

MULTIFAMILY

FIELD

GUIDE



MULTIFAMILY FIELD GUIDE

Kristy Esch, Director of Content and Storytelling

Guy Platter, Director of Intelligence

Vance Vaden, Senior Graphic Designer



PERQ's marketing technology captures valuable consumer data in real time on multifamily property websites. From floor plan preferences and most popular apartment features to local community desires and move-in time frames, we've learned a lot about renters searching for their perfect home.

We analyzed national, regional and benchmark data from almost 320 properties across the U.S. to bring you the latest renter insights report. With approximately 30 questions on these property websites, we gathered 193,000 consumer responses with 328,000 data points collected to empower you to connect with apartment shoppers on a new level.

Take a look inside the data to learn more!

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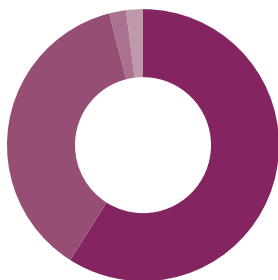
NATIONAL RENTAL PROSPECT INSIGHTS



Did you know that almost half of rental prospects prefer you reach out to them in the morning? Price matters most when choosing an apartment and in-unit laundry is the most wanted feature during a renter's search.

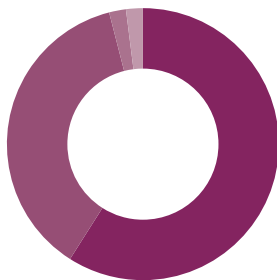
More than 80 percent of rental prospects begin their search online for a new place to call home. PERQ analyzed more than 139,000 consumer responses from our technology on almost 320 multifamily property websites. See how they answered all of the questions and get some advice along the way.

HOW MANY BEDROOMS/BATHROOMS DO YOU PREFER?



Bedrooms

48%	1 Bedroom
38%	2 Bedrooms
7%	3 Bedrooms
7%	Studio



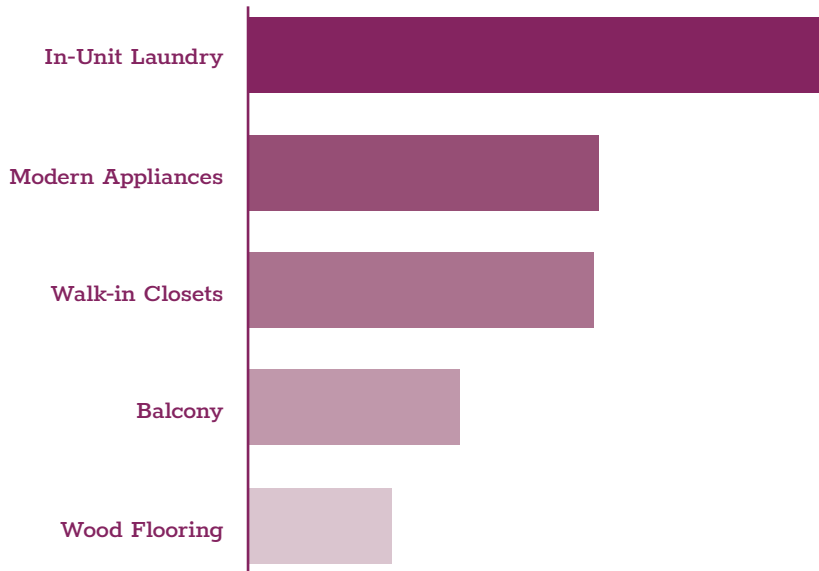
Bathrooms

59%	1 Bathroom
37%	2 Bathrooms
2%	1.5 Bathrooms
2%	Other

1-bedroom, 1-bathroom apartments are a popular floor plan option, but the majority who requested a 2 bedroom, also prefer 2 bathrooms. Only 7% of those who chose a 2 bedroom were open to 1 bath.

MOST IMPORTANT FEATURES TO PROSPECTS

Out of 50,505 results — Top 6 ranked in order of importance



Building or renovating? Consider these key features most important to renters. Point out these features in existing units when giving a tour. **3** out of **4** prospects prefer a washer/dryer in their apartment unit.

CABLE AND INTERNET?

66% I do not need cable

88% I do want internet

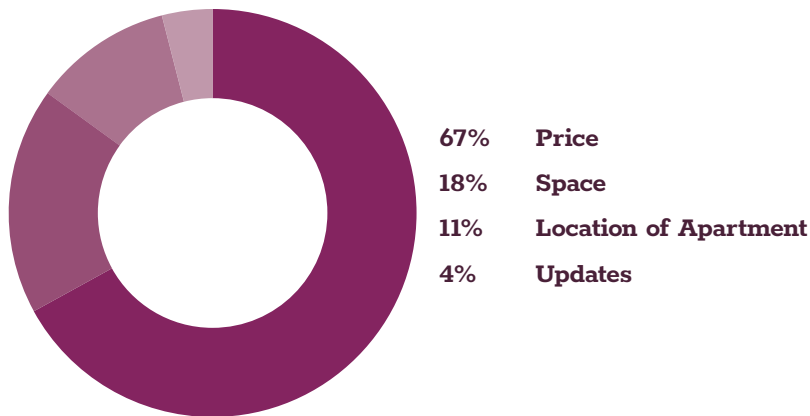
According to Pew Research, 60% of young adults use online streaming to watch TV.

PARKING?



When given the option, approximately 25% prefer covered parking or a garage. 34% would like an additional parking space.

MOST IMPORTANT WHEN PICKING YOUR IDEAL APARTMENT



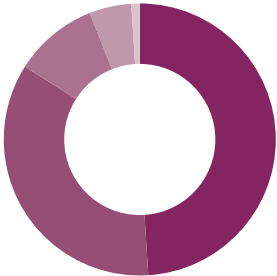
When giving a tour, be sure to share all the amenities and perks that come included in your price. Be competitive on pricing with other communities or offer a coupon like one month free on a 12-month lease, or lease within 48 hours of a tour and receive a waived application fee.

DESCRIBE YOUR IDEAL APARTMENT

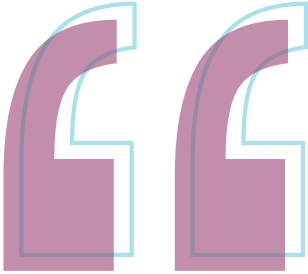


- 48%** **Comfortable, yet economic**
- 35%** **Simple and budget friendly**
- 17%** **Luxurious with high-end features**

HOW MANY PEOPLE WILL LIVE IN THE APARTMENT?

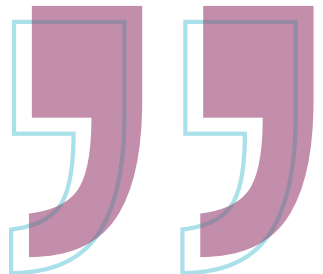


- 49%** **1 Person**
- 35%** **2 People**
- 10%** **3 People**
- 5%** **4 People**



The questions on our website aid our teams in moving away from collecting customer information in a ‘checklist’ approach, and instead allows the team members to already have this information and utilize it in a conversational way to make a connection.

