

Market Research

UniFi Experience Center • February 23, 2026

Overview

OverIT targets the multi-family retrofit market by replacing legacy DoorKing systems with subscription-free UniFi solutions, delivering 77% TCO savings to HOAs.

OverIT addresses a critical inefficiency in the multi-family housing market where properties rely on legacy DoorKing systems requiring analog phone lines that cost approximately \$80 per month per box.¹ While competitors like ButterflyMX offer modernization, they introduce high recurring costs with subscription fees ranging from \$3,000 to \$15,000 annually.¹ OverIT's "Modern UniFi Approach" leverages existing internet connections and Power-over-Ethernet infrastructure to eliminate these fixed costs entirely, reducing hardware expenses by 86% to just \$598 per unit.¹

This disruptive model offers a three-year Total Cost of Ownership (TCO) savings of 77% compared to legacy systems, with a financial "tipping point" at Month 16 where savings fully reimburse the initial investment.¹ The business captures value through an average deal size of \$15K with a 40% margin, utilizing a high-touch Experience Center to validate the technology for risk-averse HOA boards.¹ With the global door intercom market projected to expand to \$9.1 billion, this strategy positions OverIT to capture significant market share by converting capital improvements into long-term budgetary relief.⁶



Total Addressable Market

\$6.7B

Total US Multi-Family Retrofit Opportunity

US multi-family rental households

Total addressable units

22,400,000 households

Average retrofit revenue per unit

Based on \$15k avg deal for 50 units

300 USD

Total Addressable Market (TAM)

Total market value for multi-family access retrofits.

\$6.72B

Calculated by multiplying the 22.4 million multifamily rental households in the US by an estimated \$300 revenue per unit (derived from the average \$15,000 deal size for a 50-unit property). ¹



Serviceable Addressable Market

\$5.1B

Legacy Systems Requiring Modernization

Total Addressable Market (TAM) \$ 6,720,000,000

Properties with legacy/traditional access **76.0 %**

Targeting non-modernized buildings

Serviceable Addressable Market (SAM) **\$5.11B**

The value of the market specifically needing modernization from legacy systems.

Filters the market to the 76% of multifamily professionals who still utilize traditional keys and legacy systems exclusively, representing the prime target for digital retrofit.



Serviceable Obtainable Market

\$25.5M

Year 1 Revenue Target

Serviceable Addressable Market (SAM) \$ 5,107,200,000

Year 1 Market Capture Rate ☒ 0.5 %

Conservative target for high-touch sales

Serviceable Obtainable Market (SOM) **\$25.54M**

Projected Year 1 revenue.

Assumes capturing 0.5% of the serviceable market in the first year, accounting for the high-touch sales cycle required for HOA board approval. 1

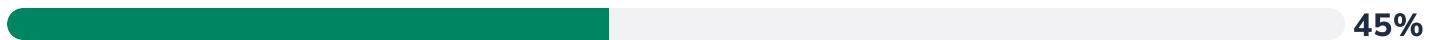
Firmographics



Industry Focus

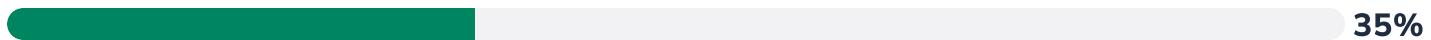
Multi-Family Residential

HOAs and condo boards managing residential complexes



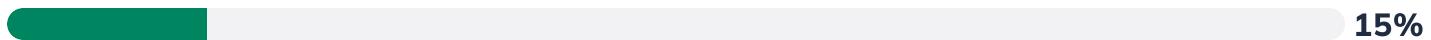
Property Management

Firms managing operations for rental communities



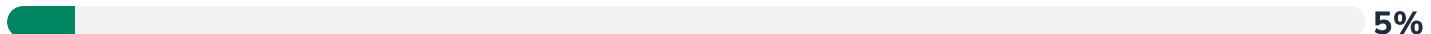
Real Estate Development

Developers retrofitting or building new gated properties



Security System Integrators

Partners upgrading legacy access control infrastructure



Company Size

SMB (1-50 employees)

Individual HOAs and boutique management firms



Mid-Market (51-500 employees)

Regional property management companies



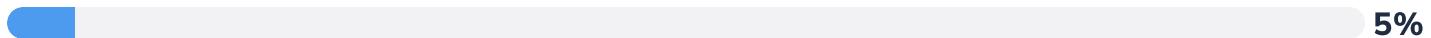
Enterprise (501-5000 employees)

Large-scale residential investment groups



Large Enterprise (5000+ employees)

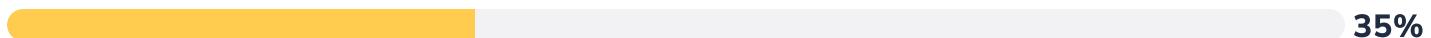
National REITs and property conglomerates



