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Real estate tech company expands D.C. footprint with Aria partnership



This is a Blueground-furnished apartment at The Remington in Foggy Bottom.

By [Katishi Maake](#) – Digital Producer, Washington Business Journal

Real estate company Blueground has made its largest deal in the District so far, partnering with [Aria Development](#) to expand its rental concept to Foggy Bottom.

New York-based Blueground, like competitors [WhyHotel](#) and [Sonder](#), leases and furnishes unoccupied apartments for shorter-term stays. Its most recent deal is for 18 units at Aria's The Remington, which recently underwent a renovation.

Blueground, which launched in 2018, started the year with about 20 units in the District but with the Aria partnership will now have close to 120, according

to [Eli Nofzinger](#), general manager of Blueground D.C. Earlier this year, Blueground leased several apartments at Aria's luxury apartment building The Bond at 1230 New Hampshire Ave. NW.

The Remington, 601 24th St. NW, offers units ranging from 600 to 700 square feet and amenities including concierge services, controlled gate access, an on-site fitness center and off-street parking. Single bedrooms cost about \$3,000 a month, and two bedrooms land at around \$3,500, with some variation depending on lease length.

"The caliber and quality of Aria's distinguished developments align well with Blueground's strategy of leasing best-in-class, beautifully furnished and tech-powered apartments within sought-after neighborhoods that provide renters with more flexible, turnkey living solutions," Nofzinger said in a statement.

Blueground seeks to be a choice for individuals or business guests moving or traveling to a new city for stays of 30 days or more, making the District an ideal location company's business model, Nofzinger said.

Much of the company's growth in D.C. has been concentrated in core areas such as Penn Quarter, Dupont Circle and Mount Vernon Square, but its clients have expressed interest in neighborhoods on the edges like Capitol Hill and Navy Yard. The company [closed on a \\$20 million funding round](#) earlier this year.

Nofzinger said Blueground is hoping to ramp up a Northern Virginia expansion early next year. It currently has a network of 2,500 apartments in Athens, Dubai, Istanbul, Boston, Chicago, Los Angeles, New York City, San Francisco and the District.

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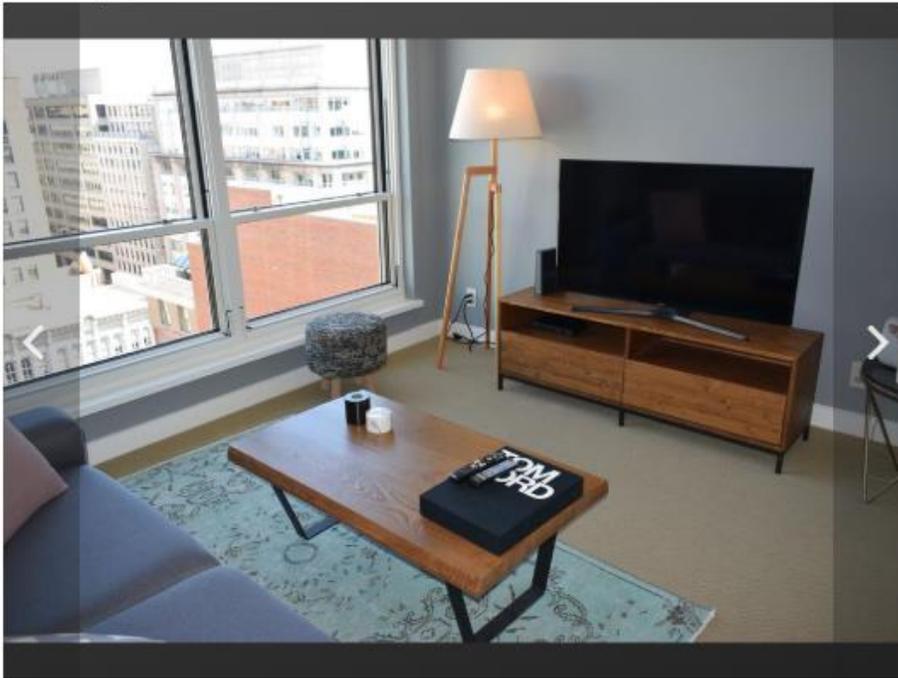


D.C. is the latest city for Blueground to launch, already leasing units in New York, San Francisco, Los Angeles, Boston and Chicago.

