

How Vermella turned amenities into a competitive edge

Russo Development & Russo Property Management · 5,000+ units · Multifamily

TULU Rent

TULU Shop

TULU Print

ABOUT VERMELLA COMMUNITIES

Vermella is Russo Development's flagship multifamily brand, built across New Jersey for the full spectrum of modern renters — downsizers settling into a new chapter, students living independently for the first time, young professionals, roommates, and growing families. With communities as varied as the people who call them home, Russo needed one amenity platform that could show up for all of them.

ROLLOUT

Vermella was live in 4–8 weeks from contract signing, with the on-site team giving the process a perfect score. For a portfolio operator managing multiple communities and resident types, a frictionless rollout isn't a nice-to-have, it's the baseline. TULU delivered it. Today, TULU is live across multiple Vermella properties and as Russo's portfolio grows, so does their TULU footprint.

TULU VS. OTHER VENDORS

Across every dimension — resident ease of use, staff management, space footprint, maintenance requirements — Vermella's team rates TULU as much better than other residential amenity options. For a portfolio serving such a wide resident mix, that kind of across-the-board performance isn't something you take for granted. It means one platform that delivers for every community, every demographic, without compromise.

COMMUNITY IMPACT

Residents across Vermella communities have embraced TULU from day one. The ability to rent items or purchase what they need, on their own schedule, at any hour, has raised the bar for what an amenity can feel like. Feedback is consistent: residents love the variety, the 24/7 access, and the ease of the booking process. TULU has become a genuine differentiator for the Vermella brand, not just something a building has, but something residents actually talk about.

FINANCIAL IMPACT

TULU added a meaningful ancillary revenue stream while simultaneously reducing operating costs through staff time savings. For a portfolio of 5,000+ units, that combination compounds quickly. The team credits TULU with accelerating leasing velocity across Vermella communities and has expanded to multiple properties as a direct result.

ROI RATING 5 / 5
Financial return on TULU implementation



TULU changes the game! Highly recommend. *Really differentiates your community.* Looks good on tours and functions great on the day to day.

Courtney Mulligan, SVP Marketing & Communications