— Jenny Richard, Director of Marketing, Gene B. Glick Company



3 ACTIVITIES YOU ENJOY MOST?



Social Activities

20%



Shopping

17%



Outdoor Activities

17%



Family Activities

12%



Pet Activities

11%



Cultural Events

9%



Leisure Activities

8%











Sporting Events

7%

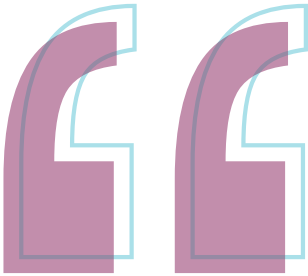
Host outdoor events at your property where you give tenants more opportunities to hang out with their friends and show prospects what you offer by inviting them, too. Share photos of your events on social media, on your website and in lead nurture emails.

PLACES YOU WANT AVAILABLE NEAR YOU?



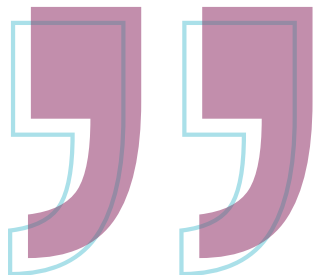
	Grocery	30%		Healthcare	7%
	Dining	21%		Beauty & Spas	5%
	Fitness	18%		Library	5%
	Coffee & Bakeries	12%		Childcare	3%

Build relationships with local businesses in your area and talk to them about offering exclusive discounts for renters to keep your community thriving. Don't forget to tell your prospects about those deals to entice them.



“In these urban markets, pets are a big part of people’s lifestyles,”
What we’re trying to do is create a place they call home, where
they feel like they fit in. If you don’t welcome their pets, then I
don’t think you’re delivering a true sanctuary.”

— Kelley Shannon, VP of Consumer Marketing, Bozzuto —



DO YOU HAVE PETS?

33% Yes

67% No

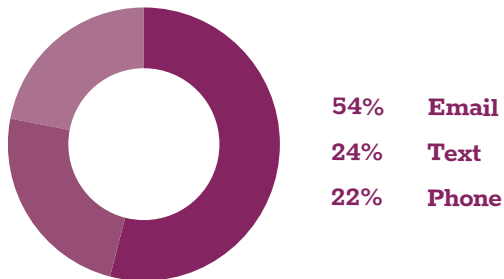
Twice as many pet owners say they own a dog. Dog parks are common, but dog washing stations to help prospects clean up their furry friends might just help you close the deal. Consider working with local dog walkers, groomers and pet sitters to offer deals to your renters.

DO YOU NEED LIABILITY INSURANCE

36% Yes

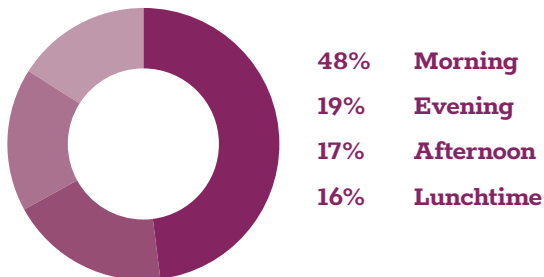
Be helpful by giving potential prospects a few names and numbers of local insurance agents who have competitive rates for renter's insurance and educate them about why it's important.

HOW DO YOU PREFER TO BE CONTACTED?



Potential renters wanting to be contacted by text increased 13% from our previous consumer insights report. Consider adding SMS texting to your marketing budget to help nurture leads.

BEST TIME OF DAY TO CONTACT?



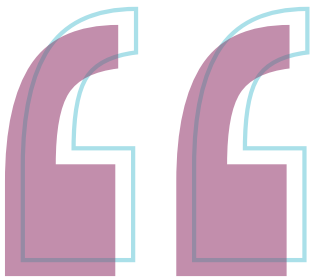
Follow up with prospects the time of day they prefer to be contacted.

WHEN CAN YOU MOVE IN?



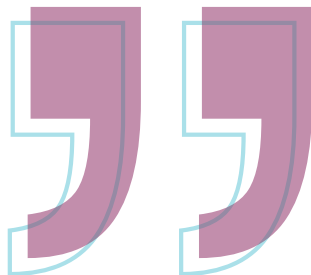
Within 90 Days	58%
Within a Month	23%
Within 2 Weeks	11%
Now	8%

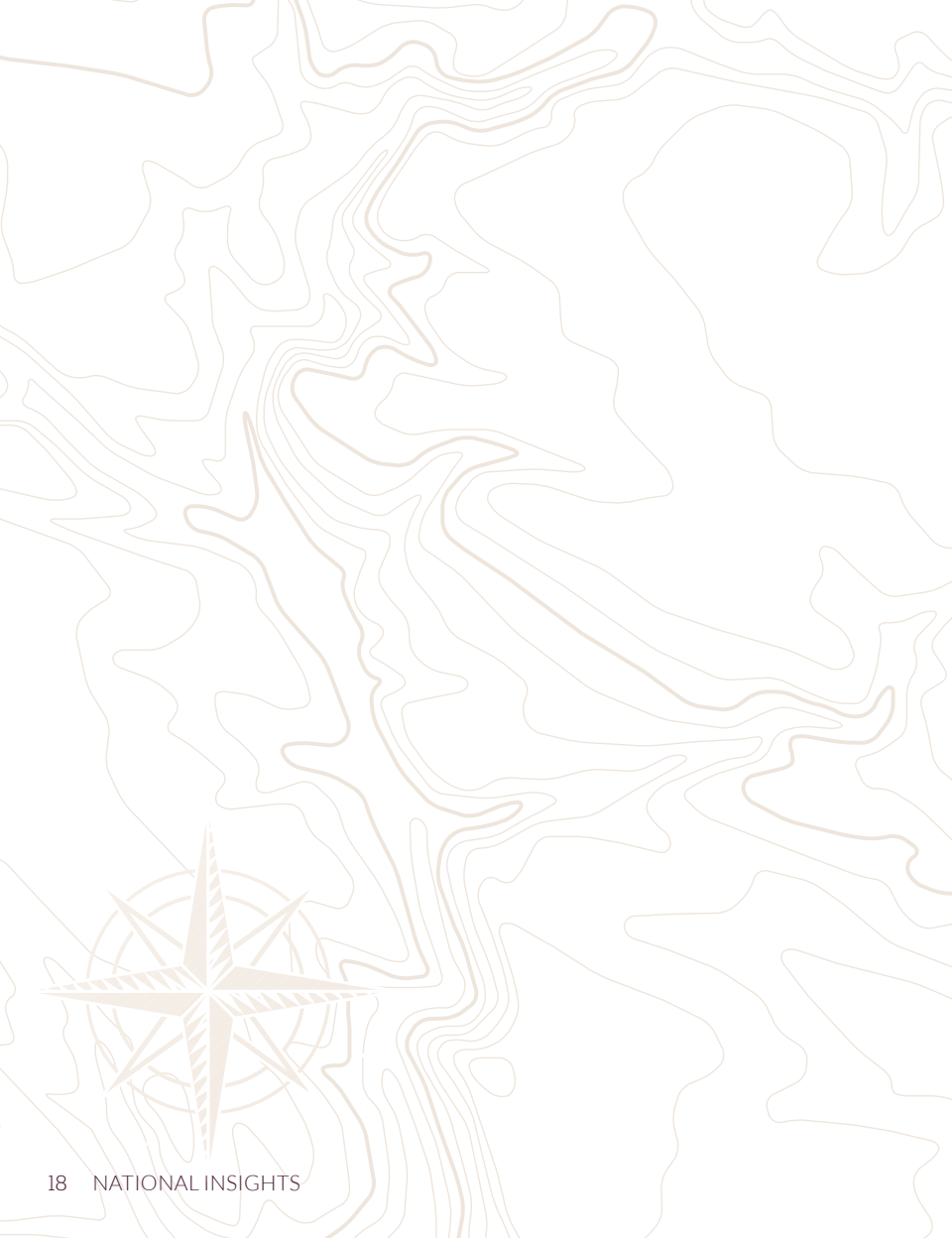
81% of prospects are a month to 90 days out from wanting to move in. Once a prospect signs a lease, don't ignore them. Keep them engaged through a new renters e-newsletter offering helpful moving tips and coupons for moving services: Rental trucks, moving companies, cleaners (for their old apartment!). Be sure to invite them to social events at your community, too, even before they move in! Based on our previous insights report from 2018, prospects who say they are 90 days out has grown by 13%.