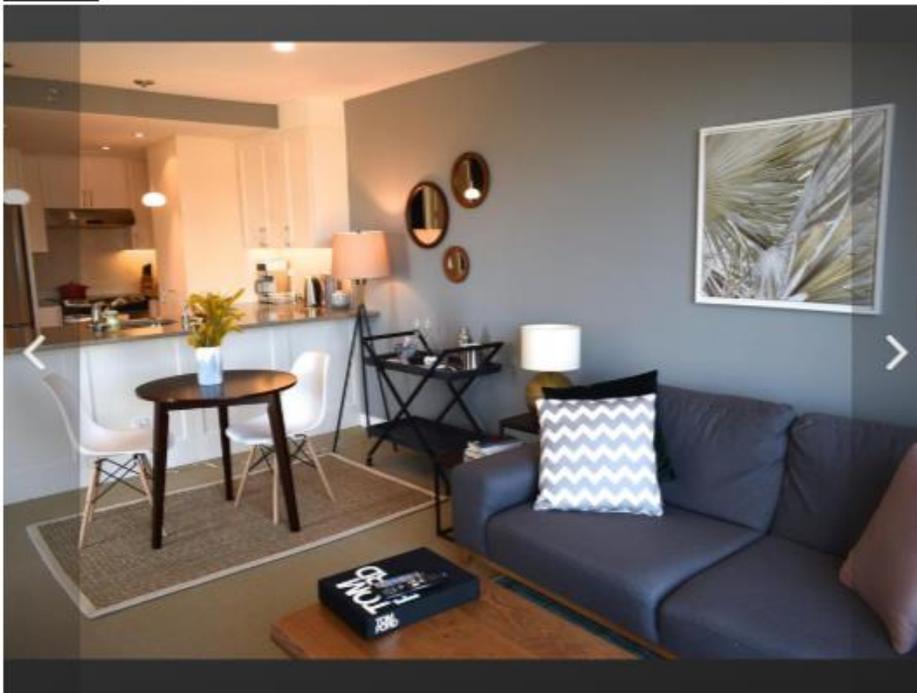


Blueground conducts background checks on all its tenants and has its own maintenance team for upkeep.

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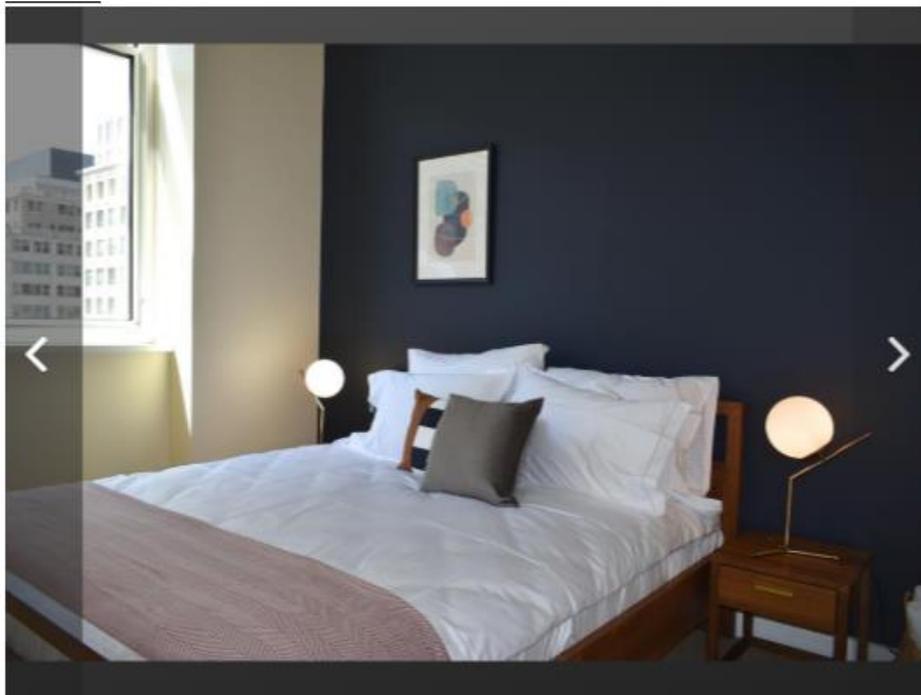


Blueground offers 1-2 month stays; 2-6 month stays; 6-12 month stays and 12-plus month long stays.

