



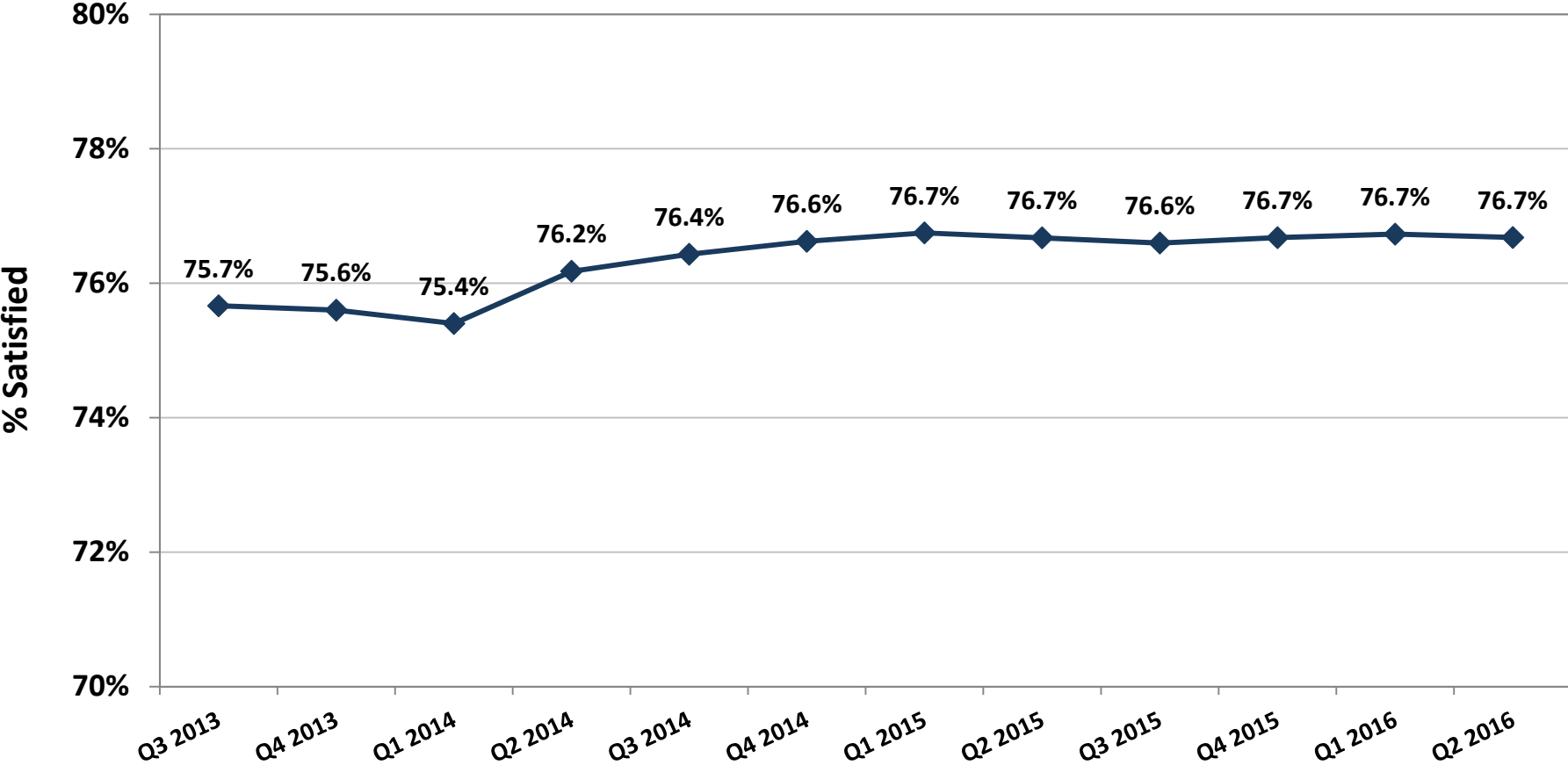
Multifamily Industry Trends *Q2 2016*

To request permission to use Kingsley data, please contact:

Shelby Lee, Marketing Manager
770.908.1220 ext 227 | slee@kingsleyassociates.com

Overall resident satisfaction

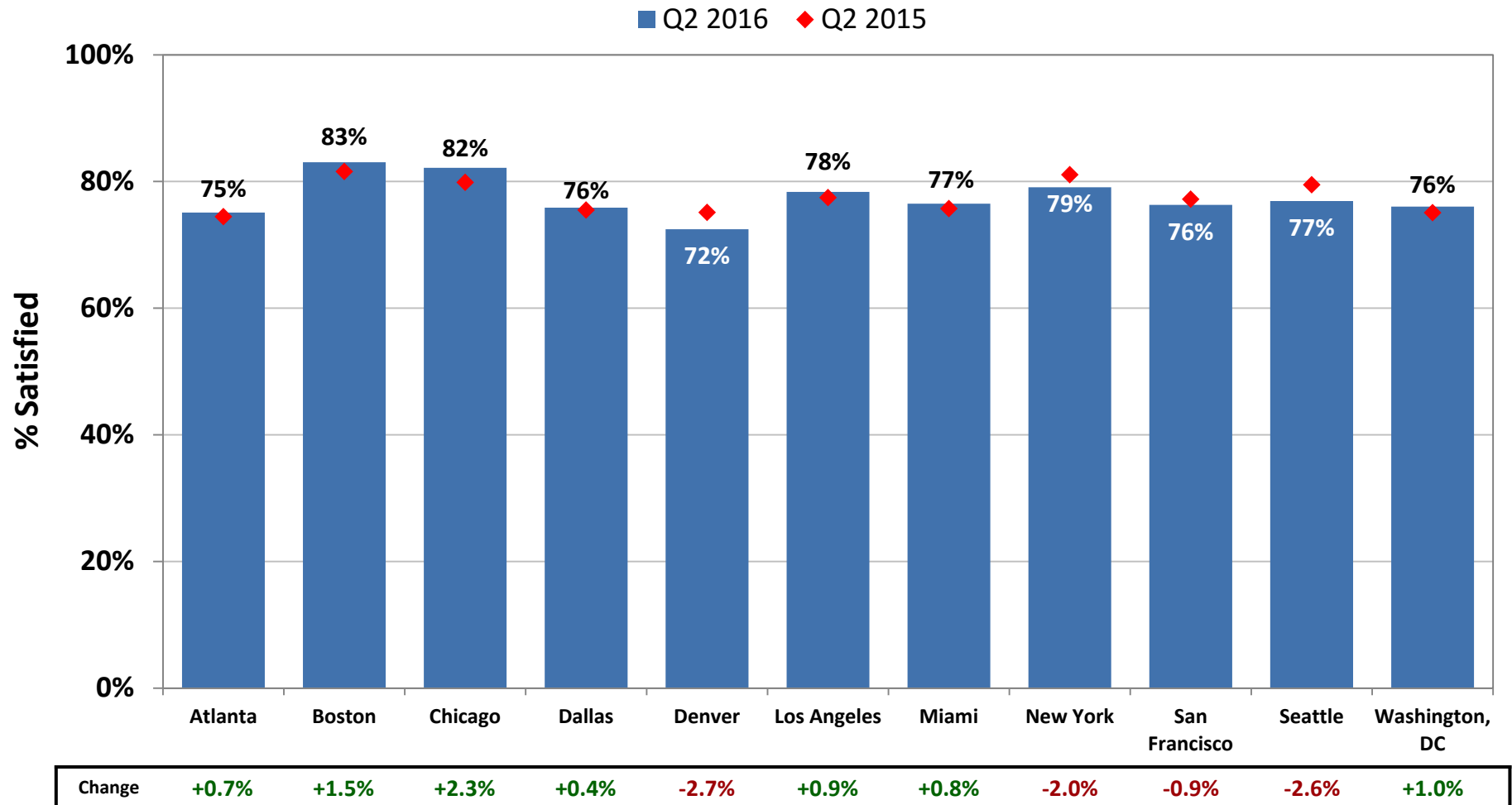
Overall Resident Satisfaction



Business intelligence for the real estate industry.