“The consumer should be so pleased by the end of their online experience, they don’t need to go look at anything else. They’re just like: ‘Why don’t I go ahead and lease, because they’ve pretty much answered everything I needed?’”

Trent Jones, CAM | Regional Marketing & Training
Director, The Worthing Companies





RENTAL PROSPECT DIGITAL JOURNEY

To convert more website leads, multifamily properties must not only engage the prospects that are still in the early research stage, but also follow their online journey and nurture these leads until they're ready to sign a lease.

What follows is the online journey of a real apartment renter as they went from the research stage to signing a lease after repeatedly visiting a client's website.

Prospect Chris spent over 2 hours on a desktop computer searching an apartment website found through Google. Returned 3 times to engage with multiple interactive experiences, including a long session the same day he signed a lease with the property.

10/9/18 AT 9:52 AM

SESSION DURATION: 42:28

- Arrives on Home page
- Views 2-bedroom apartments
- Checks for Special Offers and submits personal data
- Directed to Floor Plan Assessment and answers all questions to get personal recommendation
- Returns to Floor Plans overview to browse 1-bedroom, 2-bedroom and studio apartments for 9 minutes
- Views Gallery photos, then Community page
- Exits at 10:34 a.m.



10/12/18 AT 8:06 A.M.

SESSION DURATION: 13:33

- Scrolls and browses Home page for 10 minutes
- Completes Pre-Qualify Assessment
- Views 1-bedroom apartments, then 2-bedroom units, briefly returns to 1-bedroom view
- Navigates to Gallery again
- Exits at 8:20 a.m.



10/12/18 AT 10:43 A.M.

SESSION DURATION: 15:55

- Arrives to view Gallery 3rd time
- 10:59 a.m. Exits Website



10/18/18 AT 3:38 P.M.

SESSION DURATION: 50:06

- Returns to Home page
- Views Community page 2nd time
- Takes Community Fit assessment for 1 minute
- 4:28 p.m. Exits Website



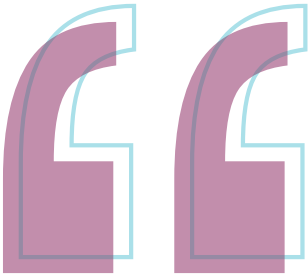
10/18/18 :

**PROSPECT SIGNS LEASE FOR 2-BEDROOM
2-BATHROOM UNIT.**

MOVE-IN DATE: 1/5/19

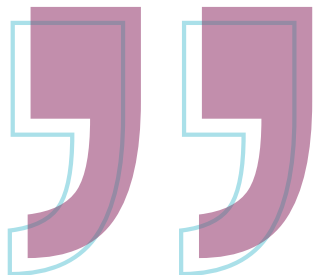
OTHER INFORMATION COLLECTED ABOUT CHRIS:

- Ranks price as most important
- No pets
- Ready to move within 90 days
- Spends Time: with kids, leisure activities, sport events
- Important Places: beauty & spas, grocery, childcare
- Likes nice things & will pay more within reason
- Approved for Pre-Qualification



Property staff is always busy, and most always behind on something. Sadly, as much as everyone complains about occupancy, lead management always seems to need improvement. I think that it's important to automate anything you can for your properties, including lead nurturing.

— Keir Schutte, owner of KP Consulting Services —

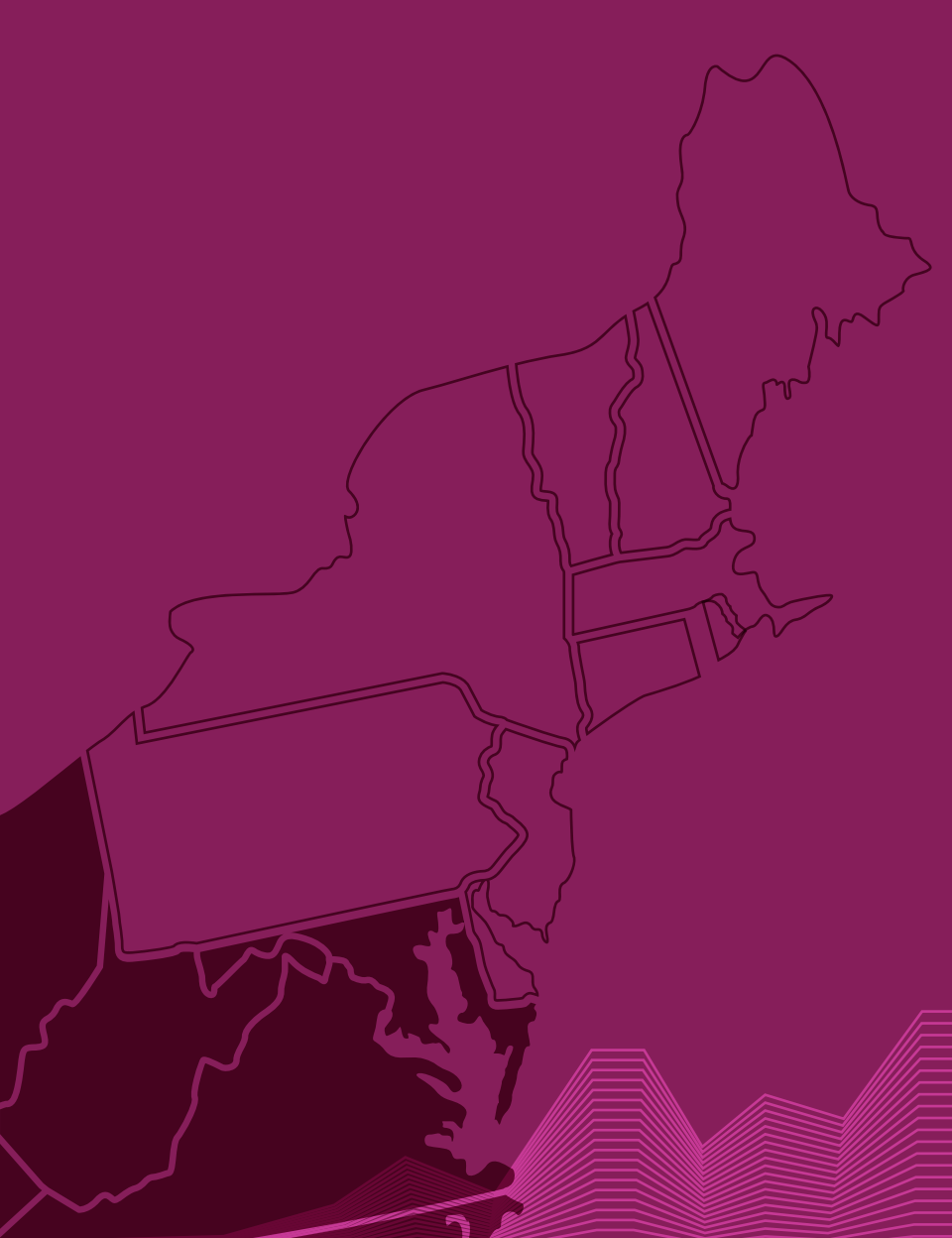


RENTAL PROSPECT INSIGHTS BY REGION

Whether you're in the Northeast, Southeast, Midwest, Southwest or West, PERQ analyzed the consumer data and looked at the trends.

