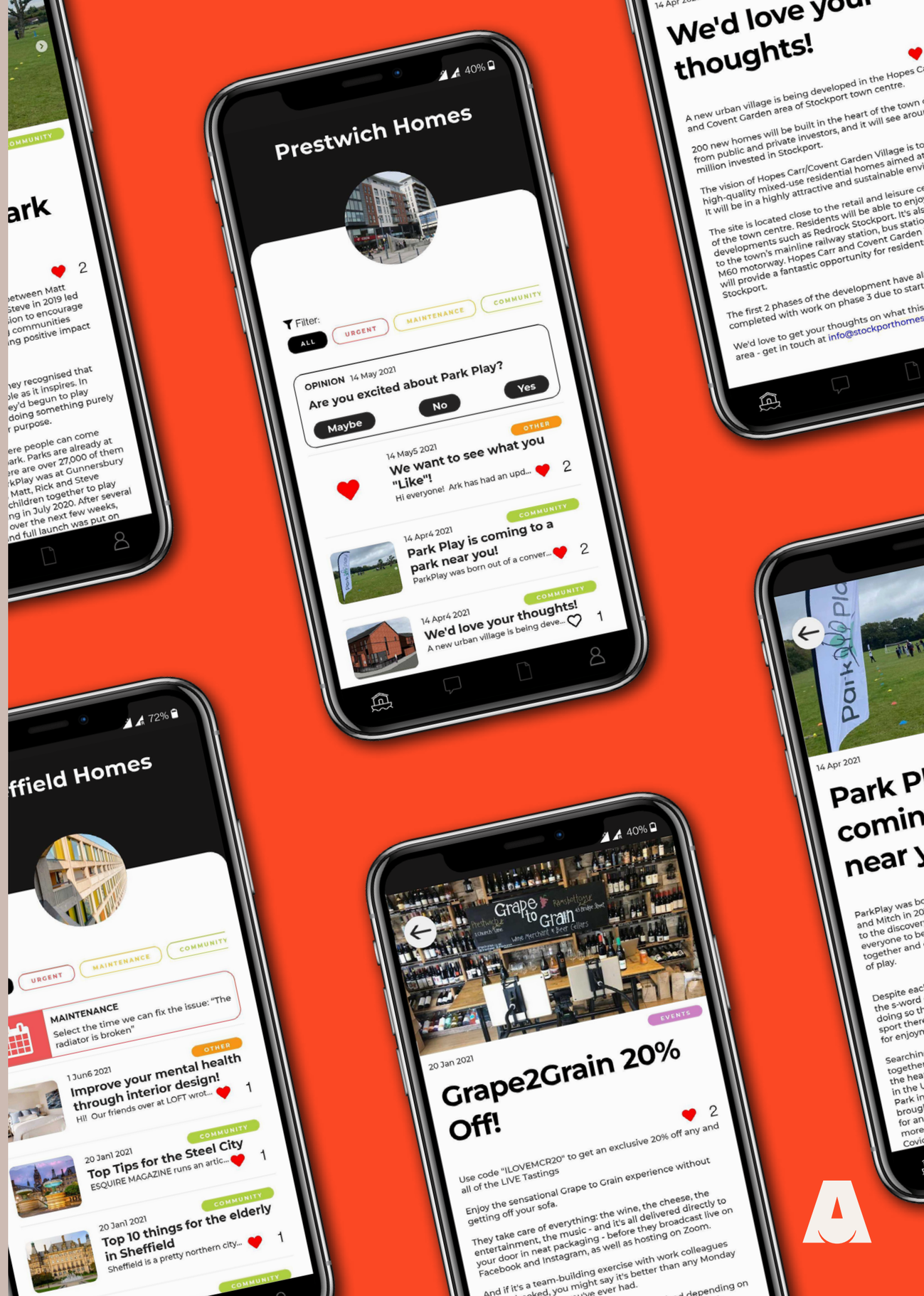
How Ark supports Housing Associations

The Resident Hub

The Ark app offers residents a “one-stop-shop” for all their property needs - be that to learn about what is going on in their local area; or to report a repair.