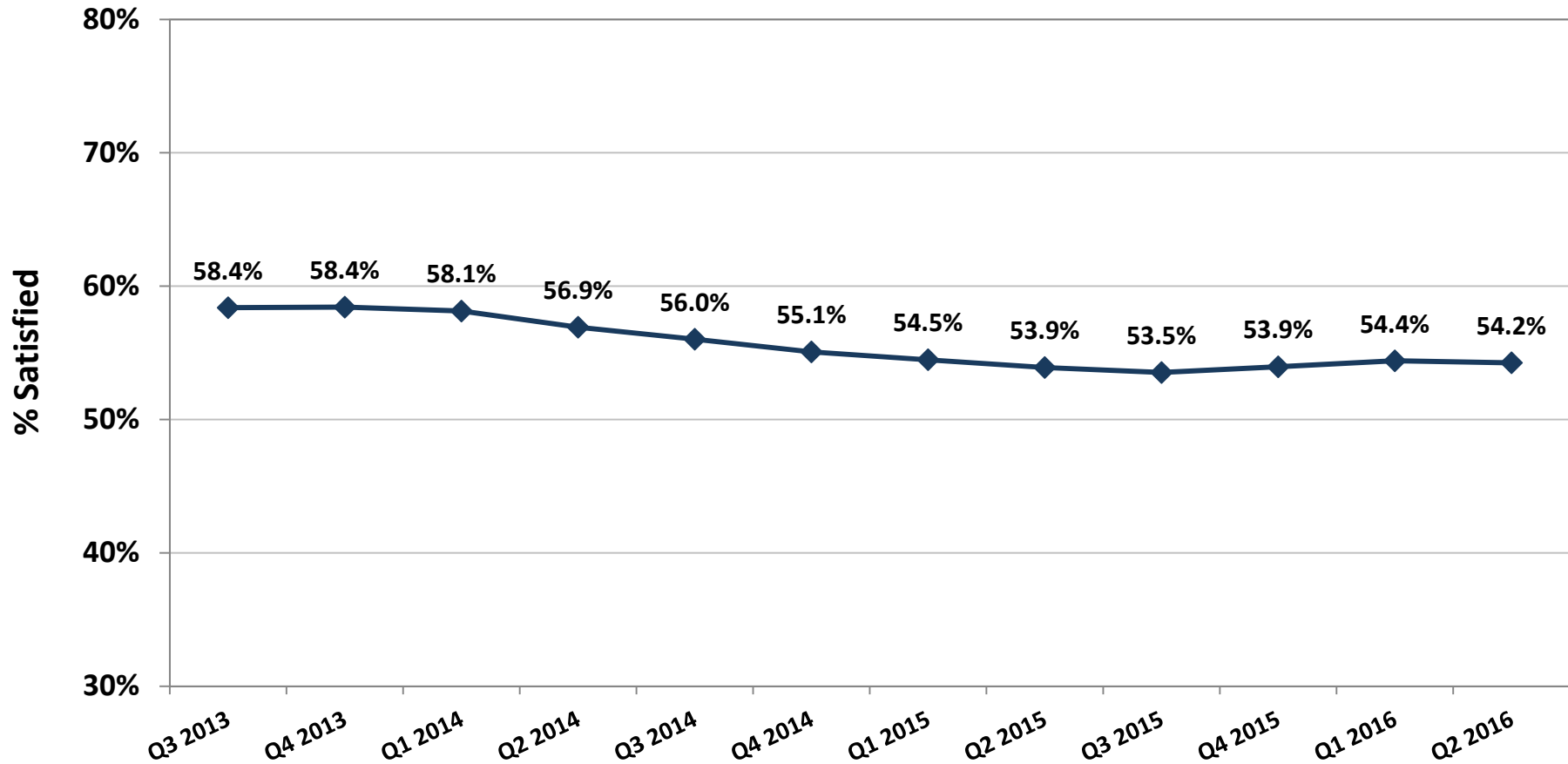
Overall resident satisfaction by market

Overall Resident Satisfaction by Market



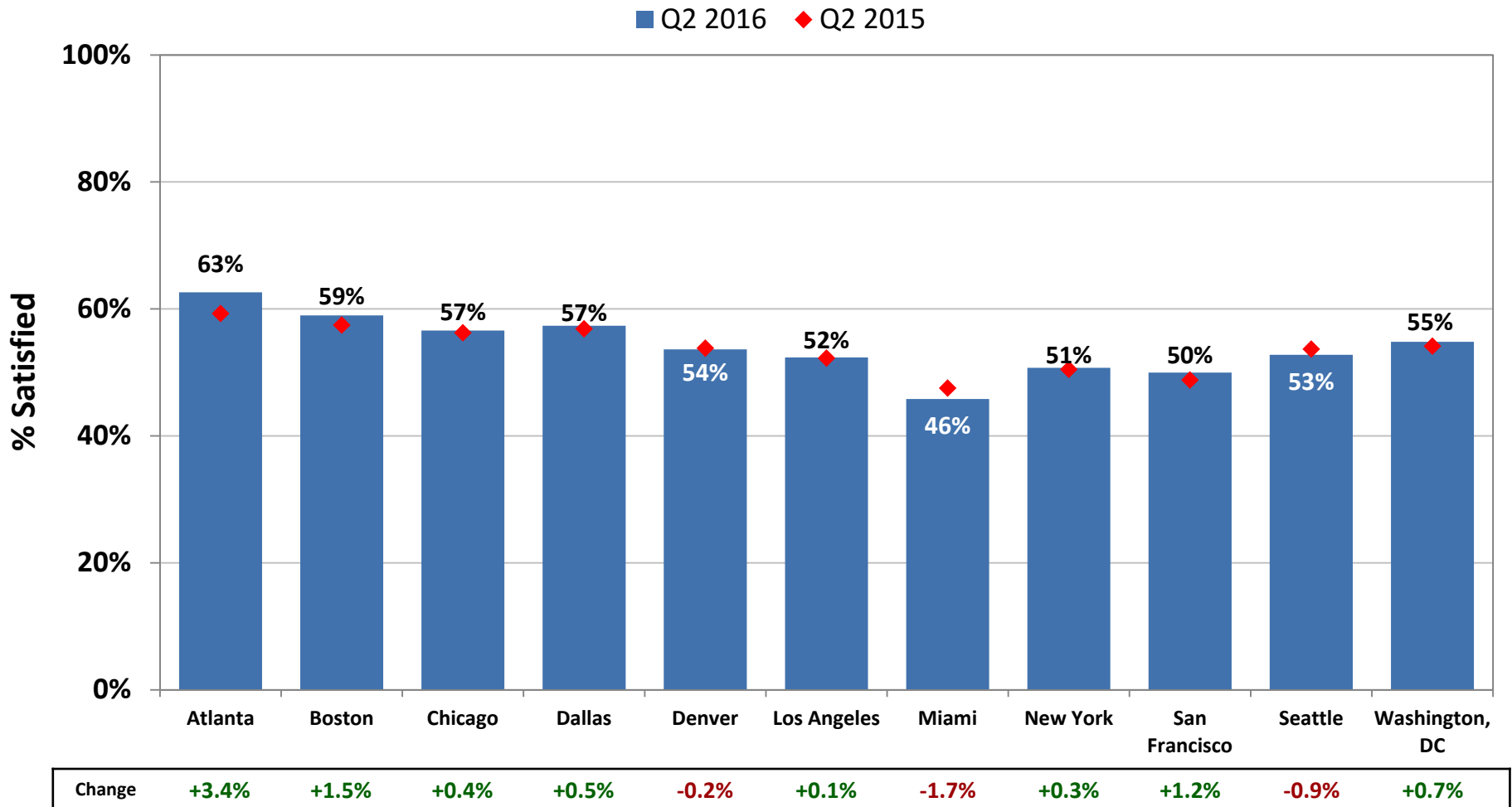
Value for amount paid

Value for Amount Paid



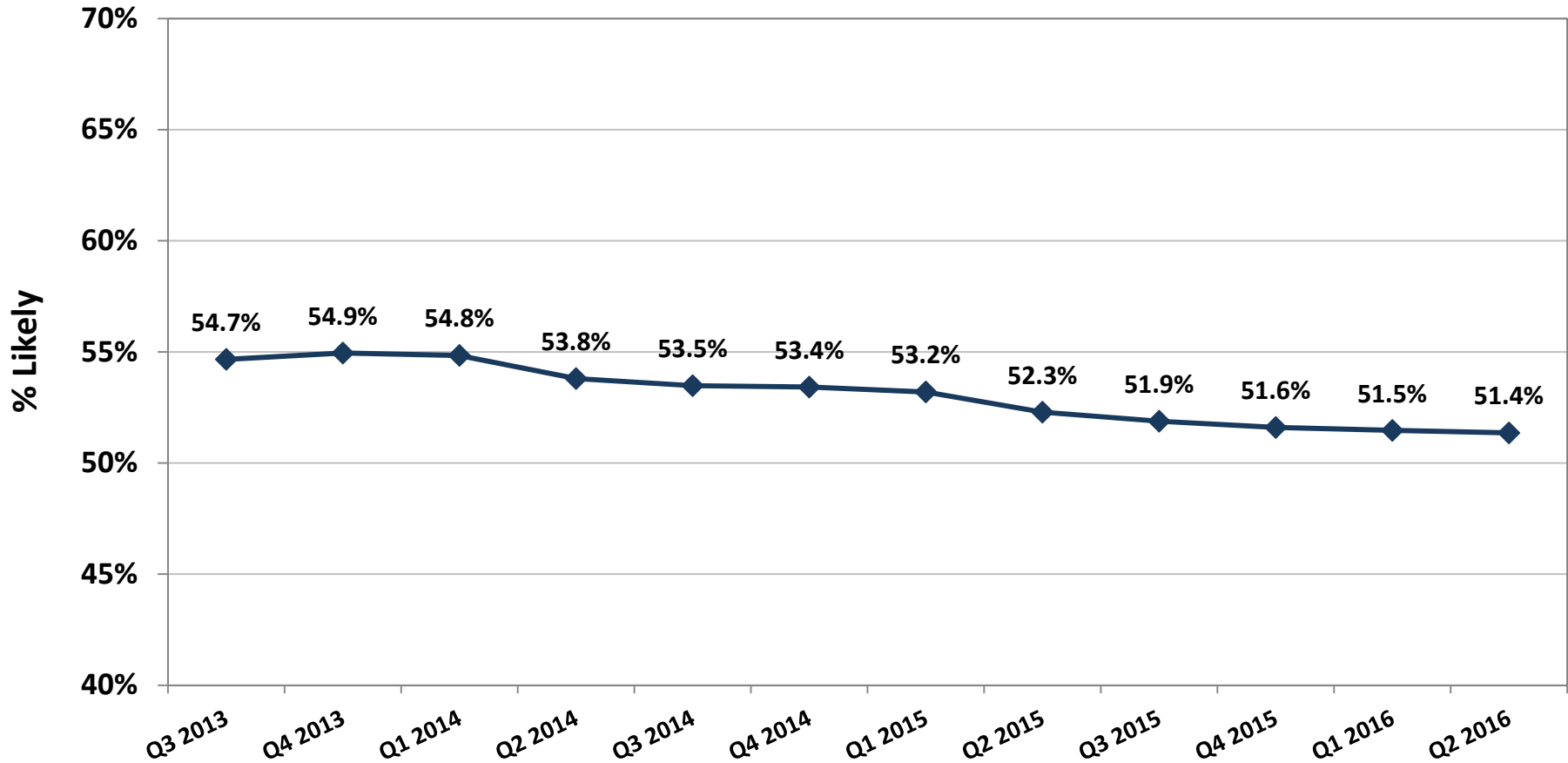
Value for amount paid by market

Value for Amount Paid by Market



Renter renewal intent

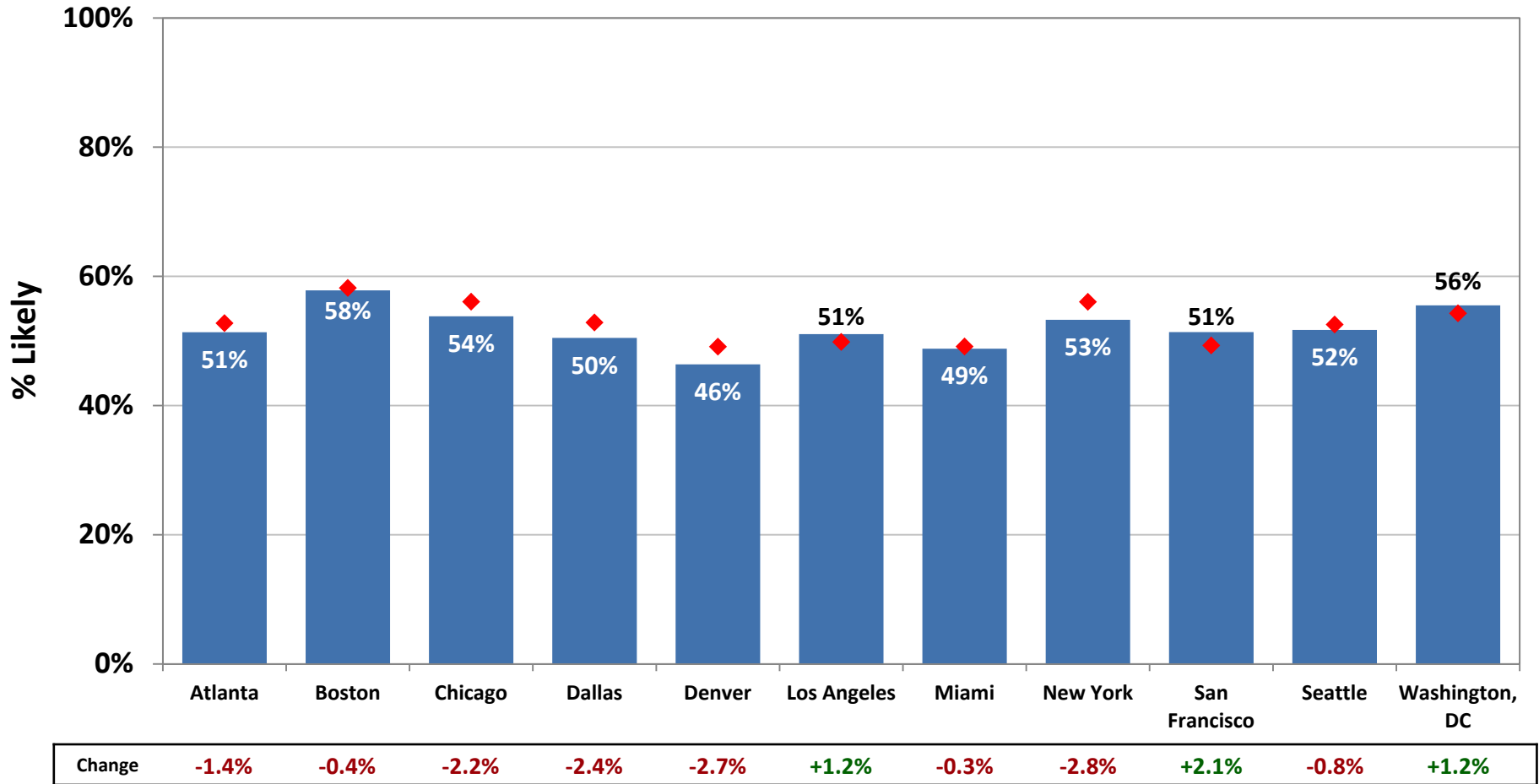
