Multifamily Market: Poised for Growth

Attitudes toward home ownership are changing in America. The current state of the U.S. economy and a renewed shift toward renting are driving growth in the rental housing market. And mixed-use and multifamily properties are well positioned to benefit from it.

Today, one in three Americans rent. The rise is coming from both ends of the spectrum—younger renters favoring multifamily housing in major urban areas, as well as aging baby boomers seeking amenity-rich, multi-tenant dwellings and assisted living communities.

The demand for multifamily properties shows no signs of slowing down. In 2015, 306,000 multifamily units were completed—the most in a single year since 1989. The Joint Center for Housing Studies estimates the number of renter households to reach 4.4 million by 2025.

Where Americans live: a rental landscape
- multifamily buildings: 61%
- other dwellings: 39%

The future of multifamily

4.4 million units by 2025
Attracting and retaining reliable renters is crucial for full occupancy. In this renter’s market packed with options, you need to differentiate your property with hardware solutions that make your apartment, condo or mixed-use community stand out—right at the point of entry.

**STANLEY** is the answer for all your door hardware and security needs. It’s the only name you need to remember—Simply STANLEY.

Multifamily hardware solutions should be about style and ease, as well as safety and security. We’ve infused our designs with two unique options that appeal to owners and renters alike. Our line of stylized roses add to the detail of every opening—giving properties a more polished, sophisticated look—while, our EasyPass™ feature makes entry easier for the growing number of renters that includes young families and aging baby boomers.

With a complete portfolio of multifamily products from STANLEY, tenants will be secure in their safety and protection, and you’ll feel secure in the convenience and cost-effectiveness of one of the nation’s most trusted security brands.

**Simply Innovative. Simply STANLEY.**
In a multifamily or mixed-use facility, there are several different types of openings that need to be secured:

- Perimeter openings
- Resident entrances
- Interior locked doors
- Interior passage doors
- Closet doors
- Common areas

From perimeter security to individual residential spaces to common areas and parking garages, we have the security and door hardware you need to ensure the safety and code compliance of your property.

And because we offer comprehensive solutions, it’s easier to place an order and get it installed.
STANLEY helps your properties stand out with our new line of Grade 2 tubular locksets for multifamily environments, providing the perfect blend of presence, performance and price.

With a solid metal construction, these locks are available in a variety of functions for all types of interior doors. The TEMPO, ECHO and RIDGE locksets are perfect for virtually every type of interior opening, including living areas, offices, stores and common areas.

The lockset features two unique innovations that came directly from STANLEY listening to the needs of the growing multifamily market. The innovations give owners a unique and affordable avenue to upselling their property.

**EasyPass™**

Whether hands are arthritic, full of groceries or holding a young child, you can open the door much easier with EasyPass. This uniquely smart feature allows the door to open with less rotation of the lever. Not only does it provide more convenience, but EasyPass has greater durability as well, thanks to less action required by the lever.

**Stand Out with STANLEY**

Complete Interior Solutions

**HINGES**

The right hinges make all the difference. Throughout our history, STANLEY has been designing, manufacturing and delivering high-quality commercial hinges. From ball bearing and concealed bearing, to spring and continuous styles, STANLEY offers hinges that fit your specific door, frame and wall application.

**TRACK**

STANLEY has a variety of products for any type of commercial sliding door. Our track hardware includes tracks, carriers, end stops, ceiling brackets and wall brackets.

**PADLOCKS**

Our B Series padlocks utilize the interchangeable core, which allows immediate rekeying at minimal cost. Padlocks are available in various case sizes and brass or stainless steel shackle sizes.

With a solid metal construction, these locks are available in a variety of functions for all types of interior doors. The TEMPO, ECHO and RIDGE locksets are perfect for virtually every type of interior opening, including living areas, offices, stores and common areas.

**Interior Doors and Trim**

**GRADE 2 TUBULAR LOCKSETS**

**TEMPO**

Perfect for more modern inspired décor, the TEMPO lever boasts all-metal construction and comes standard with the EasyPass™ ergonomic lever action. Available in various finishes.

**ECHO**

Inspired by the most prominent lever style in the marketplace, the ECHO lever is perfect for more traditional environments. Like all of our Grade 2 levers, it is constructed with all-metal chassis and the EasyPass ergonomic lever action. Available in various finishes.

**RIDGE**

The RIDGE lever combines the timeless essence of a more classical style with a modern flair. It is ideal for more eclectic environments. Available in various finishes.

* Additional charges apply to Classic and Decorative roses. Standard rose is customary, unless otherwise noted in order.

† Extended lead times pertain to RIDGE lever orders.
A tenant’s measure of how safe they feel in their space starts at the main entrance. That’s why protecting the perimeter of a building is a top priority for property owners. From tenant entrances to common and mixed-use spaces, STANLEY has the appropriate perimeter security solution to fit any exterior opening.

**TENANT OPENINGS**

**Standard-Duty Interconnected Locks**

STANLEY locksets offer high-security solutions featuring the latest in architecturally inspired design. The result is a sleek look that’s as beautiful as it is functional. Our Interconnected Locks can be suited across an entire space or building, providing a singular, consistent design that also ensures the safety and egress of all tenants.

**STANLEY Grade 2 Commercial Deadbolts**

QGD 200 Series

STANLEY Grade 2 deadbolts are designed specifically for multifamily dwellings and retail and office spaces. Solid cast to provide the strength and durability, these deadbolts are engineered to withstand high-use environments where optimum security solutions are needed. Add a styled rose to coordinate the look and design of your entire space.

**COMMON AREAS AND LEASED SPACE**

**ACCESS CONTROL**

Effectively—and quickly—securing common areas is the goal of every access control solution. We have a number of access control options that don’t require the installation of a costly, networked system, so they are ideal for renovation or new construction.

Visit stanleyhardwarefordoors.com/solutions/multifamily for more information about our affordable and easy-to-use access control solutions:

- **STANLEY Wi-Q**
- **STANLEY PAC**
- **V Series** (formerly B.A.S.I.S V)

**Closers**

Stanley closers from both the premium and commercial hardware product lines provide a safe and reliable door control solution for a variety of facility applications. A full line of non-handed surface and concealed closers are available in a variety of finishes.

**Exit Devices**

PRECISION exit devices keep your residents safe by enabling easy egress. Our complete line of exit devices has earned a reputation for withstanding the most abusive applications.
The STANLEY family of security brands has practically everything you need for the openings in your multifamily or mixed-use facility.

Our comprehensive portfolio of products has been tested to the highest industry standards—often setting the bar for performance. They continue to be chosen by customers, which, to us, is the greatest measure of success.

Place just one order with STANLEY and get everything you need delivered together—right when you need it.

STAND OUT WITH STANLEY
For more information, contact your local STANLEY Security representative.