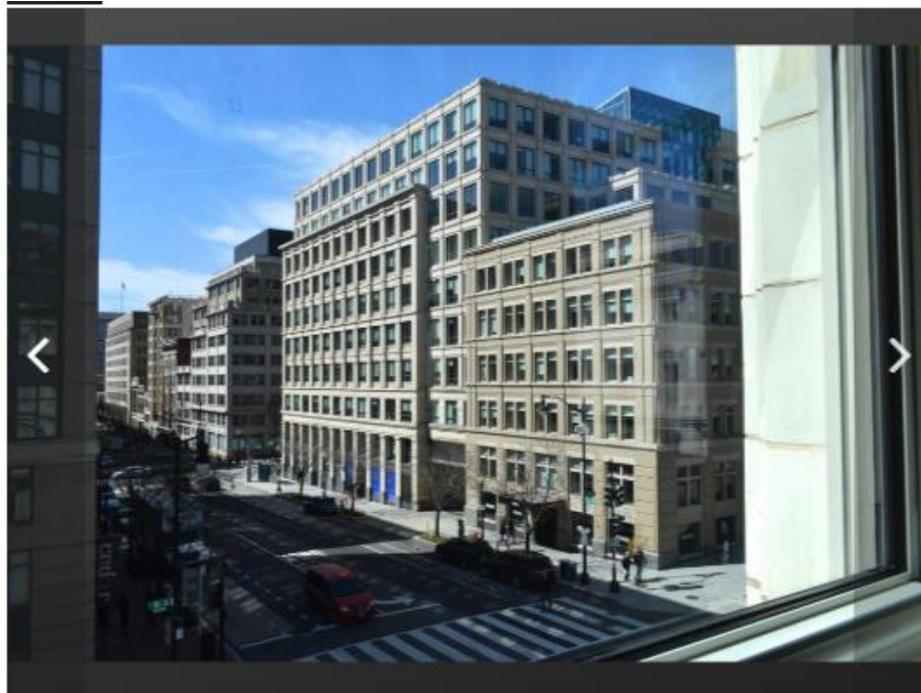


Blueground has raised \$28 million to date and might expand to Northern Virginia in the future.

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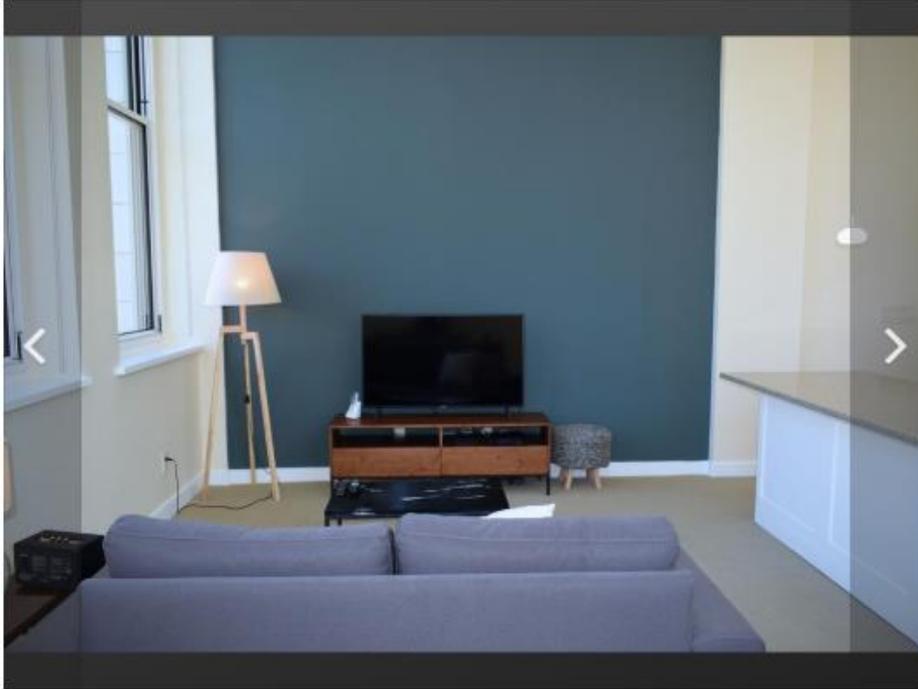


Blueground offers studios, one and two bedroom units.