Renter Renewal Intent



Renter renewal intent by market

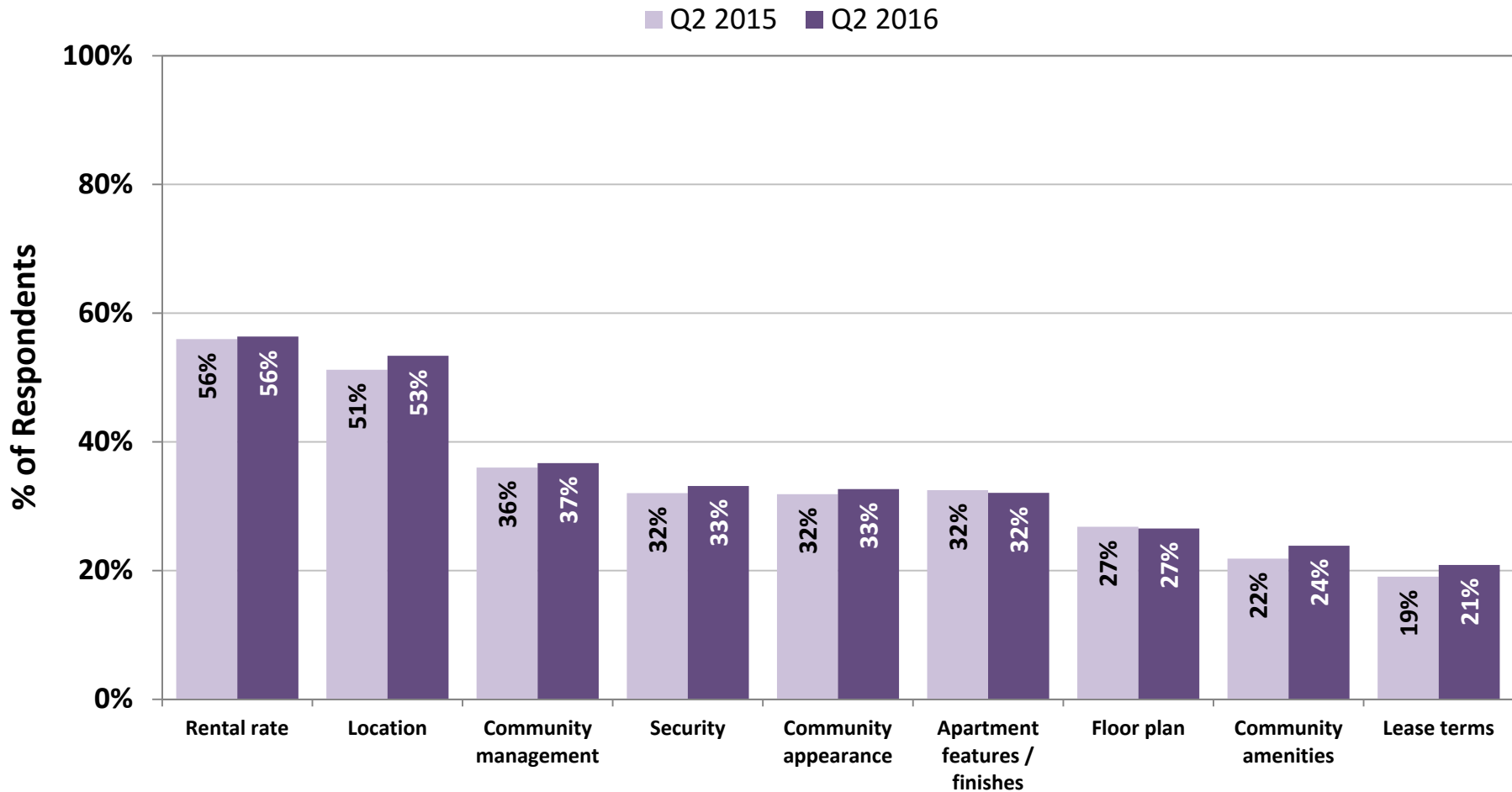
Renter Renewal Intent by Market

■ Q2 2016 ◆ Q2 2015



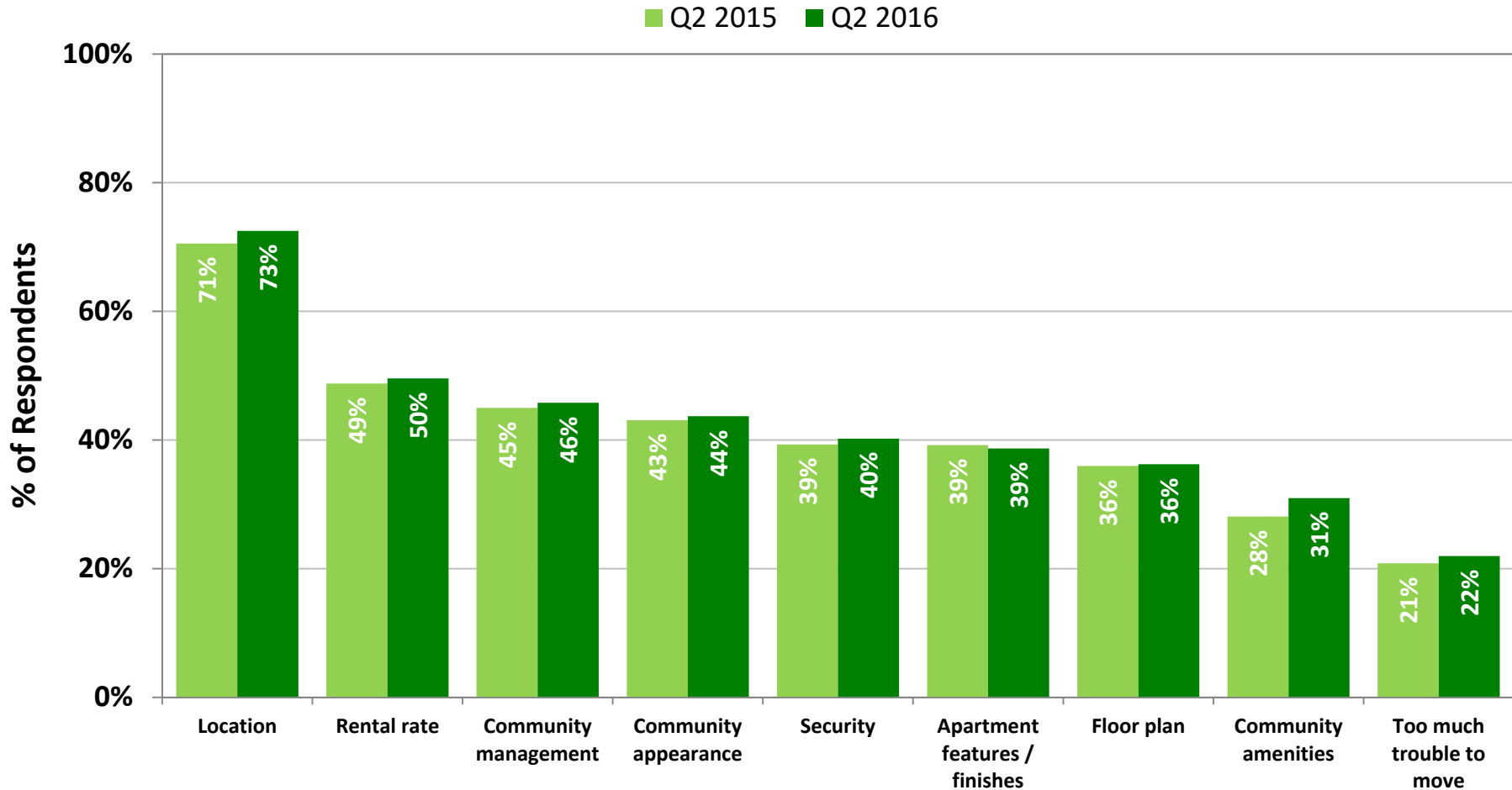
Renewal decision factors

Top Renewal Decision Factors



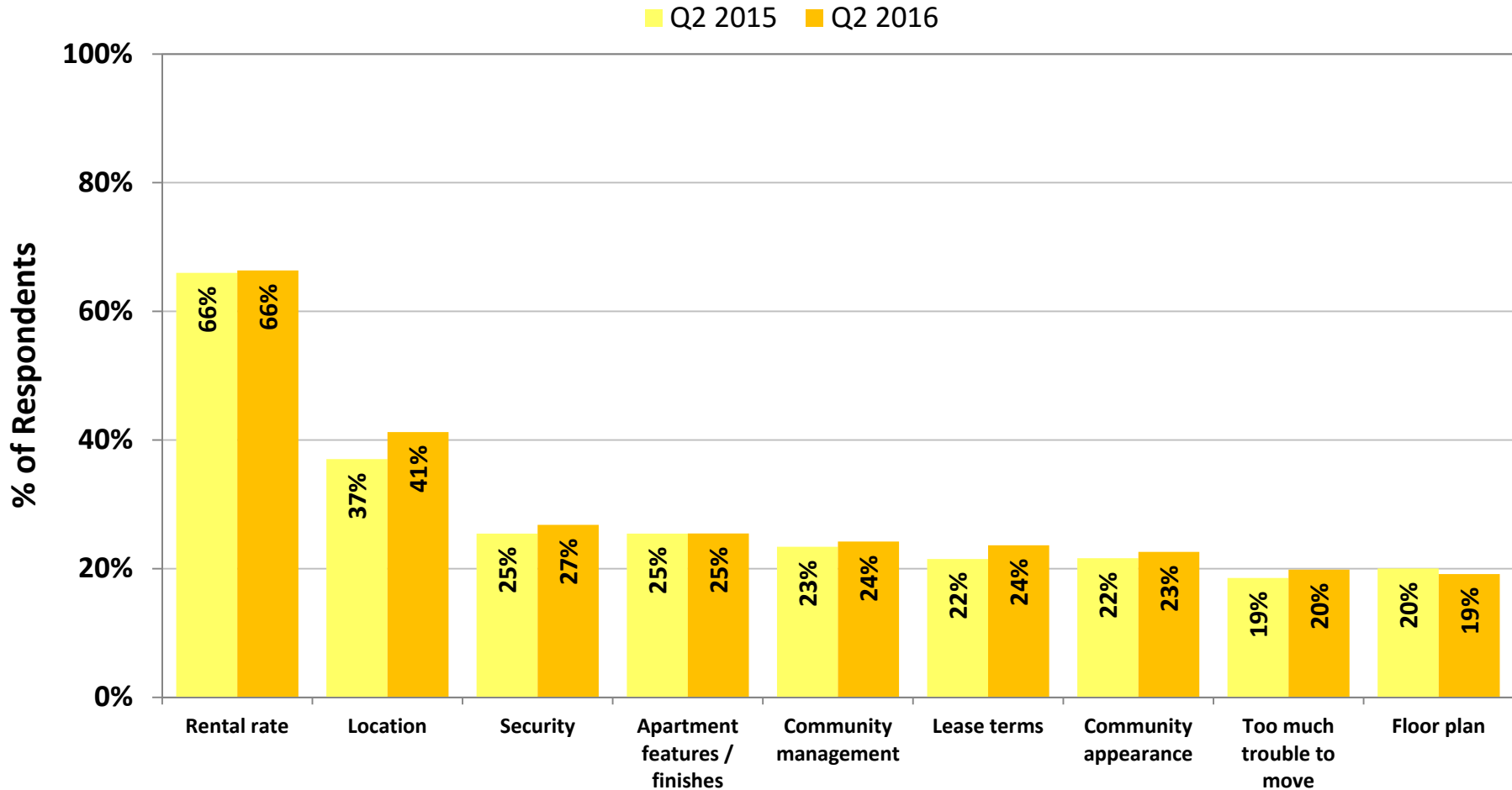
Renewal decision factors

Top Renewal Decision Factors – Residents LIKELY to Renew



