



Multifamily Industry Trends

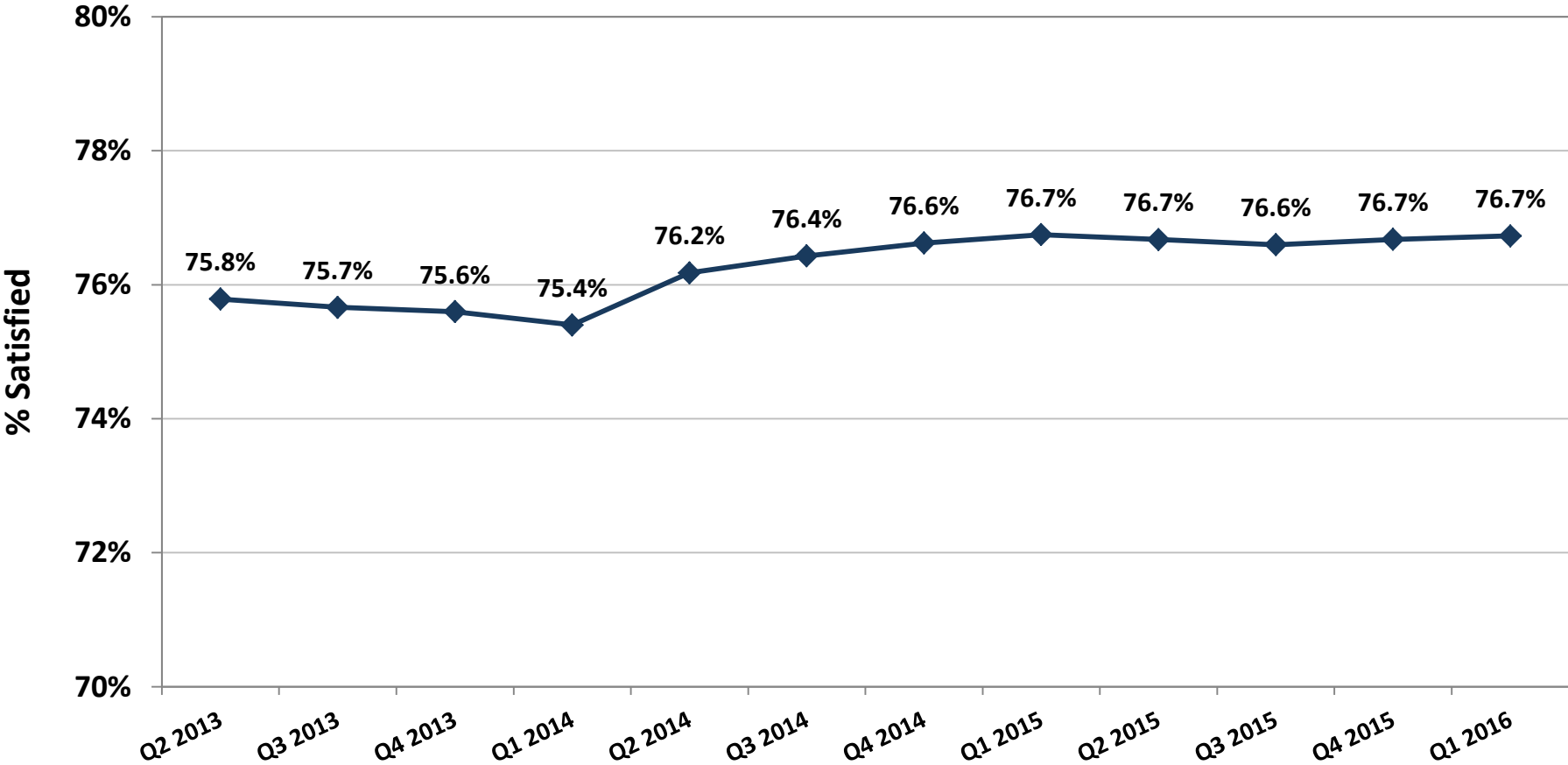
Q1 2016

To request permission to use Kingsley data, please contact:

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

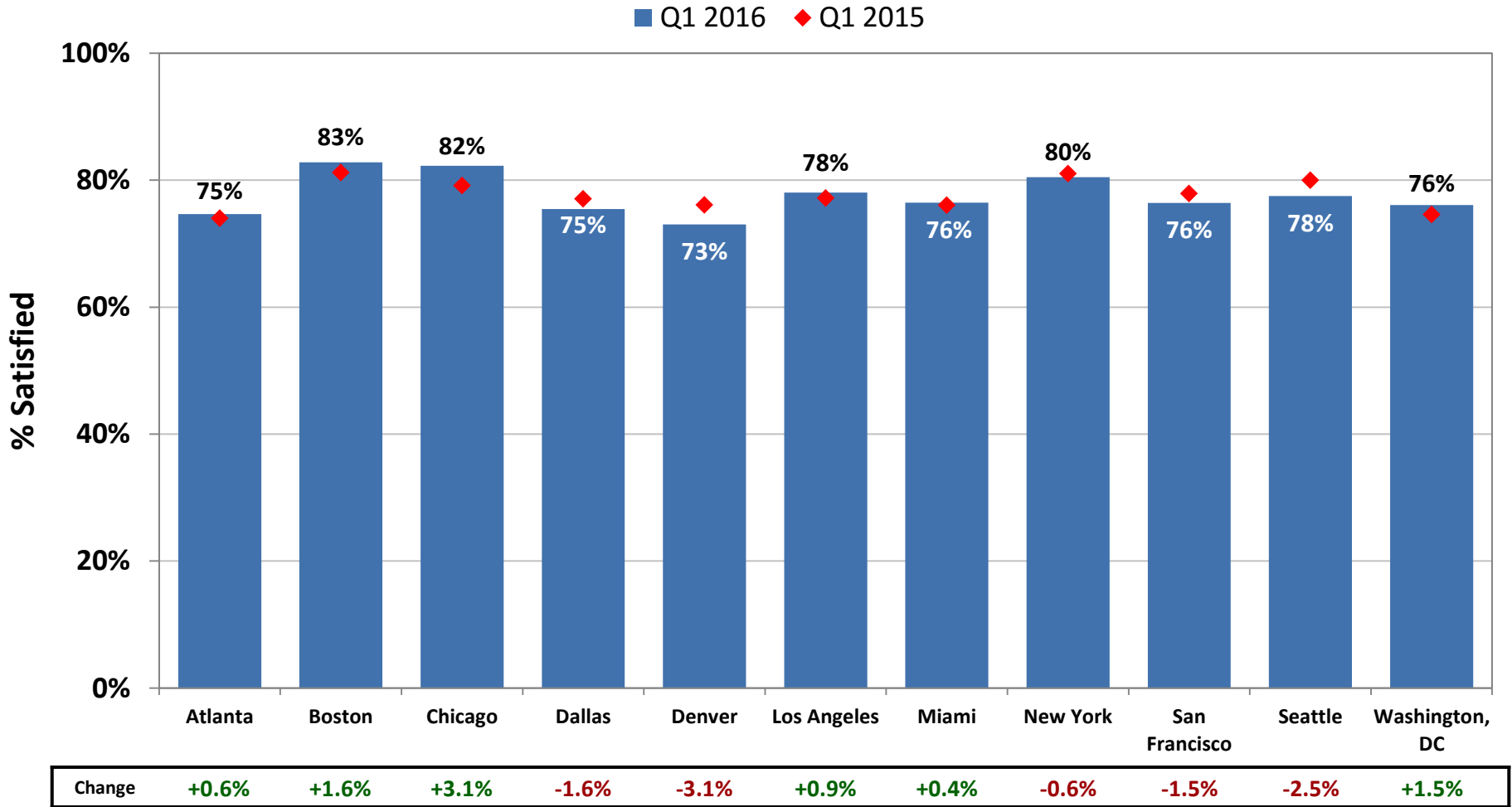
Overall resident satisfaction

Overall Resident Satisfaction



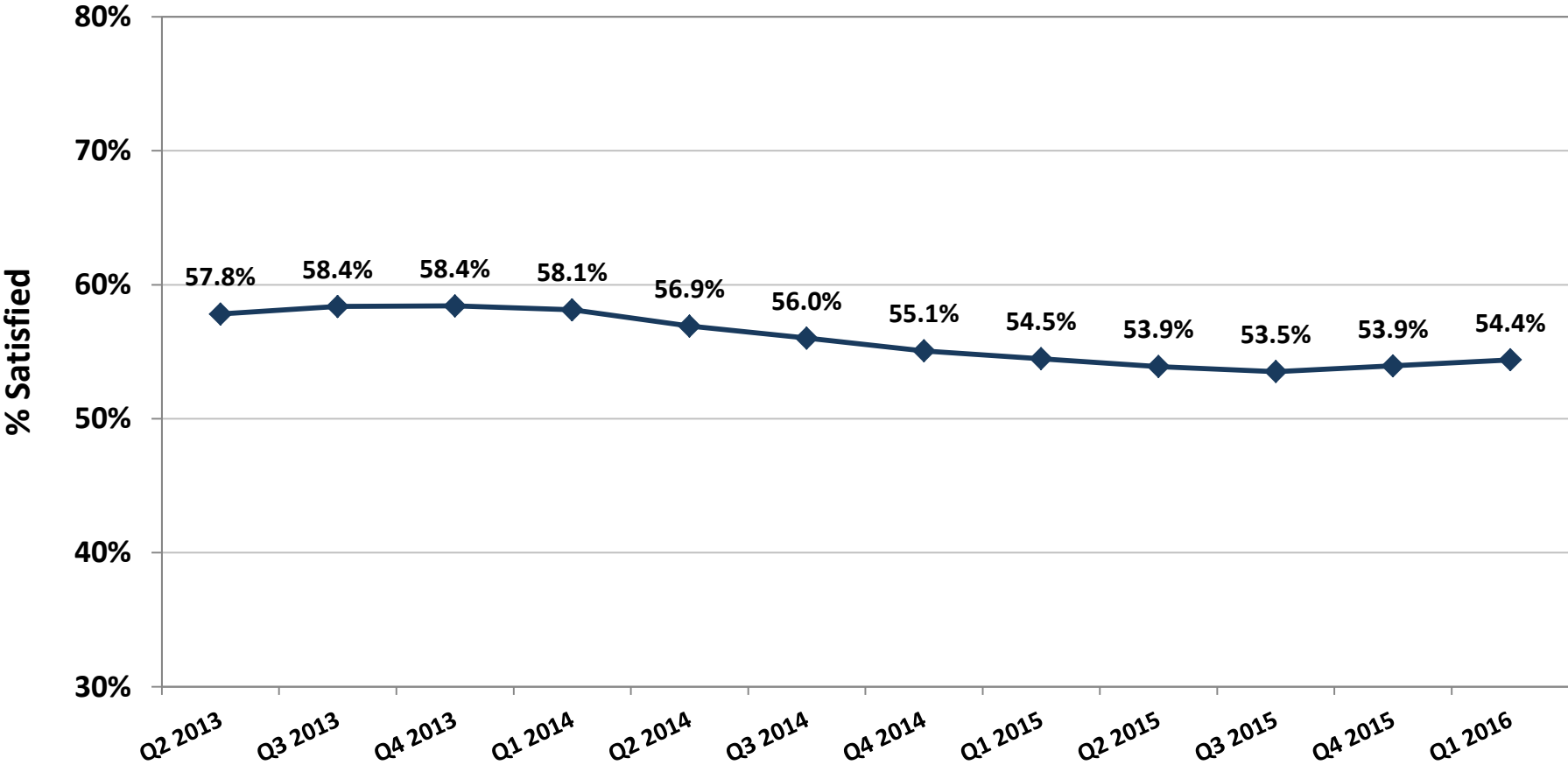