Revenue Range

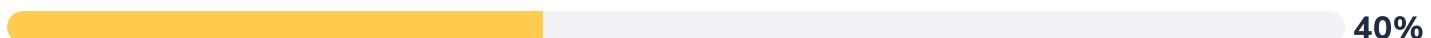
Under \$1M

Small condo associations with limited budgets



\$1M-\$10M

Mid-sized complexes and management firms



\$10M-\$50M

Large property portfolios and developers



15%

\$50M-\$250M

Regional real estate investment trusts



7%

\$250M+

National housing corporations



3%

5 / 16

Target Audience



Target Buyer Profile

Age Range

40-65

Education

College Educated

Household Income

\$75,000 - \$150,000

This audience consists of risk-averse HOA board members and property managers overseeing multi-family units who are struggling with the rising costs of legacy infrastructure. ¹ They are often non-technical and require physical verification of technology to build trust before approving capital improvements. ¹

Key Pain Points

- Skyrocketing costs of maintaining legacy analog phone lines, which can cost approximately \$80 per month per box. ¹
- Exorbitant annual subscription fees for modern competitors like ButterflyMX, ranging from \$3,000 to \$15,000. ¹
- Recurring expenses and administrative burdens associated with key fob replacements and rekeying locks. ⁴⁹
- High costs for analog landlines, with some condos paying up to \$1,900 per month for multiple lines. ⁴²

Goals & Motivations

- Achieve significant budgetary relief by eliminating recurring phone line and subscription liabilities. ¹
- Modernize entry systems with mobile-ready access control to increase property appeal and security. ²
- Reduce operating costs, which has overtaken sustainability as the top driver for smart building investment. ¹¹
- Reach the investment 'tipping point' quickly, ideally within 16 months, to validate capital expenditure. ¹

Core Values

Fiscal Responsibility

Community Security

Asset Modernization

Risk Mitigation

Buyer Personas



The Budget Guardian

HOA Board Treasurer

Board of Directors

Small to Mid-Market (50-200 Unit Property)

Decision Maker

A volunteer board member with fiduciary responsibility for the condo association's finances. They are risk-averse and focused on reducing monthly operating expenses (OpEx) to avoid raising HOA dues or levying special assessments.

Priorities

- Reducing monthly recurring expenses
- Maximizing reserve fund efficiency
- Long-term property value appreciation
- Minimizing liability and insurance risks

Pain Points

- Skyrocketing costs for analog phone lines (\$80/mo per box)
- Pressure from residents regarding high HOA dues
- Unexpected repair costs for aging infrastructure
- Fear of long-term contracts with escalating fees

Evaluation Criteria

- Total Cost of Ownership (TCO) analysis
- Return on Investment (ROI) timeline
- Elimination of recurring subscription fees
- Warranty and hardware longevity

Common Objections

- We don't want to dip into capital reserves for installation.
- What happens if the internet goes down?
- Is this company stable enough to support us for 10 years?

"I need to look my neighbors in the eye and tell them this investment will actually lower their monthly dues within two years."



The Operations Streamliner

Senior Property Manager

Property Management

Mid-Market (Managing 5-10 Properties)

Champion

The day-to-day operator who deals with tenant complaints, move-ins, and vendor coordination. They are the primary advocate for the solution because the legacy system causes them significant administrative headaches and after-hours stress.

Priorities

- Remote management capabilities
- Improving resident satisfaction and safety
- Streamlining move-in/move-out processes
- Eliminating physical key/fob management

Pain Points

- Driving to properties to manually program DoorKing directories
- Handling late-night lockout calls due to lost fobs
- Managing physical keys and re-keying costs (\$125+ per turnover)
- Angry residents dealing with broken callboxes

Evaluation Criteria

- Ease of use for the mobile app
- Remote directory updates via cloud interface
- Video verification quality for security
- Reliability of keyless entry features

Common Objections

- Will this be too difficult for our elderly residents to use?
- How disruptive will the installation be to the lobby?
- Who do I call if the system glitches on a weekend?

"If I can update the directory from my phone instead of driving across town to plug in a modem, I'm sold."



The Infrastructure Skeptic

Director of Facilities

Maintenance & Engineering

Mid-Market (Property Management Firm)

Gatekeeper

Responsible for the physical building systems, wiring, and hardware maintenance. They are skeptical of 'flashy' tech and prioritize durability, standard wiring protocols, and systems that don't require constant rebooting.

Priorities

- Hardware durability and weather resistance
- Standardized cabling (Cat6/PoE)
- Minimizing proprietary vendor lock-in
- System security and network stability

Pain Points

- Troubleshooting buzzing/static on old copper lines
- Vandalism of entry systems
- Lack of existing ethernet infrastructure at gate locations
- Managing multiple disparate systems (gates, doors, cameras)

Evaluation Criteria

- Build quality of the intercom units
- Power-over-Ethernet (PoE) requirements
- Integration with existing gate motors/strikes
- Ease of hardware replacement if damaged

Common Objections

- We don't have Cat6 runs to the front gate, only old copper.
- I don't want a system that relies entirely on the cloud.
- UniFi is prosumer gear; is it really rugged enough for a high-traffic rental?