Ark integrates with your existing workflows to enable us to focus on helping curate loyal communities while acting as the conduit for your property maintenance needs. Come to report a repair, end up meeting a new neighbour or discovering an exciting event happening next week!

Through Ark, you can learn more about your community, receive information and offers about things around the corner and meet your neighbours and make new friends - that’s what being a community is all about!





Connect Communities

At Ark, we think that connected communities are better communities and Housing Associations who realise this are always ahead of the competition. Ark allows you to:

Connect with Residents

Communicate with residents through a fast and easy-to-use platform, allowing you to receive ad-hoc feedback on the fly and answer any questions which may arise, allowing you to get in front of problems before they have the chance to become serious.

Introduce Residents to their Neighbourhood

Introduce residents to the local area, connecting them with places such as shops; gyms; and local charities, while also telling them more about the place they call home. This helps increase their pride in the place they call home while introducing residents to support networks and community hubs.

“A House you’re proud to call Home”

We believe everyone should have a house they’re proud to call home and by empowering residents **to have their voices heard** we help residents feel pride in where they call home whilst encourage residents to take ownership of their own home.



Evidence Engagement

With Ark, you can not only build better communities but maximise your efforts. Focus on what residents want AND need whilst maximising internal efficiencies. Ark also helps you with evidencing the great steps you are taking to engage with residents.

Demonstrate Community Engagement

Using our innovative Community Engagement Score, we provide a data-driven score to track meaningful interactions with the residents of any given community, while also supporting from a governance perspective.

Keep your finger on the Pulse

Ark's interactive sentiment analysis provides a better way of analysing resident feedback, enabling you to be more reactive to resident needs while enabling you to get to know your residents in a way that hasn't been visible before. This helps you make better, more informed decisions saving your opportunity cost and helps maximise resources.

Increase Efficiency

Ark's quick-time feedback provides a better way of compiling feedback, allowing property management to focus on what is important to residents, thereby enabling you to maximise productivity, all while working alongside your current workflows.



Ark works alongside

mri REAL ESTATE SOFTWARE

CIVICA

salesforce

Fixflo

Qube

RMG Residential Management Group

with bespoke integrations available for all CRM's



Our partners include:

Pinnacle Group

Places for People

urbansplash

HACT

”We’re excited by the work that Ark is doing to support housing associations and large landlords to help cultivate connected communities. By providing a bespoke tool for resident engagement, that supports a better understanding of the social value generated from wider placemaking initiatives, Ark helps organisations to measure their impact against the Sustainability Reporting Standard for Social Housing and other ESG benchmarks.”

Michael McLaughlin, Digital Lead at HACT

“By integrating Ark’s software with our own CRM systems (Salesforce) we can now improve the experience for tenants, giving them access to a free app in which they can easily engage with the locality around them; this will enrich the experience of hundreds of tenants around the country.”

Guy Ackernley, Residential Director at Urban Splash

Coming soon to Ark

Ark is already acting as the “one-stop-shop” for thousands of housing association, leasehold and PRS homes but we are not stopping there. A number of features are just around the corner that will allow property managers and owners greater visibility, reactivity and insight.

Reporting (is now live!)

Building and Property Managers will be able to review community performance at a glance. Response times. Live issues. Community statistics. These will all be available in one digestible view whilst allowing key data to be exported for external use.

Payments

Rent collection. Arrears. Ad hoc payments. These will all be carried out within the resident app.

Integrated Ai

Our industry-first artificial intelligence and machine learning engine will help you better manage your communitiesby providing more insight than ever before. Our Ai will prompt both preventative maintenance requests and community engagement by recognising and assisting members of a community who are the most in need.



For more information, please contact:



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