



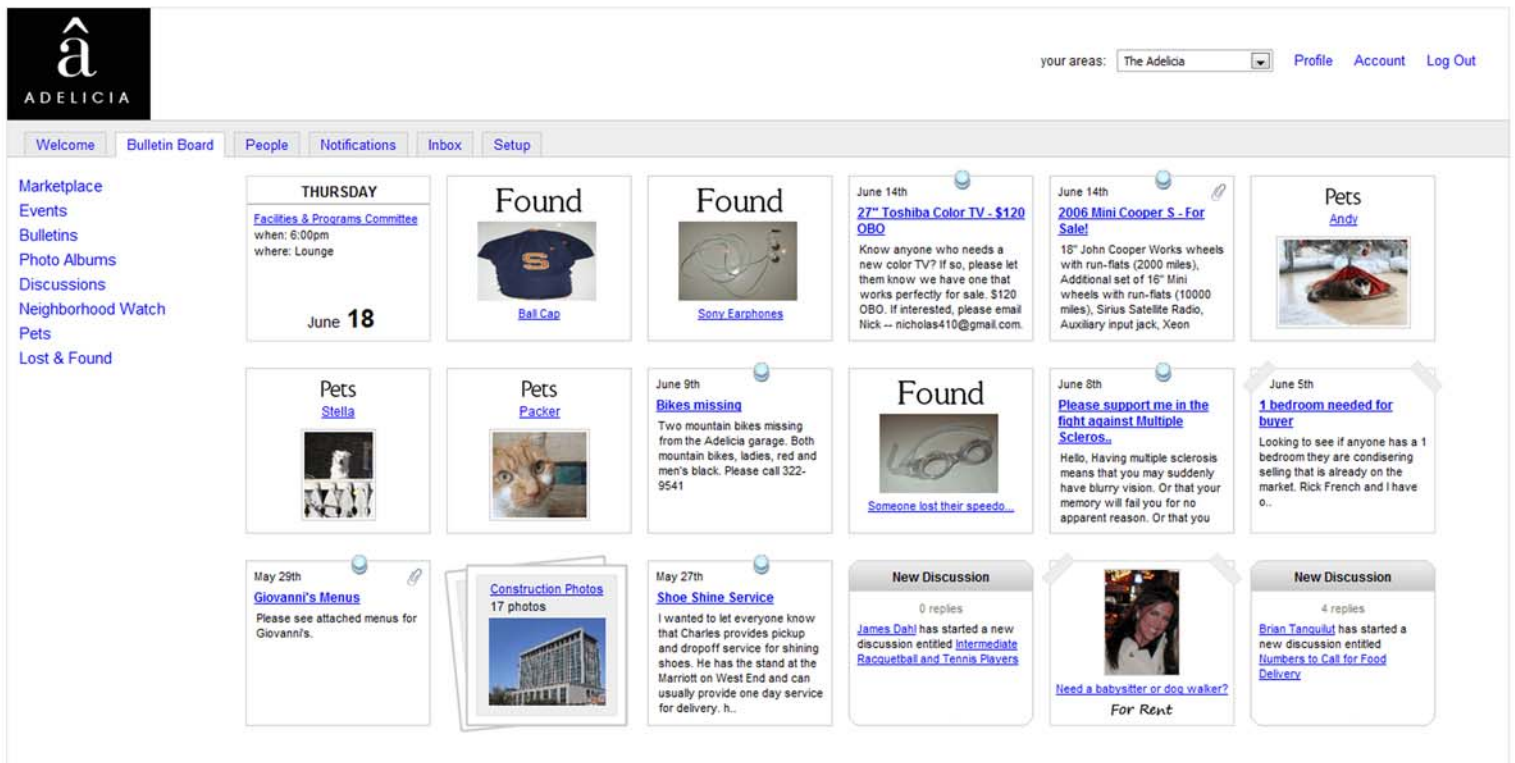
The Adelia Nashville, TN

Residents at The Adelia needed a way to communicate with each other but also are keen on privacy. With Common Area, they are posting things for sale, discussing the real estate market, and showing off photos of their pets. They can do all this without sharing email addresses or personal information, although some residents have voluntarily posted a photo and created a local profile. 15% opted out of email notifications while 85% receive automatic content updates.

Launch
March 2009

Most Popular Feature
Lost and Found

Participation
70%



Moderated by Caretakers

Kim Goolie, property manager, is able to moderate content posted to the website. She uses the Bulletin feature to notify residents about events, send reminders of pool deck rules, and post items in the Lost & Found. Two residents have also volunteered to serve as Caretakers.