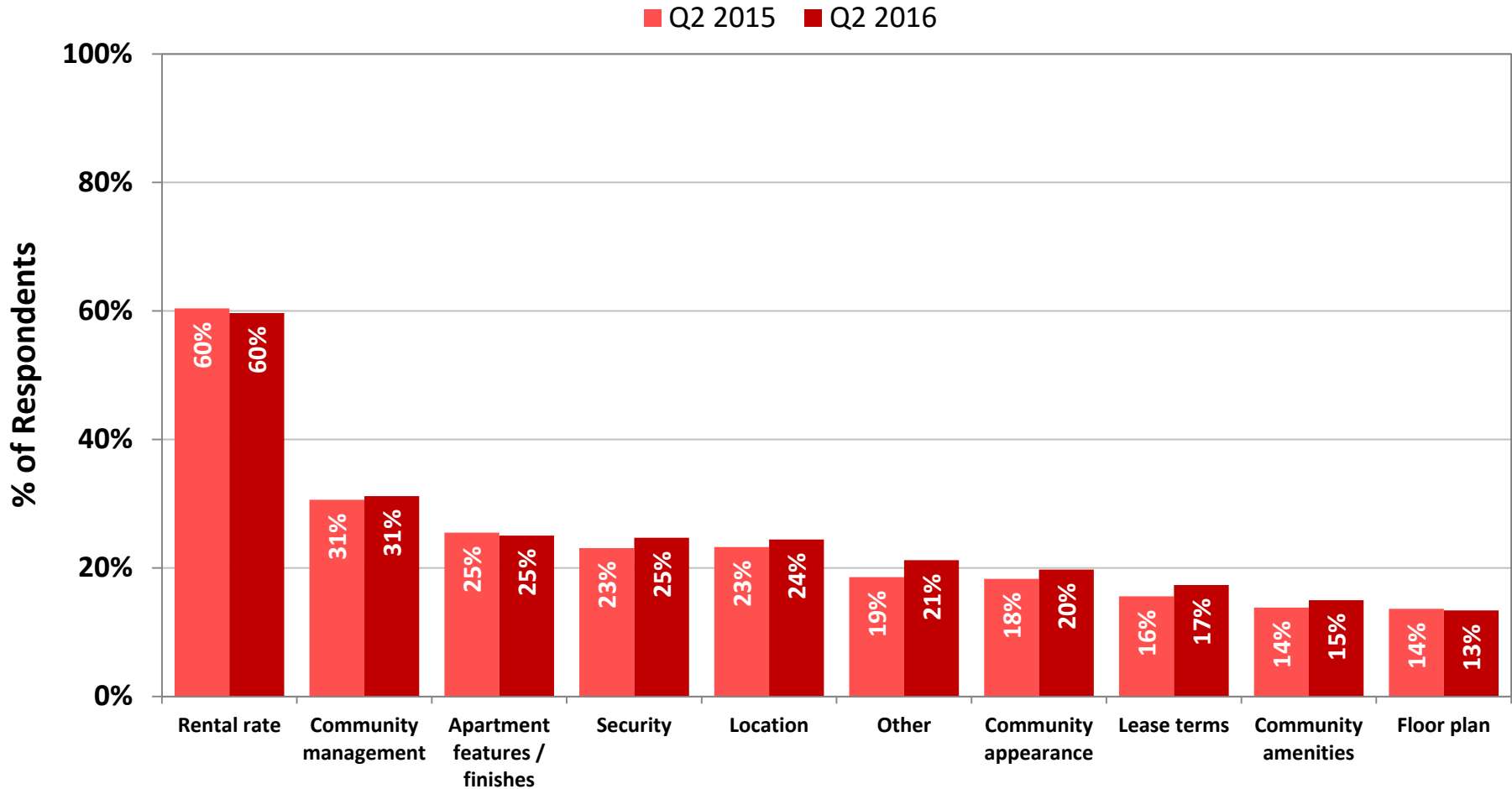
Renewal decision factors

Top Renewal Decision Factors – Residents UNSURE of Renewal



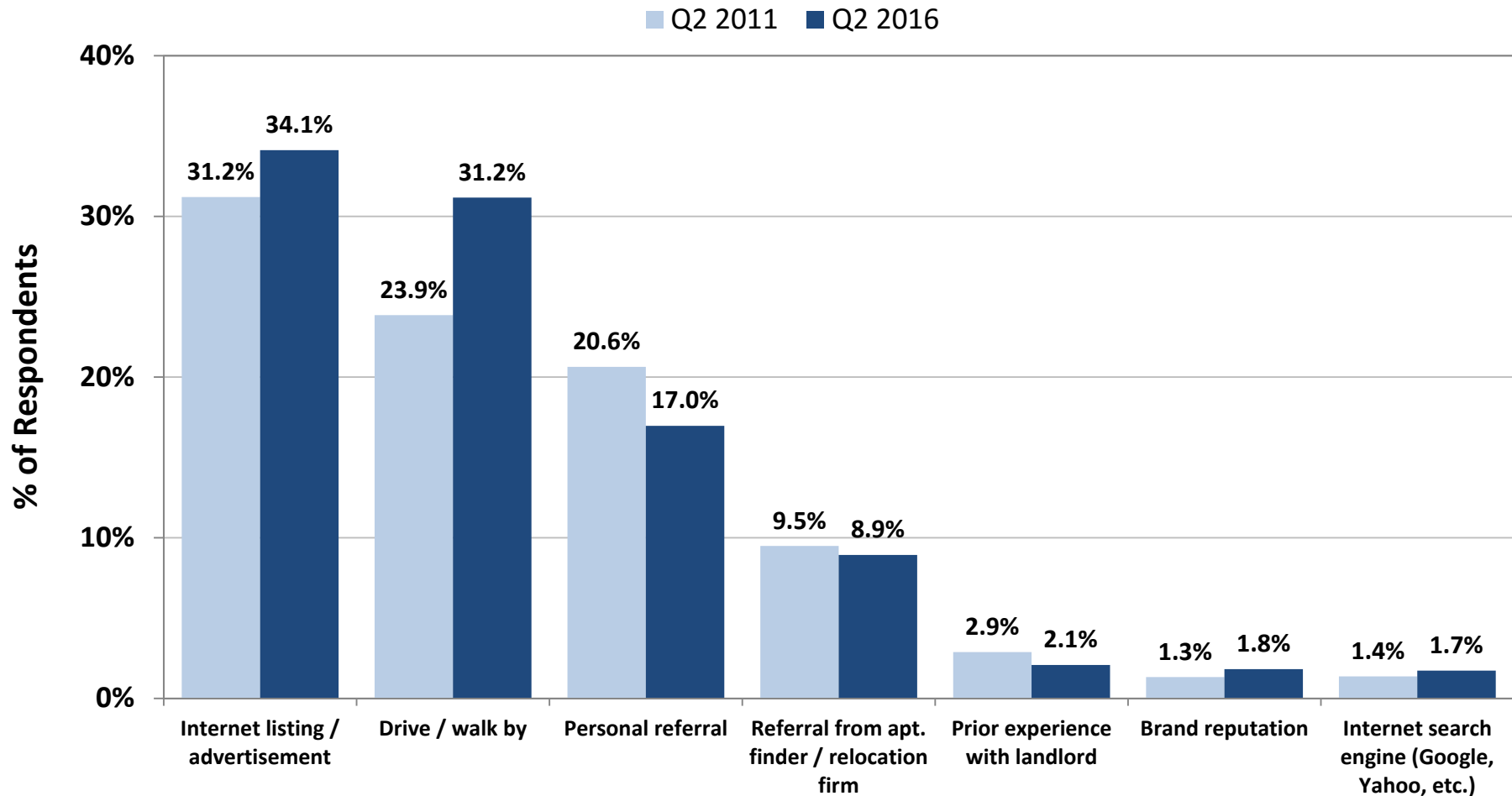
Renewal decision factors

Top Renewal Decision Factors – Residents UNLIKELY to Renew



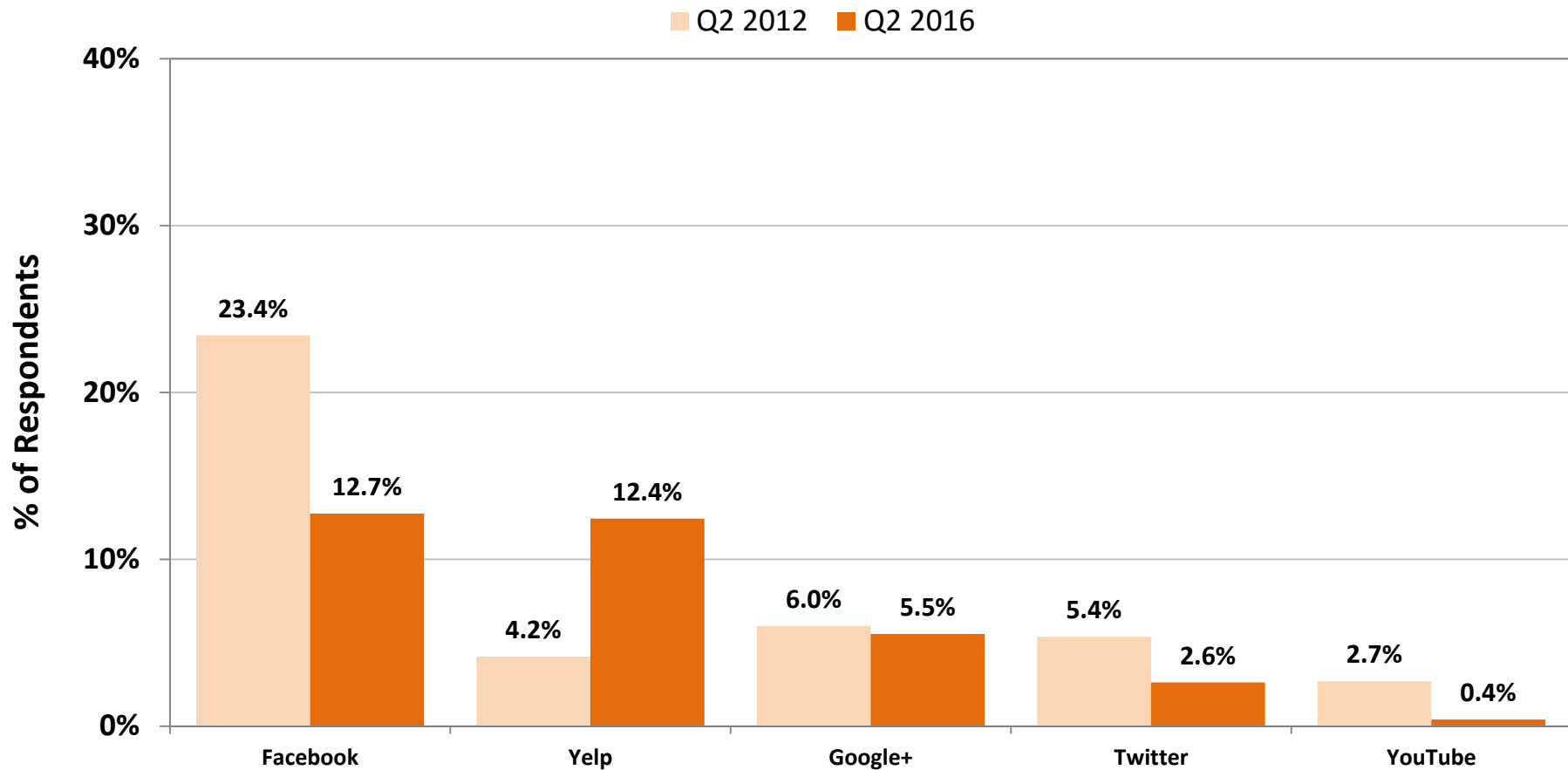
Community search process

Top Ways Residents Discovered Their Community