Renters in the Northeast are more interested in an apartment balcony, Midwest renters have the most interest in 1.5 bathrooms, while more renters in the West have a pet.

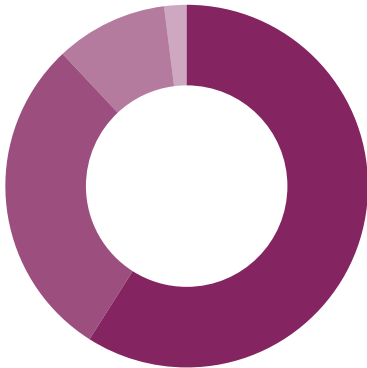
See how your region compares to others!



NORTHEAST



HOW MANY BEDROOMS/BATHROOMS DO YOU PREFER?



49% **2 Bedrooms**

48% **1 Bedroom**

2% **Studio**

>1% **3 Bedrooms**

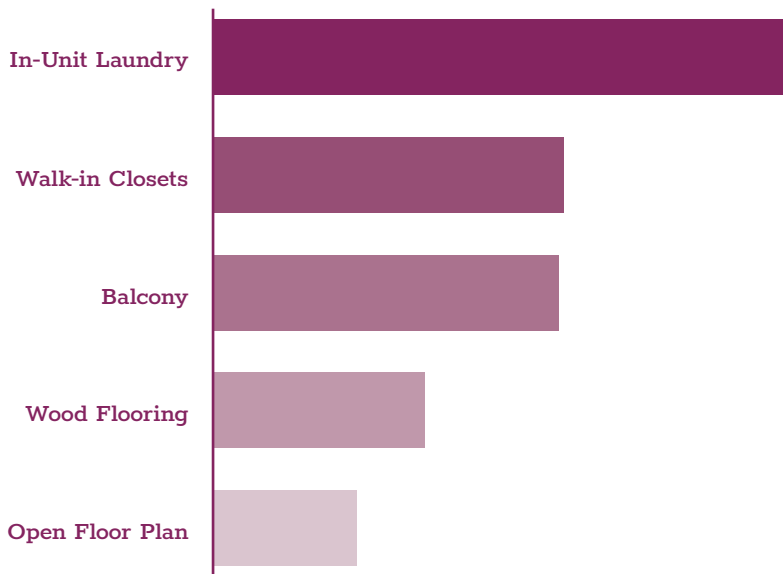
62% **1 Bathroom**

38% **2 Bathrooms**

While 1- and 2-Bedroom apartments are equally as popular, 1-Bath units outrank 2 Baths, which may come down to budget or even options in the region.

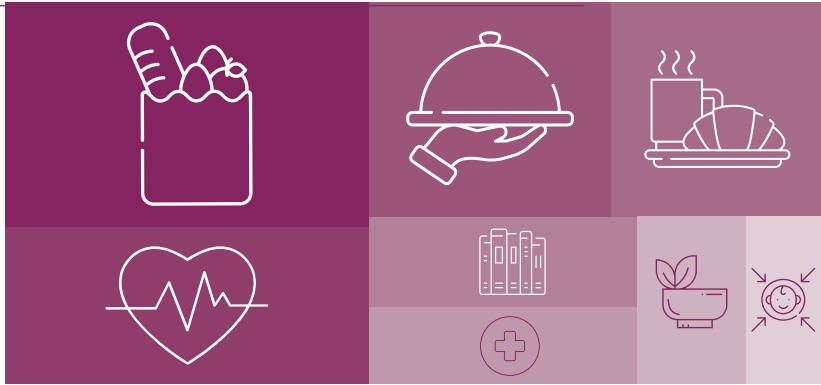
MOST IMPORTANT FEATURES TO PROSPECTS

Out of 568 results — Top 6 ranked in order of importance



Rental prospects in the Northeast are 40% more interested in a balcony than other regions, but have the least interest in modern appliances compared to other regions. They also have a much higher interest in having a study or den.

PLACES YOU WANT AVAILABLE NEAR YOU?



Grocery

26%



Library

8%



Fitness

18%



Healthcare

7%



Dining

17%



Beauty & Spas

6%



Coffee & Bakeries

14%











Childcare

4%

Rental prospects in the Northeast ranked Pet Activities and Family Activities higher than Shopping and Outdoor Activities, which were most popular in the 4 other regions. Northeast prospects enjoy Sporting Events slightly higher than other regions.

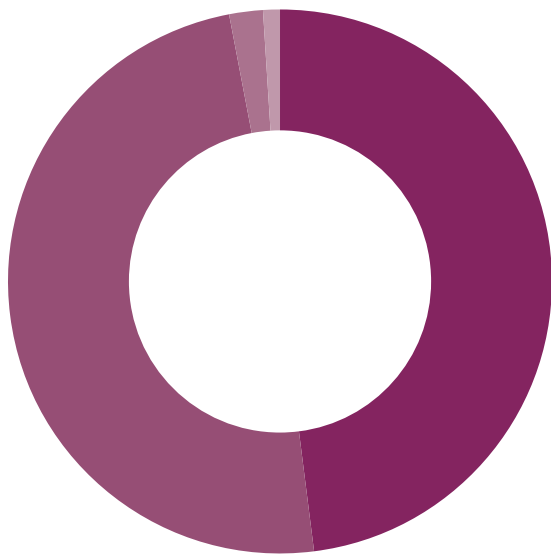
THREE ACTIVITIES YOU ENJOY MOST?



	Social Activities	21%		Outdoor Activities	12%
	Pet Activities	15%		Cultural Events	11%
	Family Activities	14%		Sporting Events	8%
	Shopping	14%		Leisure Activities	5%

Fitness outranked Dining in the Northeast just slightly, landing in the no. 2 spot. Coffee & Bakeries and a Library was more important in the Northeast than other regions.

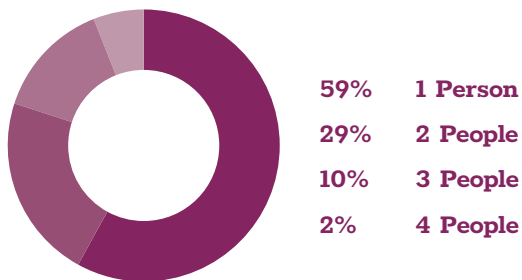
MOST IMPORTANT WHEN PICKING IDEAL APARTMENT?



58%	Price	14%	Location
22%	Space	6%	Updates

Price is most important in the Northeast, just like other regions of the country.

HOW MANY PEOPLE WILL LIVE IN THE APARTMENT?



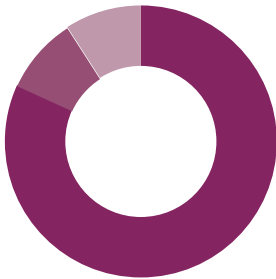
Renters in the Northeast are 11% more likely to live by themselves.

DO YOU HAVE PETS?

70% **No**
30% **Yes**

Renters in the Northeast are about 7% less likely to own a pet compared to other regions.

