

RENTERS' MOST DESIRED ONLINE



? We Asked Renters:

Of all the info you could obtain on the internet, how important would the following be when shopping for an apartment home?

Best Ranking Factors

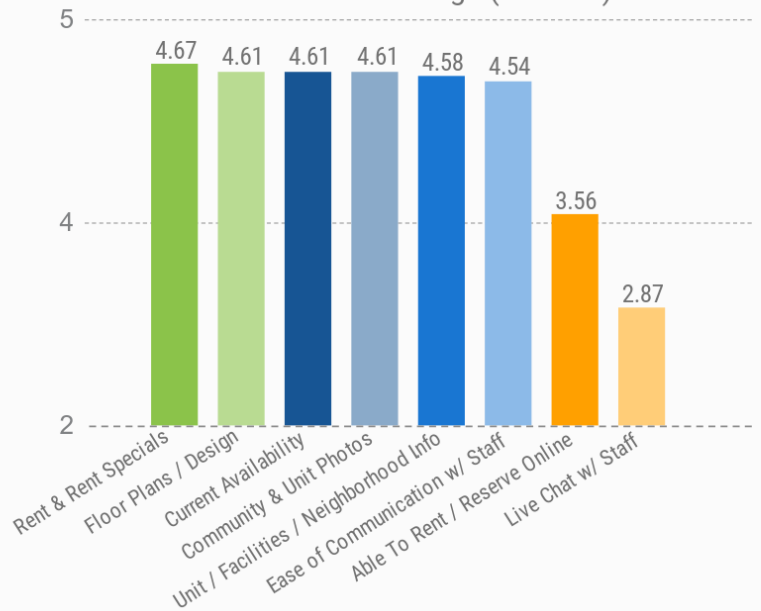
1. Rent Prices & Rent Specials
2. Unit Floor Plans / Design
3. Current Availability
4. Photos of Unit and Community
5. Unit / Facilities / Neighborhood Info
6. Ease of Communication w/ Staff



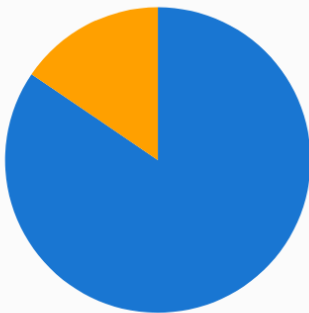
Worst Ranking Factors

1. Live Chat w/ Staff
2. Able to Rent / Reserve Online

Desired Factor Rankings (out of 5)



RESEARCH PROCESS



What this means:

84.5% conduct research online prior to contacting the community. Renters today want to find enough information online to narrow down their options. Community websites need to be a "one stop shop" experience for renters.

At this stage prospects want to see what a community has to offer, but they are not ready to make a commitment or even connect with a live person. Interestingly, the ability to communicate with staff is extremely important, but they want to do it on their own terms.

- Conduct Online Research First (84.50%)
- Contact Community First (15.50%)