ApartmentRatings   SatisFacts

TOP 5 REASONS TO USE A COMMUNITY'S RESIDENT PORTAL
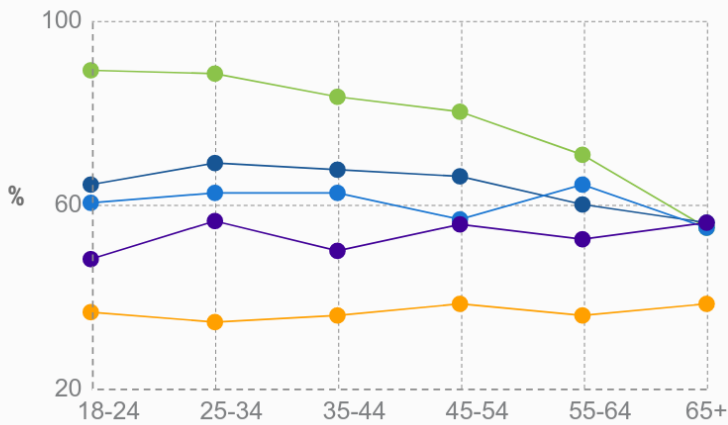
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We Asked Renters:
For what reasons would / do you use an apartment community's resident portal or mobile app?

TOP 5 REASONS
RENTERS USE A COMMUNITY'S RESIDENT PORTAL OR MOBILE APP

1 — Pay Rent

2 — Submit Service Requests

3 — Communicate w/ Staff

4 — Receive Package Notifications

5 — Community News & Updates

We broke the results down by renter age, rent price, and planned rental length to see how different variables impact usage trends.

- Pay Rent
- Submit Service Requests
- Communicate w/ Staff
- Receive Package Notifications
- Community News & Updates

Community Portal Usage by Renter Age

What this means:

Renters want to have a stress free self-service living experience where convenience is their number one priority.

No matter their age, today's renters are busy. Having one central portal that allows residents to pay rent, submit service requests, and even communicate with the management team creates the 'one stop shop' experience that renters want.

What this means:

Residents paying the highest rents use the portal the most in every category except for community news and updates.

This could be due to a correlation between higher rent and larger community sizes in major metropolitan areas. Residents in communities with hundreds of units may find it more difficult to access onsite teams and therefore have a greater appreciation for the convenience provided by a community portal.

Community Portal Usage by Rent Price

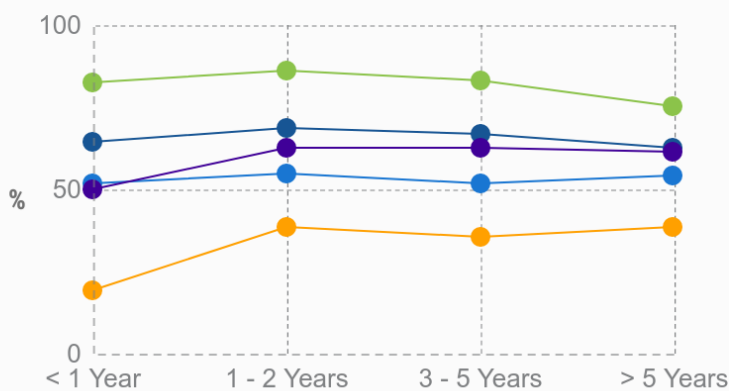## Community Portal Usage by Planned Rental Length
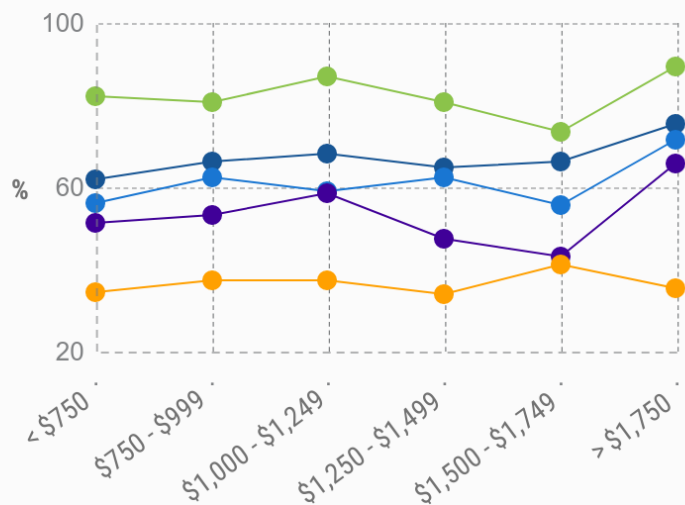
What this means:

The longer renters live at a community, the stronger their sense of community becomes with onsite team members, causing communication with management to become a higher priority.

If a renters lease length is less than one year, their connection with the staff is not strong - meaning they have little sense of community or emotional bond. An example of this is the preference for self-service of packages.

Key Takeaways

Community portal/mobile app usage is highest among young residents, those paying higher rent, and those who have been renting between 1 to 2 years. Older residents and those that stay at a community longer seem to use these portal less.

Older residents likely value personal interactions more and can sometimes be less familiar with, or don't have as much access to, technology. Long-term resident use likely decreases because over the years, they form a bond with the community members and onsite teams, leading them to communicate more in person rather than via a virtual portal.