

Based on a survey of close to 30,000 renters:

- 99% of survey participants said they wanted to see detailed, apartment-specific information, such as unit availability, comprehensive photos, and exact floor plans. This kind of information helps paint a vivid picture of the property, providing a clearer understanding of what living there might be like.
- Affordability, location, and space emerged as the top three motivations for moving among the surveyed renters.
- In terms of relocation preferences, 30% of renters aim to move to a new neighborhood within the same city, 22% are yet to decide, and 15% plan to stay within their current neighborhood.
 - *We should know our neighborhoods and be familiar with how the community can attract a prospective resident.*
- Most renters (63%) expect their rental search to conclude in two months or less, while 22% anticipate a three to six-month search, and 14% foresee a search period of seven months or longer.
 - *Don't dismiss those prospects that are looking further out just because you may not have current availability. Maintain engagement with them, and if they apply to the WL, invite them out to resident events.*
- Rental search apps or websites are the preferred tools for 73% of renters, followed by apartment community websites (53%), and search engines (46%).
 - *Here and for points below, make sure you are putting your best foot forward online through your websites and each marketing resource!*
 - *If you're doing upgrades or enhance any amenity spaces, get current photos online and/or make the announcement online for others to see.*
 - *Every property should have access to their Google Business Page – it's encouraged to post updates there as well, along with making sure media is current.*
- Price, photos, and availability are the most important unit-specific information for renters, with 89%, 82%, and 76% of renters prioritizing them, respectively.

- *Again, if you're using other marketing sources (or even your own website), ensure all information is accurate and up-to-date!*
- When deciding on a property, renters prioritize price (78%), safety and security (49%), and proximity to work or school (27%).
 - *Know resources you can recommend prospects to research as we don't want to imply safety/security.*
 - *Know your schools and local businesses to make recommendations.*
- In-unit washer and dryer, air conditioning, and dishwasher are the top three amenities renters look for, with 76%, 70%, and 47% of renters considering them necessary, respectively.
 - *Figure out your prospects' needs and wants so you can promote your community features accordingly!*
- Renters prefer to communicate with properties or landlords via email (65%), face-to-face (64%), and over the phone (55%).
 - *Always stay on top of your queues and contacts to respond in timely manners.*
- For property tours, 92% of renters prefer an in-person tour with a leasing agent, 90% would like a self-guided tour in person, and 64% find value in a virtual tour without a leasing agent.
 - *Make it an experience for the prospect! They should leave remembering you and the community.*