

For Sailmakers by Greystar, TULU turned space constraints into resident convenience

Sailmakers by Greystar · Multifamily

Sailmakers

- TULU Rent
- TULU Shop
- TULU Print

ABOUT SAILMAKERS

Sailmakers, managed by Greystar, is built around the motto "All For One Living" — a commitment to meeting residents' needs at any time, regardless of background. With a resident base spanning diverse cultures and backgrounds, the team's communal spaces play a central role in making every resident feel like an integral part of the community.

MOTIVATION

Sailmakers' team is focused on staying adaptable, creative, and inclusive — and TULU's flexibility fit that mission directly. It gave residents choice without the team needing to guess what any one demographic would want, aligning with Greystar's own commitment to continually improving the resident experience.

WHY TULU FITS

TULU's food and consumable offerings help the team cater to residents' diverse cultural backgrounds, while board games and organized activities create more chances for residents to engage with each other. TULU also gives residents an alternative to owning large equipment and cleaning items in space-constrained city apartments — a meaningful benefit for a building where space is at a premium.

COMMUNITY IMPACT

Feedback has centered on the availability of cleaning appliances — residents appreciate not having to store large equipment in their own units, freeing up space. The communal TULU unit has also become a point of social interaction, with residents renting games and entertainment equipment together. And with no vending machines in the building, 24/7 access to snacks has been especially valued for late-night cravings.

LOOKING AHEAD

Benjamin sees real potential for the partnership to keep growing, pointing to the TULU team's responsiveness to feedback from both residents and Greystar as new technologies and locations come online.



I have strong belief that our partnership has immense potential for further growth and success.

Benjamin Nisbet, Community Manager