

FIVE INTRIGUING TRENDS IN MDUs

1

SPENDING

Renters spend 18% more in their local economy than homeowners

Apartment households spent \$421.5B in 2011, 70.1% of which stayed within the local economy, supporting independent businesses and service providers.

↑ 18%

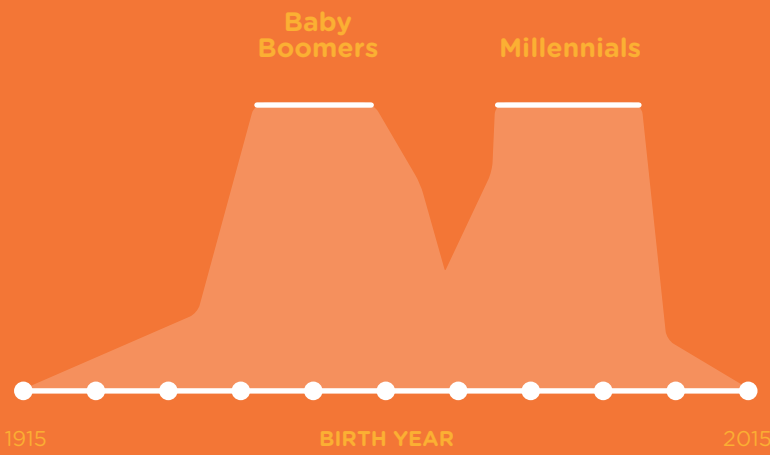


ENERGY

Energy & utilities are the 3rd largest expense for property managers

Tools created specifically for utility benchmarking in MDUs are providing valuable insights to help owners make more informed energy decisions and comply with emerging regulations.

RENTAL GROWTH



3

DEMOGRAPHICS

Baby Boomers & Millennials are dominating growth in the rental markets

Baby Boomers and Millennials are increasingly renting as a lifestyle choice rather than a financial necessity.



CONNECTED HOME

The Internet of Things & Connected Homes are revolutionizing the way we interact with our homes

From connected locks to smart thermostats and lighting, renters have more options to customize their apartments and living arrangements.



RENTAL JOURNEY

Renters' interactions with an apartment begin before they even tour the property

The journey for a renter, from discovering new living options to moving in, is becoming a critical value proposition for a property, as online reviews make renters' experiences more transparent.