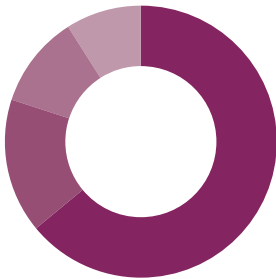
HOW DO YOU PREFER TO BE CONTACTED?



81%	Email
9%	Text
9%	Phone

Compared to other regions, rental prospects in the Northeast are approximately 25% more likely to say they want to be contacted by email.

WHEN CAN YOU MOVE IN?



64%	Within 90 Days
16%	Within a Month
11%	Within 2 Weeks
9%	Now

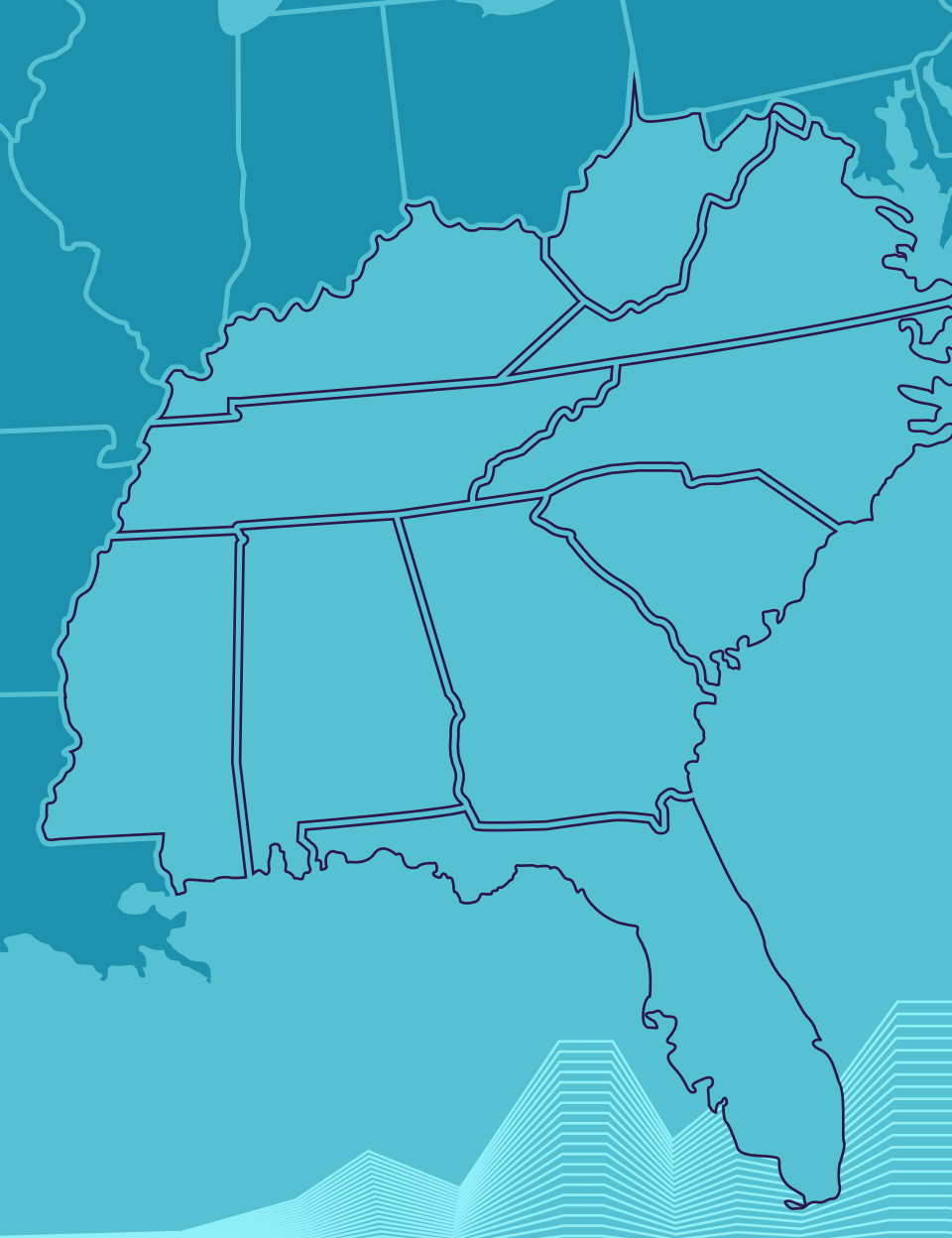
80% of rental prospects in the Northeast are one month to 90 days out from wanting to move in to their new home, similar to other regions.



Embrace social media content created by residents. Through photo or video contests involving holiday decorations, pets, pool parties or living room décor, for example, residents will produce the social proof that prospects are seeking.

— Carl Franke, Digital Marketing Director, Scully Company —



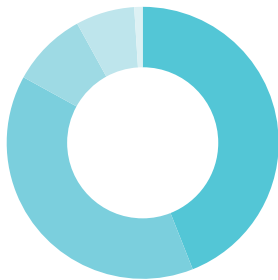




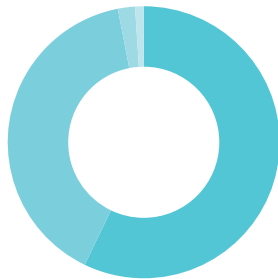
SOUTHEAST



HOW MANY BEDROOMS/BATHROOMS DO YOU PREFER?



44%	1 Bedroom
39%	2 Bedrooms
9%	Studio
7%	3 Bedrooms
1%	4 Bedrooms

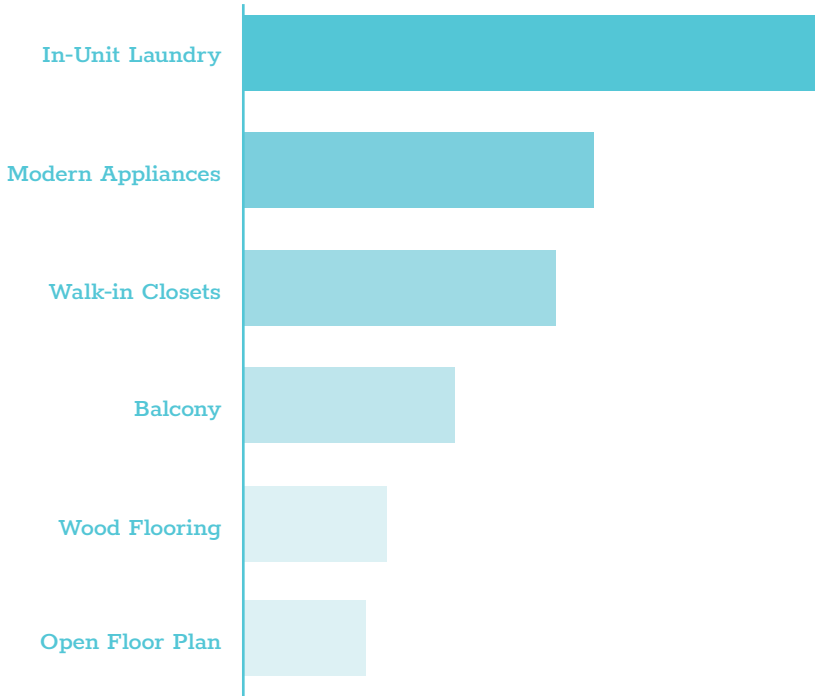


56%	1 Bathroom
39%	2 Bathrooms
2%	1.5 Bathrooms
1%	2.5 Bathrooms
>1%	3+ Bathrooms

While 1-bedroom and 1-bath apartments are most popular, those that want a 2-bedroom also prefer 2-bathrooms. Prospects interested in studios are more popular in Southeast and West than other regions.