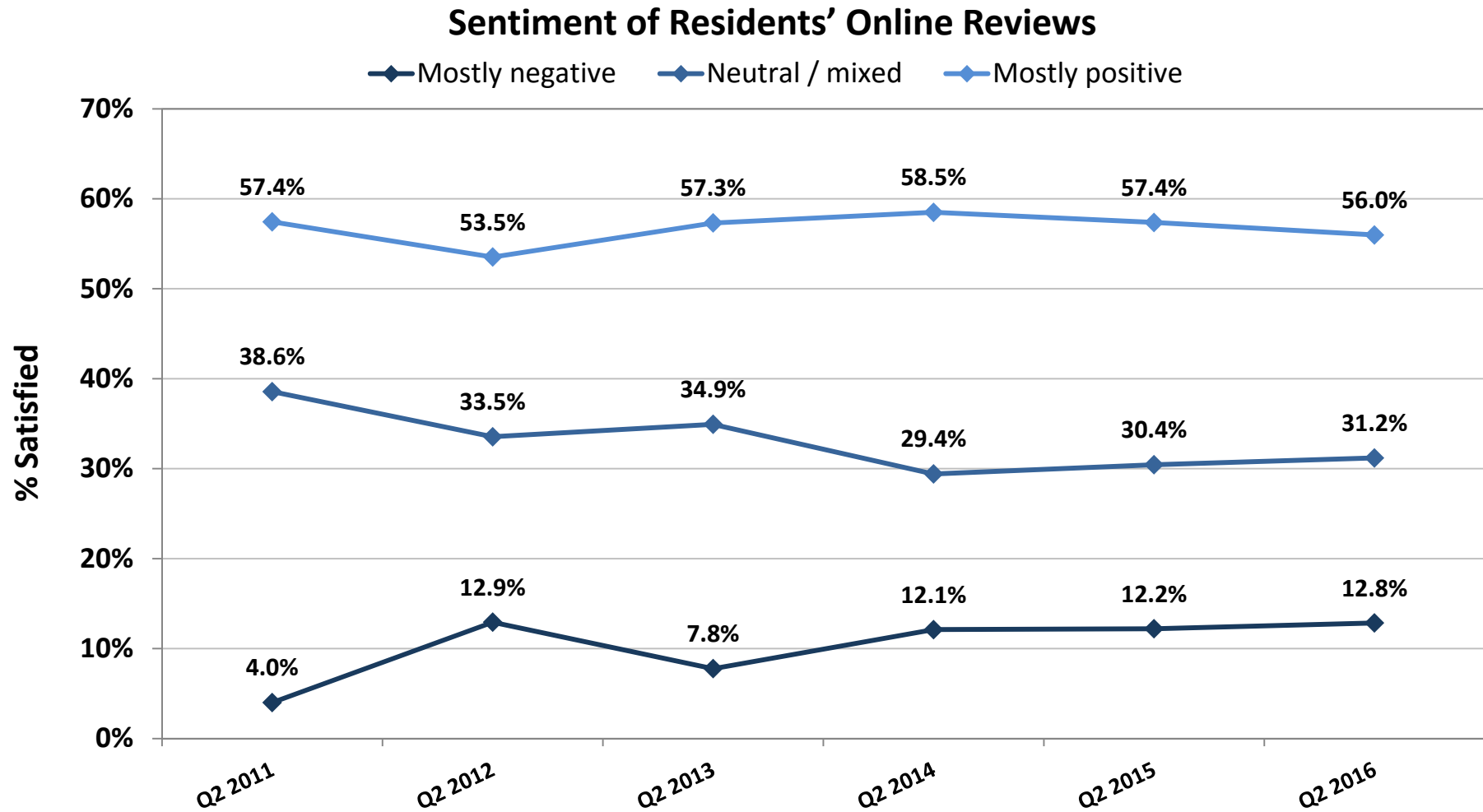


Social media ratings / reviews

Top Social Media Sites Residents Use to Post Ratings / Reviews



Online review sentiment





Kingsley Solutions

Business intelligence for the real estate industry

The most successful firms in real estate rely on Kingsley Associates for cutting-edge business intelligence solutions. With a depth and breadth of insight unmatched in the industry, we bring thought leadership and exceptional client service to every engagement. Let us partner with you to unlock the value in your organization and its relationships.

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- Resident/tenant satisfaction assessments
- Employee/associate engagement programs
- Broker perception surveys
- Client and investor surveys
- Portfolio performance scorecards
- Time and motion studies

BENCHMARKING

- Compensation research
- Fund structuring and fee benchmarking
- Organizational structuring

CONSULTING

- Succession planning
- Competitive positioning assessments
- Strategic planning facilitation



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