Overall resident satisfaction by market

Overall Resident Satisfaction by Market



Value for amount paid

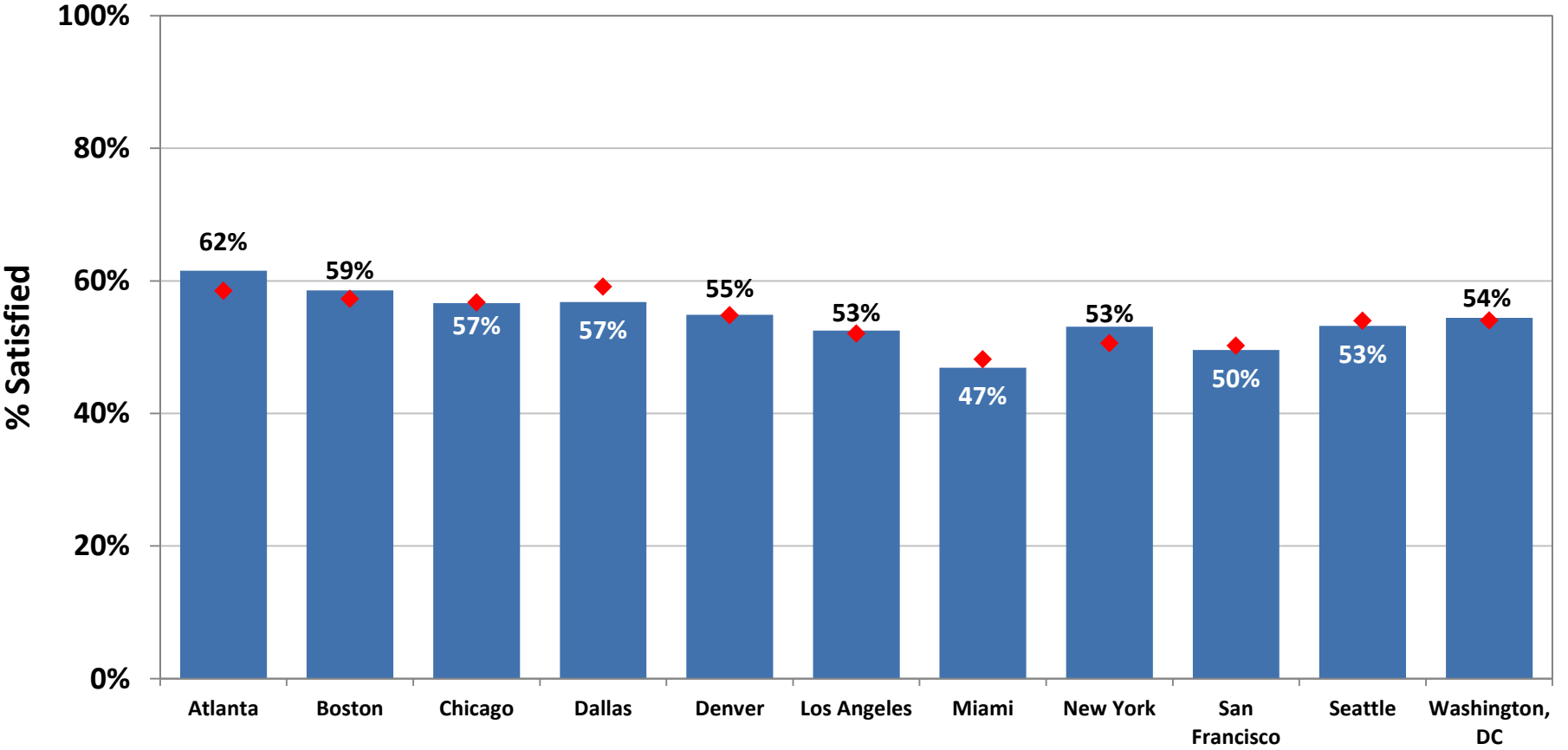
Value for Amount Paid



Value for amount paid by market

Value for Amount Paid by Market