"It looks pretty, but I care about what happens when it's 10 degrees below zero and the power flickers."

Trends & Behaviors



Market Growth

The smart building market is projected to grow at a CAGR of 26% through 2033, driven by the urgent need to reduce operating costs and replace aging infrastructure. [11](#) [12](#)



Market Trends

- The global door intercom market is projected to expand from \$5.7B in 2024 to approximately \$9.1B. [6](#)
- Reducing operating costs has overtaken sustainability as the top driver for smart building investment. [11](#)
- Telecommunications providers are phasing out copper-line infrastructure, causing maintenance costs for legacy analog lines to rise to approximately \$80 per month per box. [1](#)
- There is a growing shift toward mobile-ready access control in multi-family properties to eliminate the management burden of physical key fobs. [2](#)



Buying Behaviors

- HOA boards are inherently risk-averse and non-technical, often requiring physical verification of the technology before approving five- and six-figure contracts. [1](#)
- The investment decision often hinges on a break-even analysis, with the "Tipping Point" occurring at Month 16 when savings cover the initial outlay. [1](#)
- Buyers prioritize Total Cost of Ownership, seeking to eliminate the \$3K to \$15K annual subscription fees common with competitors like ButterflyMX. [1](#)



Market Risks

- The primary sales barrier is the non-technical nature of HOA boards who may be reluctant to alter existing infrastructure despite high legacy costs. [1](#)
- Properties face financial exposure from rising analog phone line costs, which can reach \$1.9K per month for multiple lines in some regions. [42](#)
- Competitors like ButterflyMX dominate the modern interface market, though their high recurring costs of up to \$15K per year present a distinct economic contrast. [1](#)



Channels

- A physical "Experience Center" is utilized to allow board members to test the app and video quality, serving as the primary closing tool. [1](#)
- Direct sales efforts target HOA boards managing multi-family properties that currently rely on outdated DoorKing systems. [1](#)
- Marketing highlights the "Modern UniFi Approach" to property managers seeking to eliminate recurring software subscription fees and analog line liabilities. [1](#)

Competition

DoorKing (DKS)

United States

The incumbent market leader for multi-family entry systems, providing rugged telephone-entry hardware that relies on analog phone lines or cellular adapters. [1](#) [15](#)

Strengths

- Massive installed base with thousands of properties currently using their hardware. [1](#)
- Hardware is known for being rugged and vandal-resistant. [15](#)
- Established familiarity among older HOA boards and installers.

Weaknesses

- High Total Cost of Ownership (\$18K+ over 3 years) due to recurring phone line costs. [1](#)
- Reliance on legacy copper-line infrastructure which is being phased out. [1](#)
- Lack of modern features like video or mobile app integration in standard legacy models.

Products & Pricing

1837 Telephone Entry System	\$4,200 per unit
Cellular Adapter Service	\$1,818 (3-year cost for 2 units)
Analog Phone Line Connection	~\$80/month per box

ButterflyMX

United States

A modern access control provider offering smart video intercoms that replace legacy systems but require significant ongoing subscription fees. [1](#)

Strengths

- Modern interface with video calling and mobile app features. [1](#)
- Strong brand recognition in the luxury apartment and proptech sectors.
- Cloud-based management simplifies directory updates for property managers.

Weaknesses

- Exorbitant 'per-unit' monthly subscription fees that create long-term liability. [1](#)
- High recurring costs make it less budget-friendly for cost-conscious HOAs. [1](#)

Products & Pricing

Smart Video Intercom	Hardware pricing varies
SaaS Subscription (Multi-Family)	\$3,000 - \$15,000 per year

LiftMaster

United States

A major manufacturer of gate operators and access control solutions, offering connected video intercoms and cloud-based access management. 45 48

Strengths

- Deep integration with gate operators and garage door openers. 44
- Strong distribution network through professional security installers.
- Ability to control multiple entry points (gates and doors) from a single system.

Weaknesses

- Often requires proprietary subscriptions (myQ) for smart features. 48
- Ecosystem lock-in can limit hardware flexibility compared to open standards.

Products & Pricing

Smart Video Intercom - M	Mid-tier pricing
CAPX Connected Access Portal	Pricing varies by model
myQ Community Subscription	Recurring monthly fee

Indirect Competitors

Traditional Physical Keys (Brass Keys / Master Key Systems)

Strengths

- Low initial unit cost (\$5-\$10 per key).
- Simple mechanism requiring no electricity or internet connection.

Weaknesses

- High operational costs for rekeying (\$50-\$2,400 per door) and managing turnovers. 50
- Security risks associated with lost or stolen keys and lack of audit trails.

Cellular-Based Entry Systems (CellGate / Noke)

Strengths

- Eliminates the need for trenching or hardwired internet connections. 43
- Suitable for remote gates where running Ethernet is cost-prohibitive.

Weaknesses

- Reliance on cellular signal strength which can be inconsistent.
- Recurring monthly data fees similar to legacy phone line costs.

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