MOST IMPORTANT FEATURES TO PROSPECTS

Out of 22,500 results — Top 6 ranked in order of importance



When it comes to amenities, rental prospects in the Southeast have similar preferences when looking at the same data nationally and regionally. In-unit laundry came in as most popular at almost 30%, followed by modern appliances at 16% and walk-in closets at about 15%.

PLACES YOU WANT AVAILABLE NEAR YOU?



Grocery

29%



Healthcare

7%



Dining

22%



Beauty & Spas

5%



Fitness

17%



Library

5%



Coffee & Bakeries

12%











Childcare

3%

Compared to national data, consumers in the southeast also chose Grocery, Dining and Fitness as places they want near their home.

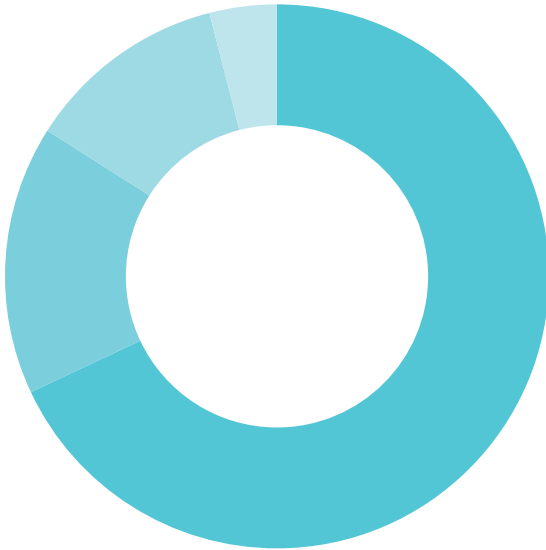
3 ACTIVITIES YOU ENJOY MOST?



	Social Activities	21%		Pet Activities	10%
	Shopping	18%		Cultural Events	9%
	Outdoor Activities	16%		Leisure Activities	8%
	Family Activities	11%		Sporting Events	7%

While Social Activities came in at no. 1 in almost all regions, rental prospects in the Southeast and Northeast ranked it slightly higher than other regions.

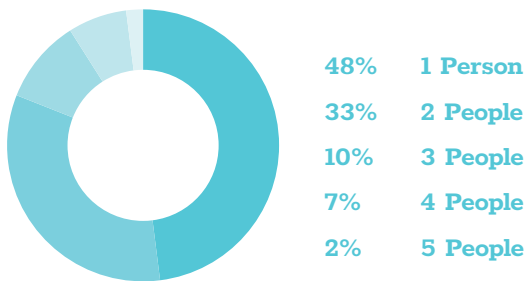
MOST IMPORTANT WHEN PICKING IDEAL APARTMENT?



68% Price **12%** Location
16% Space **4%** Updates

Southeasterners are the second most cost conscious consumers when it comes to renting an apartment, and less concerned about space compared to other regions.

HOW MANY PEOPLE WILL LIVE IN THE APARTMENT?



Rental prospects with 4 people living in an apartment ranked highest in Southeast.

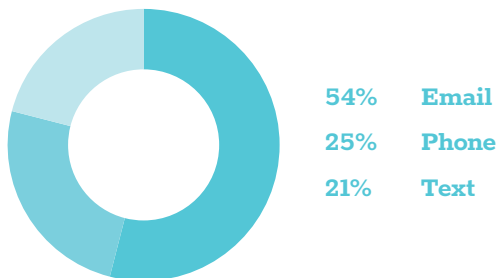
DO YOU HAVE PETS?

67% No

33% Yes

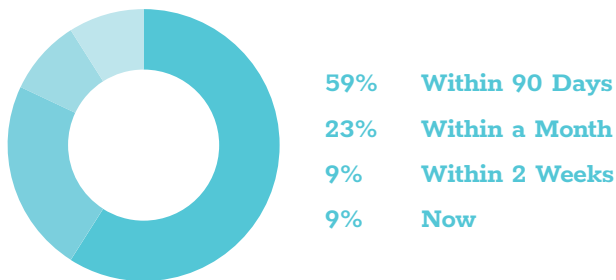
More than one-third of renters in the Southeast own a pet.

HOW DO YOU PREFER TO BE CONTACTED?



Rental prospects in the Southeast prefer to be contacted by email, but still rank highest (top 2) when it comes to other regions for wanting a leasing specialist to contact them by phone.

WHEN CAN YOU MOVE IN?



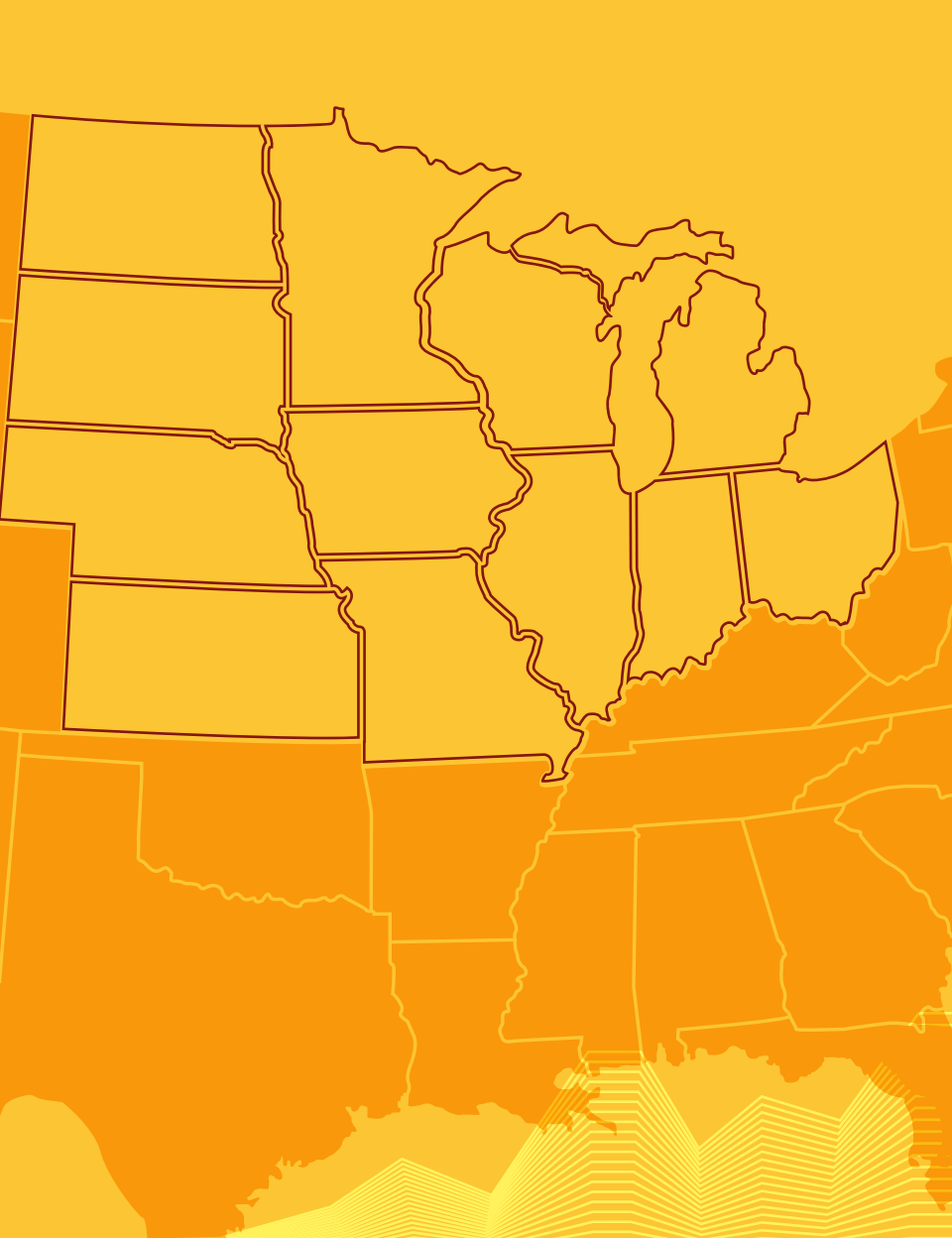
82% of rental prospects in the Southeast are one month to 90 days out from wanting to move into their new home, similar to other regions.