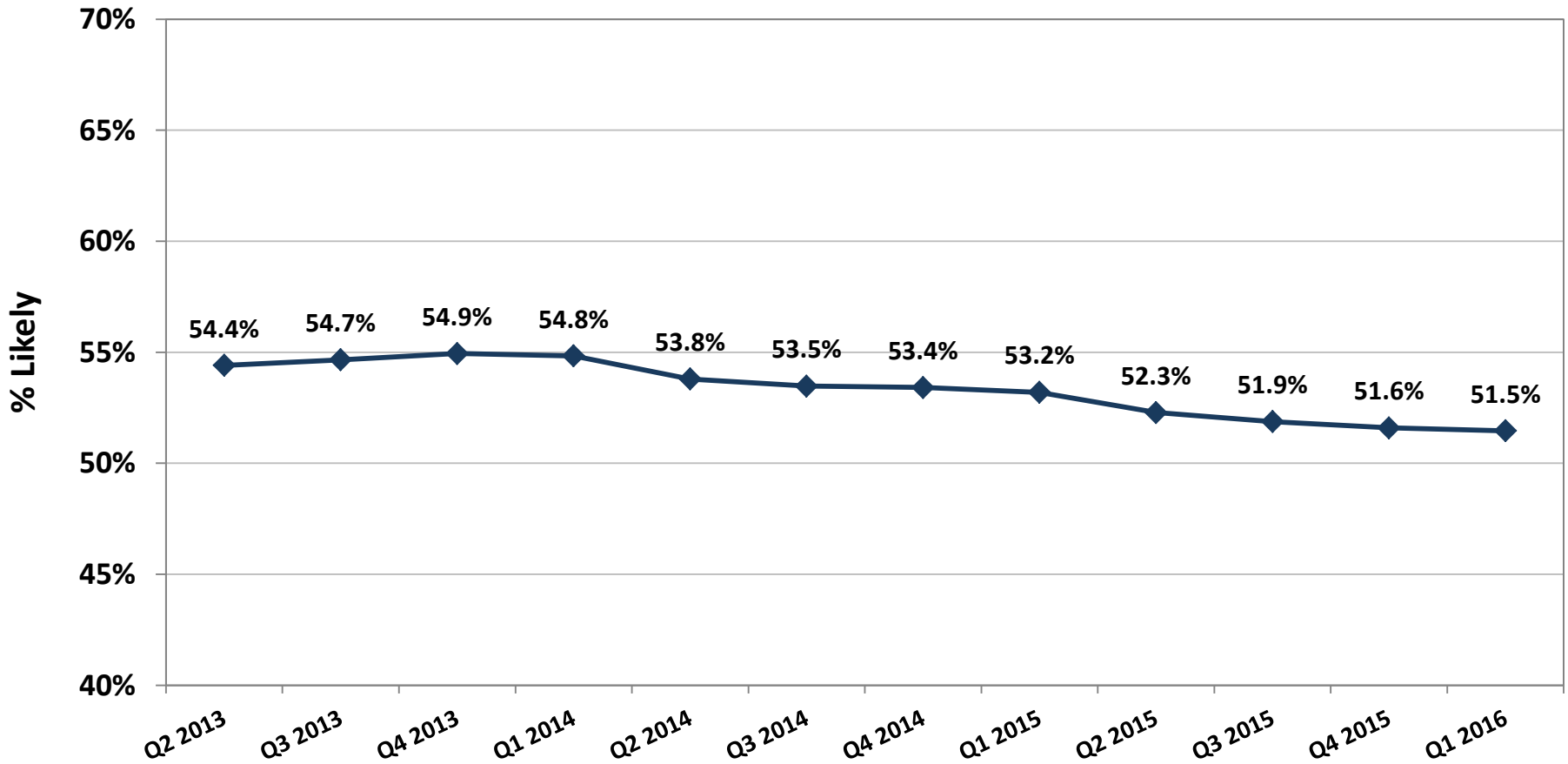
■ Q1 2016 ◆ Q1 2015



Change	+3.0%	+1.2%	-0.1%	-2.3%	+0.1%	+0.5%	-1.3%	+2.5%	-0.6%	-0.8%	+0.4%
--------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------

