

THE CUSTOMER

For over 65 years, Van Metre has been a staple in the Greater Washington, DC residential and commercial real estate scene. They create and manage unique, award-winning buildings where people enjoy living and working.



“We use it as a selling tool, when we give tours, that’s the first stop [...] we point to the Screen and show them that we’re only a block away from the Metro.”

Angel Cardoso,
Manager, The Asher, a
Van Metre Property

THE CHALLENGE

Van Metre’s Vice President of Marketing, Alexis Tsonos, wanted a unique amenity that would flaunt their various properties’ location and make it clear to potential tenants and residents why they should live or work in a Van Metre building. After all, the nation’s capital is ripe with choices when it comes to deciding where to live or work. In addition, commuting is a sore spot for many DC residents and Van Metre hoped to provide an amenity that could alleviate some of that pain.

“People take so much public transportation in DC,” described Tsonos, **“that’s what makes these products a huge draw, most people are walking right out the door to catch it [the bus or metro] and they can have this information at their fingertips.”**

In addition, during leasing tours, property managers are always looking to show off their building’s location to potential residents and tenants, particularly those not familiar with the area. Actionfigure makes that easy.

THE RESULT

“It’s one of those ‘wow’ type things, ‘I never thought I could have this readily available to me’ kind of amenities,” said Cardoso. For Tsonos, as the VP of Marketing, Actionfigure’s products were an easy recommendation to make to the company’s various regional managers. Her role is to make their properties more marketable, and Actionfigure’s products did just that.

They’ve implemented Actionfigure Screens at some of their largest properties, showing current and potential residents and tenants their commitment to supporting them during their commutes.