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# Beyond the Handover: How Smart Technology Protects and Enhances Branded Residence Value

## SPEAKERS

**Rahul Salgia**  
Founder & CEO  
DigiValet

## OVERVIEW

In this solo presentation at FHS World 2026, Rahul Salgia, founder and CEO of DigiValet, made the case that digital resident experience technology must be embedded from the earliest stages of a branded residence's design — not bolted on as an afterthought. Drawing on a series of real-world case studies from properties in New York, Asia, and North America, Salgia illustrated how disconnected building systems, under-utilised amenities, unfulfilled brand promises, and missed service revenue all stem from the failure to integrate technology into the development process. The session demonstrated that smart technology is not merely a convenience layer but a fundamental enabler of the branded residence value proposition — from access control and amenity analytics to in-residence dining and personalised recognition at members' clubs. Salgia's central argument was that every promise made in a sales brochure must be traceable through the technology stack chosen for the property.

## KEY THEMES

- Technology integration must begin at the design stage, not post-handover
- Disconnected building systems undermine resident experience and brand credibility
- Data and analytics from technology enable smarter amenity planning and space optimisation
- Delivering the brand promise requires end-to-end digital infrastructure
- Convenience and ease of ordering directly drive in-residence revenue
- Personalisation and preferential treatment require purpose-built, residence-aware technology

## TAKEAWAYS

- Specify resident experience outcomes first, then select and integrate building systems around them — not the other way around.
- Even premium brands and components (access control, smart locks, elevators) fail residents if they are not interoperable; system integration must be a design requirement, not a retrofit.
- Amenity utilisation data can overturn assumptions: in one Asia property, larger meeting rooms (8- and 12-seat) were almost fully booked while smaller rooms sat idle — analytics available only through technology enable better space allocation decisions.
- Co-located hotel-residence properties must have digital ordering and payment tools in residents' hands to fulfil the lifestyle promise made at point of sale; without them, the brand promise is broken.

- In-residence dining enabled by technology generated six times the revenue of a takeaway-only outlet in the same property — convenience infrastructure is a direct revenue driver.
- Club management and amenity systems must be evaluated for their ability to recognise and preference residents specifically; generic hospitality software does not support the differentiated treatment promised to branded residence buyers.

## QUOTES

*"The resident experience cannot be an afterthought. It needs to be part of the design process, and the specifications of building systems must be stitched around the resident experience."*

**— Rahul Salgia, Founder & CEO, DigiValet**

*"Putting a restaurant in a branded residence alone is not enough. It needs to be complemented with the ease of ordering and, of course, the last mile delivery."*

**— Rahul Salgia, Founder & CEO, DigiValet**

*"Technology, digital experience, building systems cannot be an afterthought. They need to be part of the design process. Your brand promise — your promises in the sales brochure — need to run across through the selection of technology."*

**— Rahul Salgia, Founder & CEO, DigiValet**