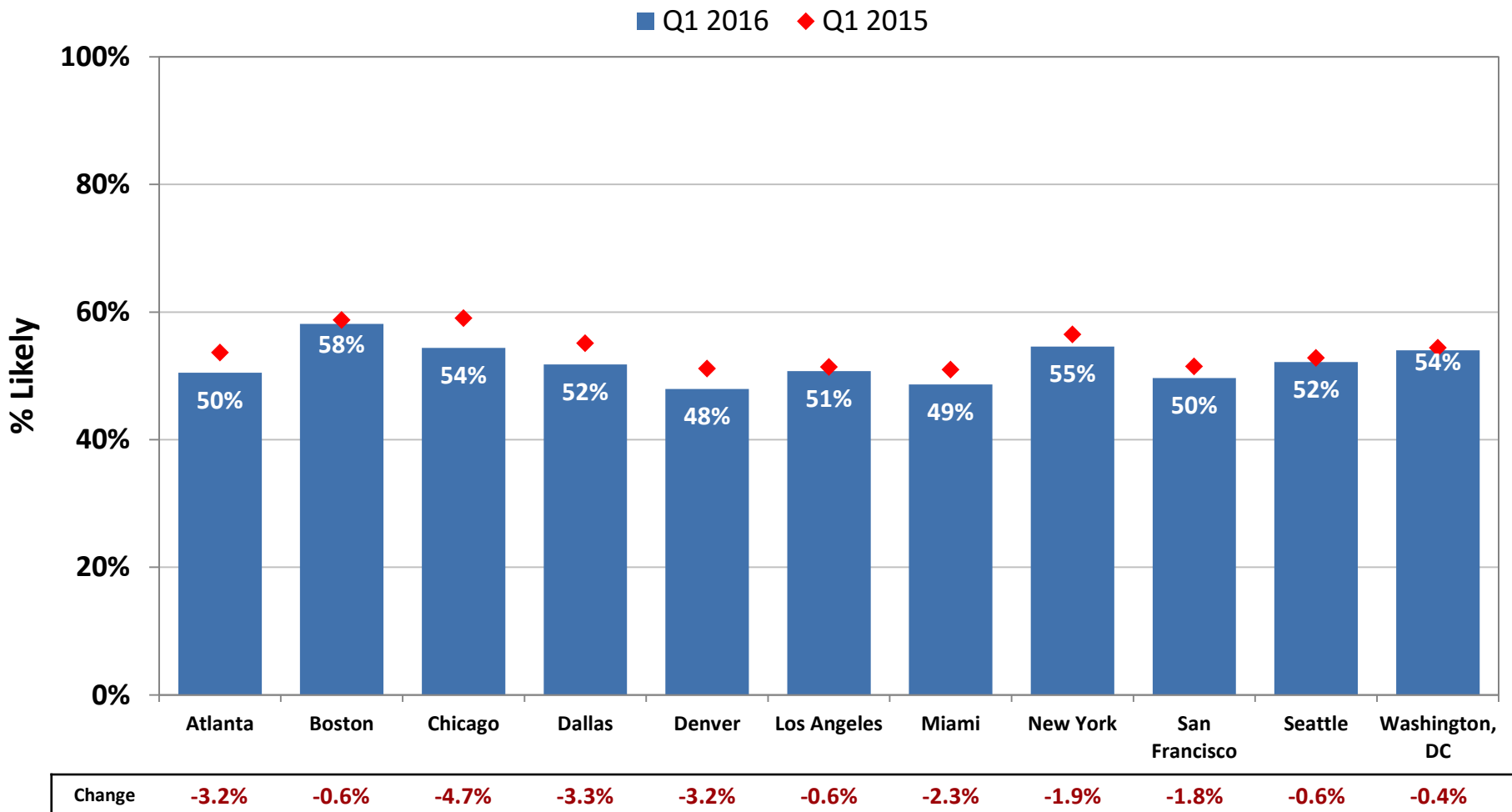
Renter renewal intent

Renter Renewal Intent



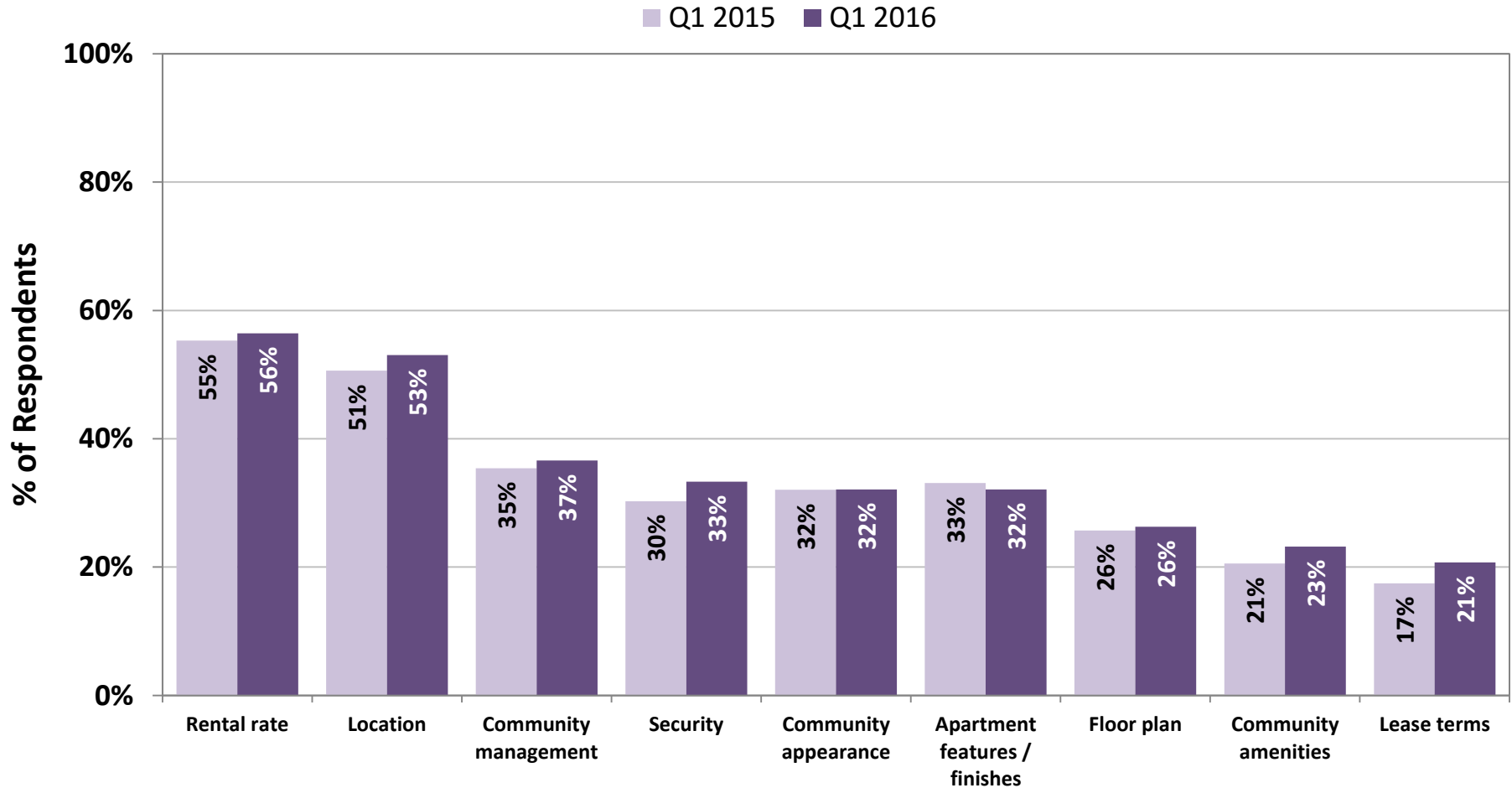
Renter renewal intent by market

Renter Renewal Intent by Market



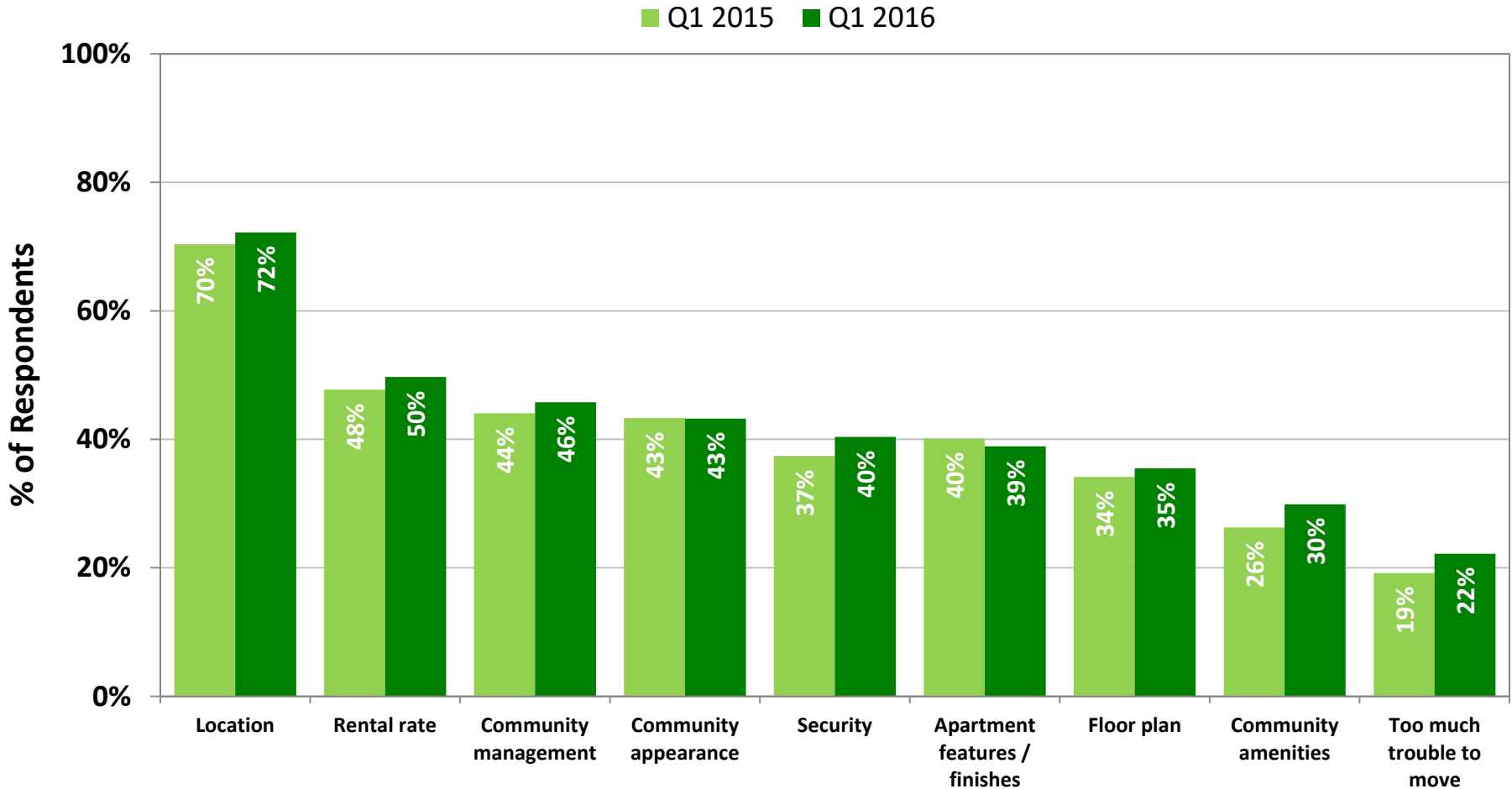
Renewal decision factors

Top Renewal Decision Factors



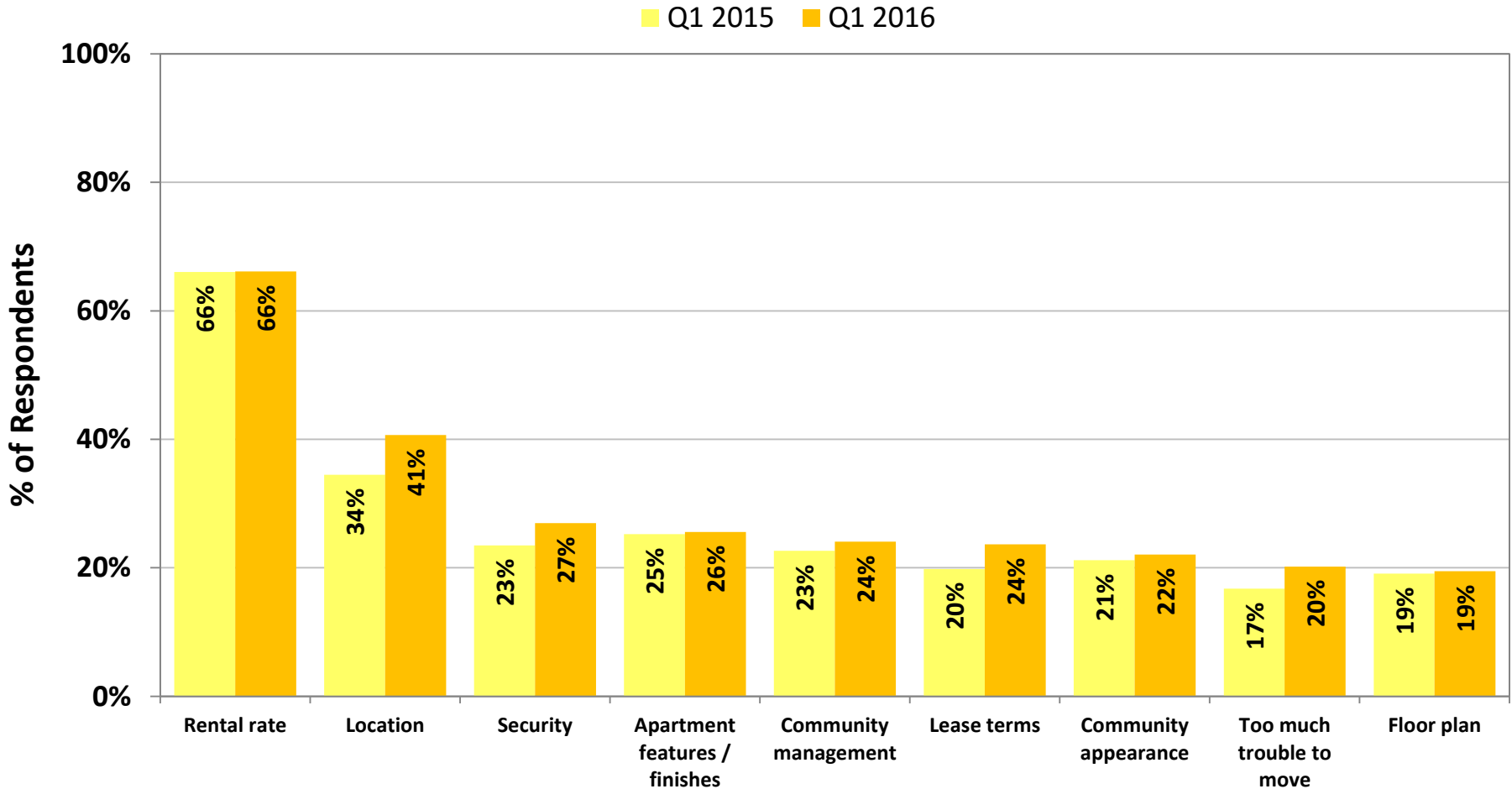
Renewal decision factors

Top Renewal Decision Factors – Residents LIKELY to Renew



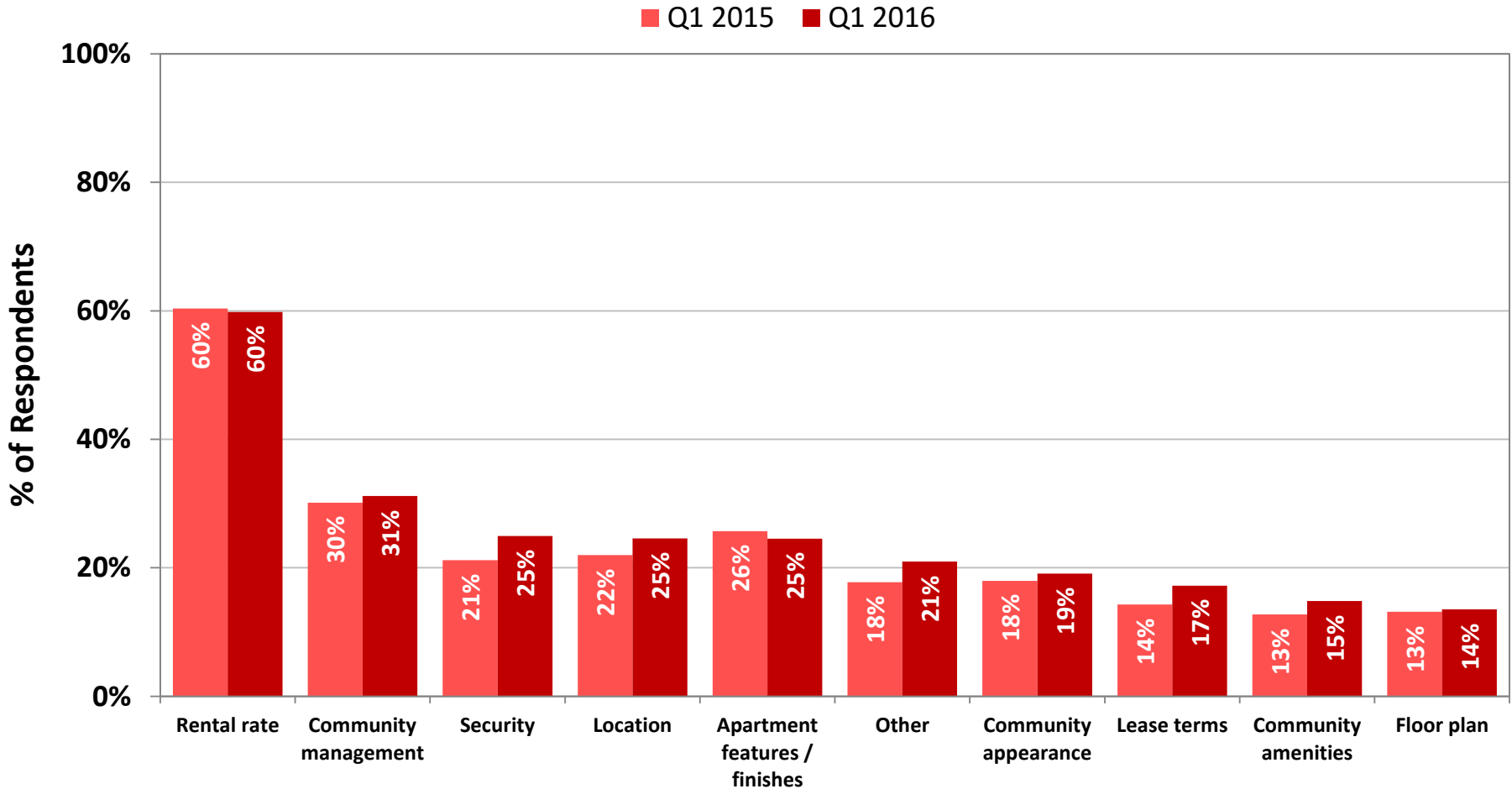
Renewal decision factors

Top Renewal Decision Factors – Residents UNSURE of Renewal