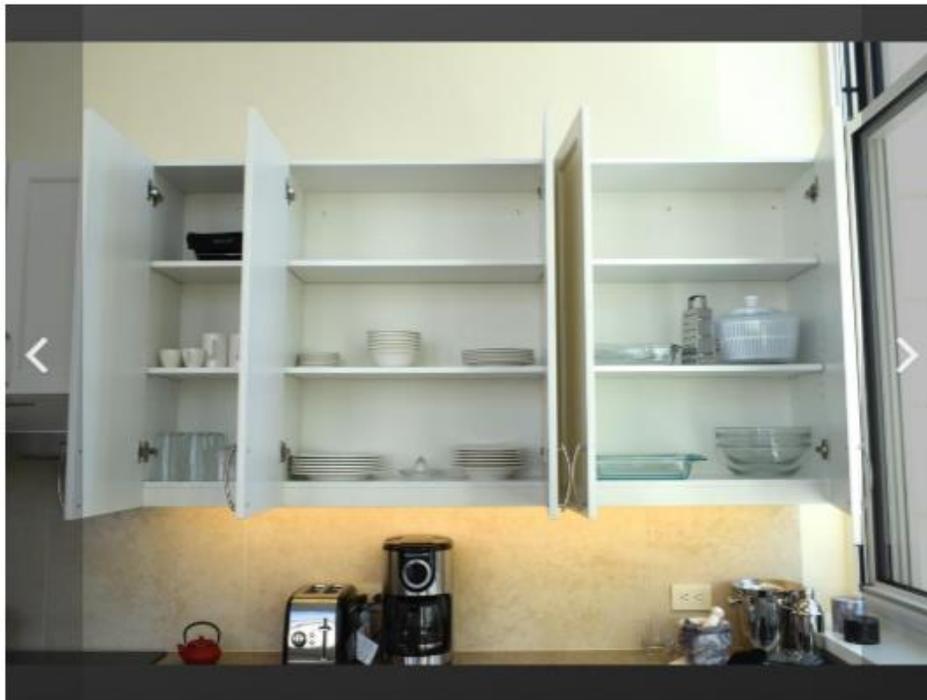


View from a Blueground unit in the The Lansburgh near Penn Quarter.

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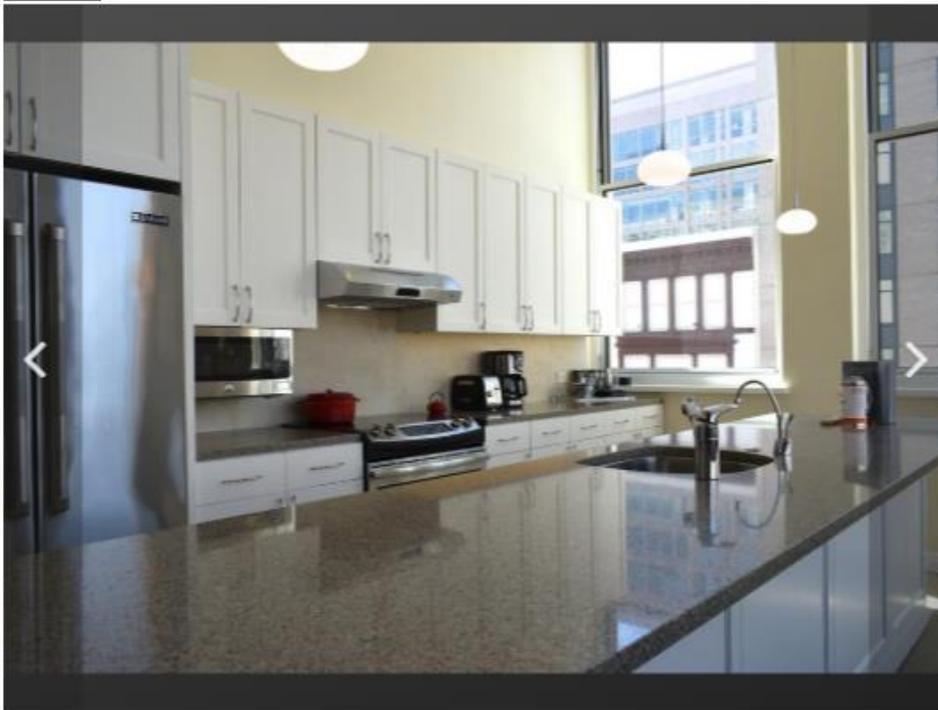


For a year long lease, one bedroom units range from \$2500 to \$3500 a month, pending on building and location.



All Blueground units come fully furnished and equipped with supplies and amenities.

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Blueground has roughly 40 units in the District and is looking to expand that as it grows.

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New York City-based Blueground recently closed on a \$20 million funding round and is expanding in D.C.