Before, we didn't know what information to feed [prospects] through email. With the intelligence we're now gathering on the website it's a game changer.

Heidi Jehlicka, Senior Vice President of Marketing
and Employee Development, Bainbridge

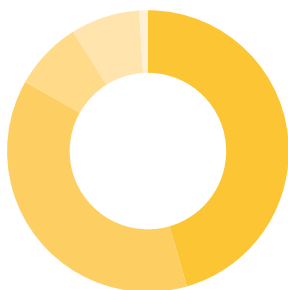




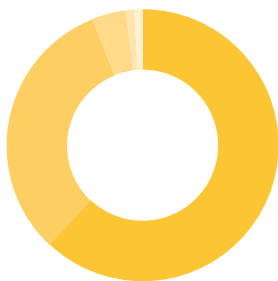
The image features a solid orange background. On the left side, there is a silhouette of the Midwestern United States, with white outlines indicating state boundaries. In the bottom right corner, there are several white, parallel, wavy lines that resemble topographic contour lines or a stylized mountain range. Centered horizontally across the middle of the image is the word "MIDWEST" in a large, bold, sans-serif font. The letters are filled with a dark color and have a white outline, making them stand out against the orange background.

MIDWEST

HOW MANY BEDROOMS/BATHROOMS DO YOU PREFER?



46%	1 Bedroom
38%	2 Bedrooms
8%	Studio
8%	3 Bedrooms
>1%	4 Bedrooms

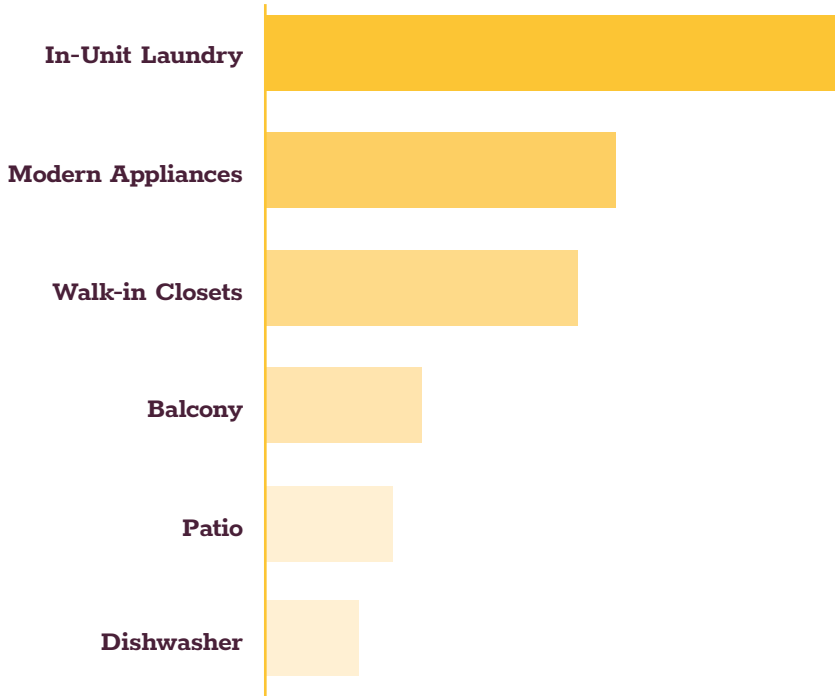


62%	1 Bathroom
32%	2 Bathrooms
4%	1.5 Bathrooms
1%	2.5 Bathrooms
>1%	3 Bathrooms

Prospects interested in 3 bedrooms is highest in the Midwest and Southwest. Compared to other regions, Midwest renters have the most interest in 1.5 bathrooms.

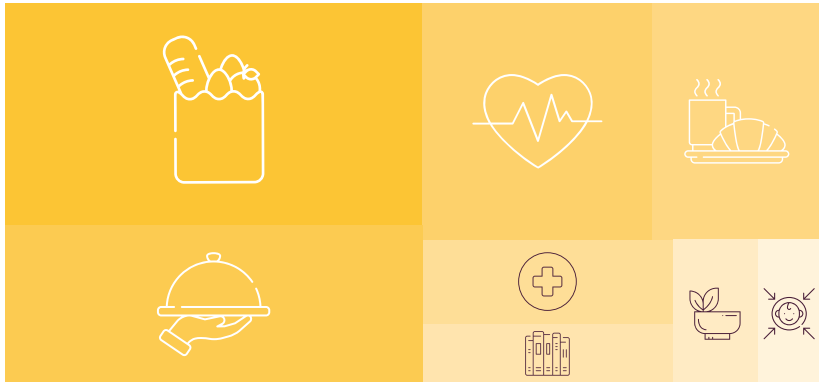
MOST IMPORTANT FEATURES TO PROSPECTS

Out of 10,277 results — Top 6 ranked in order of importance



Midwesterners prefer patios and dishwashers more often than other regions. Open floor plans, granite countertops, large bedrooms and scenic views were also in the picks, however, wood flooring wasn't as important to Midwesterners.

PLACES YOU WANT AVAILABLE NEAR YOU?



Grocery

30%



Healthcare

7%



Dining

21%



Library

5%



Fitness

17%



Beauty & Spas

4%



Coffee & Bakeries

13%



Childcare

3%

Compared to national data, consumers in the Midwest also chose Grocery, Dining and Fitness as places they want near their home. Beauty and spas were slightly lower in the Midwest compared to other regions.

3 ACTIVITIES YOU ENJOY MOST?



 **Social Activities** 20%

 **Shopping** 16%

 **Outdoor Activities** 16%

 **Family Activities** 12%

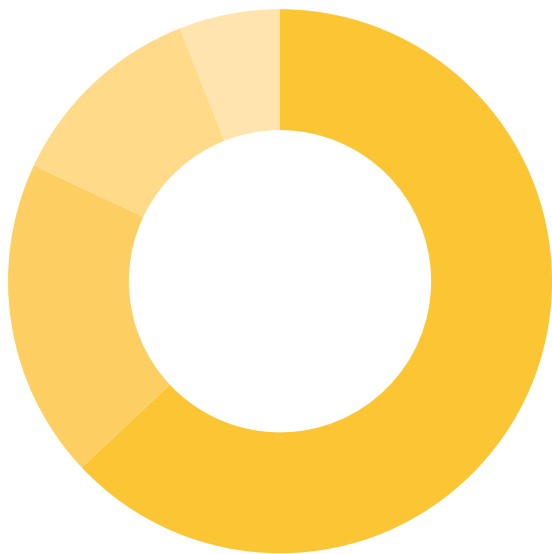
 **Pet Activities** 11%

 **Cultural Events** 9%

 **Leisure Activities** 9%

 **Sporting Events** 7%

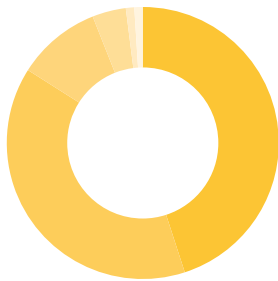
MOST IMPORTANT WHEN PICKING IDEAL APARTMENT?



