

For Lonicera, TULU became the differentiator competitors haven't caught up to yet

Lonicera Partners · Multifamily

Hanover House, The Guild, and House 55

TULU Rent

TULU Shop

TULU Print

ABOUT LONICERA PARTNERS

Lonicera Partners operates a portfolio of luxury multifamily buildings in Downtown Brooklyn — Hanover House, The Guild, and House 55. In a submarket where many buildings offer similar amenity packages on paper, TULU gives Lonicera's leasing team another point of differentiation when prospects compare these properties against others in the area, it's not something every comparable building offers, reinforcing that Lonicera is thinking about convenience in ways others haven't caught up to yet.

TULU VS. OTHER AMENITIES

TULU fills a gap that traditional amenities don't cover — on-demand access to tech, tools, and household items residents need occasionally but don't want to own or store. It let Lonicera add a modern convenience amenity without committing to a large, permanent amenity space, while doubling as a flexible tool for activations that tie the experience directly back to the unit itself. As a luxury operator, Lonicera holds a high bar for convenience, and TULU meets it in a way that feels seamless rather than transactional, giving the leasing team a tangible, easy-to-explain differentiator on tours, beyond the usual list of finishes and amenity spaces.

COMMUNITY IMPACT

TULU plays a role in the everyday convenience factor that keeps residents satisfied, part of a broader pattern where the building anticipates resident needs rather than sending them elsewhere to find a solution.

Onsite, concierge reports regular use, and residents surveyed have pointed to the overall amenity package, TULU included, as a reason they renewed.

EXPANSION

Once TULU proved itself at Lonicera's first building, expanding it across the rest of the portfolio was the natural next step rather than have one property offer something the others didn't. Today, TULU is live across Hanover House, The Guild, and House 55, giving residents the same convenience factor no matter which building they call home. TULU has also become a consistent thread in Lonicera's event programming, game nights, watch parties, with items tailored to each building's resident base, and co-sponsoring these activations with TULU has been a mutually beneficial partnership for both sides.

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It's a low-lift way to add a modern convenience amenity, and it doubles as a flexible tool for resident programming rather than just a standalone feature — it enhances the experience both in amenity spaces and in residents' own apartments.

Allegra Benardo, Leasing & Marketing Coordinator, Lonicera Partners