



THE CLARE

AN ICON CASE STUDY

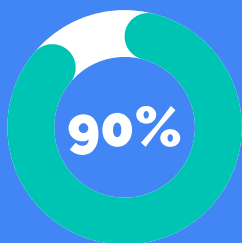
Icon's longstanding partnership with The Clare, an LCS community, which began in 2015, has been instrumental in enhancing the resident experience within this iconic Chicago community. Nestled between Lake Michigan and the dynamic Chicago skyline residents at The Clare not only enjoy the vibrancy of city life but also experience world-class comfort, making it an inviting and enriching place to live. Leveraging Icon's community engagement solutions, The Clare empowers its residents with a myriad of services ranging from resident-led groups, a resident directory, and digital community events calendars to transportation scheduling, dining reservations, work orders, and more.



Beth Mitchell, Resident at The Clare and Chair of the Marketing and Communications Committee shares her thoughts on how Icon helps to build social connection.

"The resident directory on the Icon Resident Portal has pictures. That is wonderful because you see people and afterward you have no idea what their name is. So you can look online and say oh yes, that's their name. I love the tool and I still use it regularly as I'm very bad with names.

The portal is also a very good way to connect with someone to have dinner with them, get their phone number, and even make reservations right online. Socializing over meals is a big thing here at The Clare and Icon makes it much easier than it would be otherwise."



90% Resident
Adoption of Icon

200+

200+ Events Hosted
Monthly with the
Help of Icon



90+ Residents Login
to Icon Daily