Renewal decision factors

Top Renewal Decision Factors – Residents UNLIKELY to Renew



Interest in apartment features

Top 10 Apartment Features	% Interested (4s and 5s)	Expected Monthly Cost
High Speed Internet Access	94%	\$35
Walk-in Closet	89%	\$49
Soundproof Walls	88%	\$62
Microwave	87%	\$21
Patio or Balcony	87%	\$52
Washer / Dryer in Unit	87%	\$64
Refrigerator with Water / Ice Dispenser	85%	\$31
Garbage Disposal	83%	\$17
Ceiling Fan	81%	\$31
Smart Thermostats	81%	\$35

Source: 2015 NMHC/Kingsley Apartment Resident Preferences Survey

Interest in community amenities

Top 10 Community Amenities	% Interested (4s and 5s)	Expected Monthly Cost
Parking	94%	\$32
Pool	83%	\$46
Fitness Center	82%	\$41
Recycling	80%	\$26
Secured Community Access	80%	\$38
Non-smoking Buildings	76%	\$37
Green Certifications	75%	\$33
Green Initiatives	73%	\$31
Additional Storage Space outside of Unit	72%	\$34
Package Delivery Room	72%	\$20

Source: 2015 NMHC/Kingsley Apartment Resident Preferences Survey

Interest in green and healthy community amenities

Top 10 Green/Healthy Amenities	% Interested (4s and 5s)	Expected Monthly Cost
Fitness Center	82%	\$41
Recycling	80%	\$26
Non-smoking Buildings	76%	\$37
Green Certifications	75%	\$33
Green Initiatives	73%	\$31
Fitness Classes	59%	\$44
Community Vegetable Garden	39%	\$35
Bike Storage	33%	\$21
Car-charging Station	19%	\$35
Bike Sharing	18%	\$24

Source: 2015 NMHC/Kingsley Apartment Resident Preferences Survey



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.

RESEARCH

- 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



Business intelligence for the real estate industry

San Francisco | Atlanta