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## AGENT'S PERSPECTIVE

## NEW DIGITAL EXPERIENCE AT FOUR SEASONS PRIVATE RESIDENCES AT 706 MISSION, SAN FRANCISCO PUTS SAFETY, PERSONALIZED SERVICE AND CARE AT RESIDENTS' FINGERTIPS



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With increasing demands for comfort and safety now at the forefront of luxury living, San Francisco homeowners are looking to trusted experts for more customizable and contactless experiences that seamlessly integrate into daily life. As a leader in luxury hospitality, Four Seasons Private Residences at 706 Mission, San Francisco has embraced its responsibility to provide not only an unparalleled luxury living experience, but also to meet residents' heightened expectations with a clean, safe environment and highly tailored service designed to empower homeowners during times of uncertainty. Built from the ground up and leveraging proprietary Four Seasons technology, a new residential digital experience at 706 Mission allows the property to maintain the highest levels of personalized service, even when face-to-face interactions are limited due to health and safety concerns.

Residents of the luxury residential property - where 146 spacious residences comprise a 45-story, 510-ft tower and the 10-story renovated historic Aronson Building - will have access to Four Seasons expanded award-winning App and Chat platforms, custom designed with enhanced features for residents of Four Seasons properties worldwide. The residential App and Chat platforms ensure access to world-class service and seamless, contactless experiences for residents to stay connected to their onsite property team from their phones, tablets, or computers. Utilizing the new digital program, 706 Mission residents can connect with their designated Four Seasons team members, request services with ease and convenience, and securely manage and maintain their home.

The expanded Four Seasons App and Four Seasons Chat platform for residents is a key pillar of Lead With Care, Four Seasons new expert-led health and safety program developed in response to the impact of COVID-19 and supported by close collaboration with EcoLab and International SOS, who were critical in the transformation of the Four Seasons hotels in New York, Riyadh and Mumbai that housed medical personnel. Announced earlier this month, the program leverages world-class medical experts to enhance cleanliness, comfort and safety, and employee training.

As we continue living in the "new normal," Lead With Care will give residents full access and management of their home, whether in residence or away, and makes general upkeep of their homes simpler through an on-site residential team who will respond with



timely, personalized attention and care. Seamlessly integrated into Four Seasons App, the digital experience makes it possible to track and manage daily itineraries and activities, make reservations, appointments, and valet requests, and grant fast, secure access to anticipated visitors by sending their photo and arrival details to the concierge, allowing for a warm and safe welcome to family and friends. The program is tailored to the individual home environments of Four Seasons properties, so the 706 Mission residential digital experience reflects the property's unique characteristics. Residents can reserve private dining or book a private trainer in the state-of-the-art fitness center designed by celebrity trainer and fitness guru Harley Pasternak, connecting with the onsite property team to personalize these offerings to fit their needs.

Four Seasons Private Residences at 706 Mission, San Francisco is slated to open later this fall in the heart of the city and is the latest project in an exclusive collection of Four Seasons standalone Private Residences.

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