

What do today's renters want?

30,000 current and prospective renters surveyed in Q2 2024, from all 50 states + D.C.



When are they moving?



48% of renters are planning to move *within 6 months*

Why are they moving?

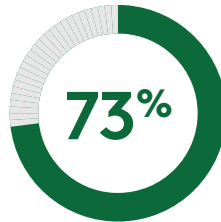
1 Affordability 

2 Location 

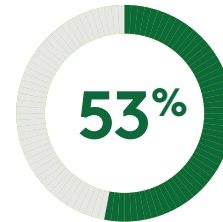
3 Space 

How are they searching?

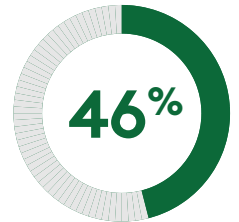
37% are likely to rent sight unseen



Internet listing site
(rental search app or website)



Apartment community sites

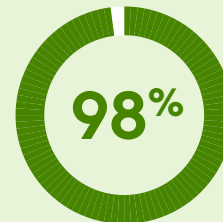


Search engine

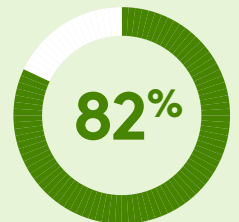
What do they want to see?



Apartment specific information



Online ratings & reviews



Photos of the exact unit

What amenities do they care about?



76% In-unit washer & dryer



70% Air conditioning



47% Dishwasher



47% Off-street parking or garage

How are they choosing a place?



78% Price



49% Safety & security



27% Close to work or school

How do they want to tour?



92% w/a leasing agent in-person



90% Self-guided tour in-person



64% Virtual tour w/o leasing agent (3D tour)



58% Virtual tour w/leasing agent (video call)