63% Price **12% Location**
19% Space **6% Updates**

An updated apartment was more important to renters in the Midwest than in other regions.

HOW MANY PEOPLE WILL LIVE IN THE APARTMENT?



49%	1 Person
35%	2 People
10%	3 People
4%	4 People
1%	5 People
>1%	6 People

Midwest renters fall second when living on their own. The northeast ranked highest with about 10% more renters living by themselves.

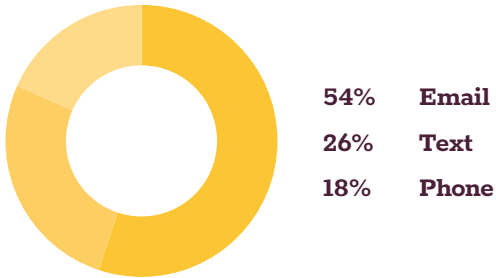
DO YOU HAVE PETS?

63% No

37% Yes

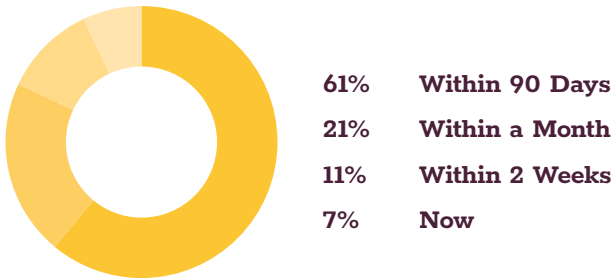
Pet owners who are looking to rent are more common in the Midwest and West.

HOW DO YOU PREFER TO BE CONTACTED?



Rental prospects in the Midwest and Southwest have the highest percentage who chose text as a contact method.

WHEN CAN YOU MOVE IN?



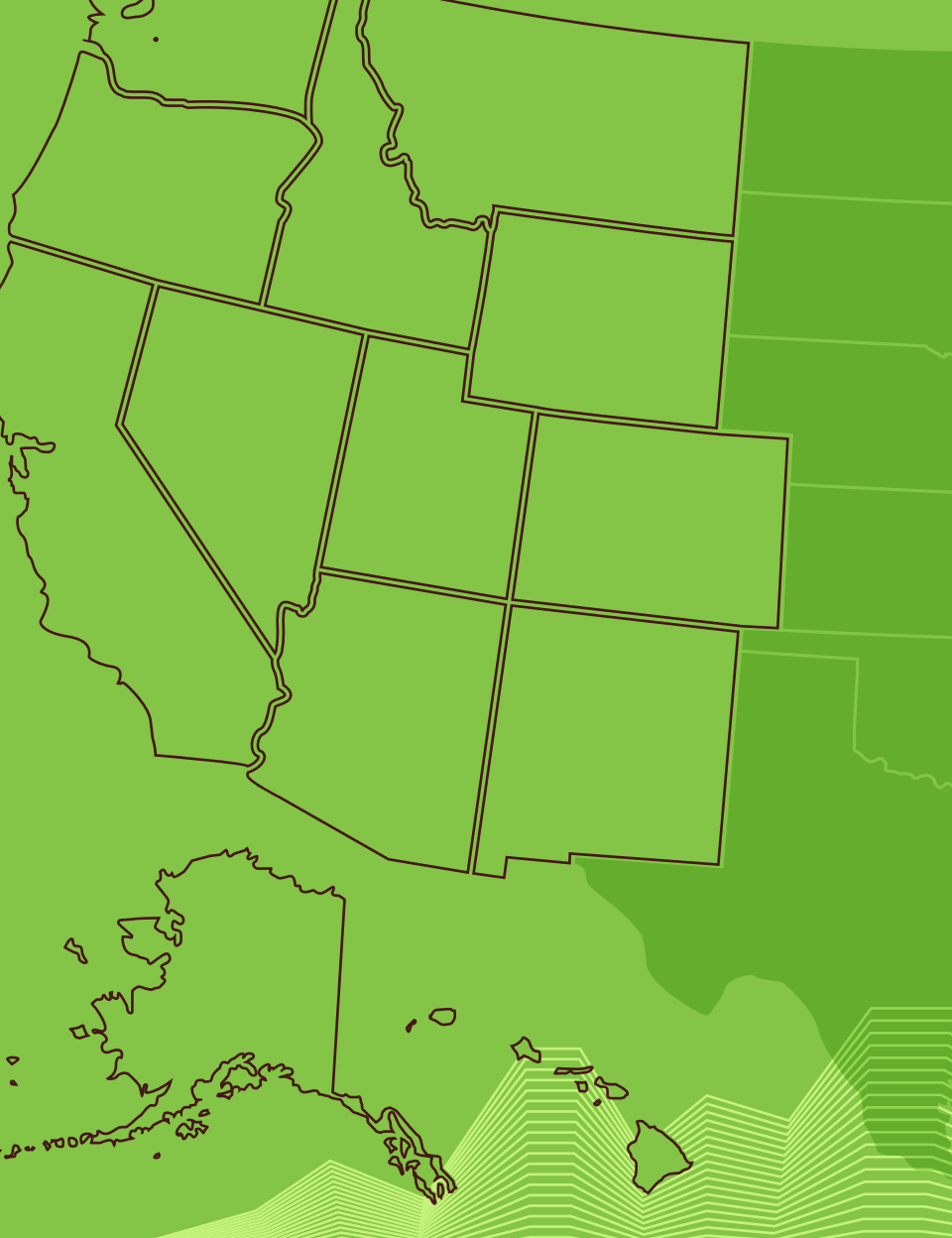
Midwesterners were less likely to choose “Now” as their move-in date compared to other regions.



We take the data to do more targeted outreach marketing and advertising. For example, we found that a large number of residents at one community were interested in pet-friendly apartments. So we're trying to market to other pet-friendly locations, and using that information for possible future resident events, advertising things like Yappy Hour.

— Marian Colman, Regional Marketing and Leasing Specialist,
Monarch Investment & Management Group

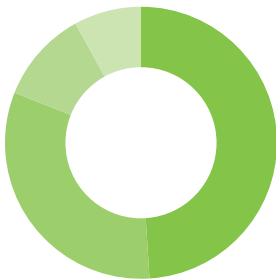




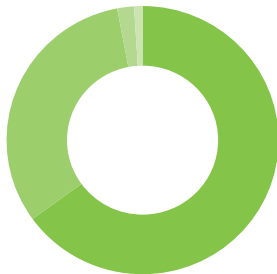


WEST

HOW MANY BEDROOMS/BATHROOMS DO YOU PREFER?



49% **1 Bedroom**
32% **2 Bedrooms**
11% **Studio**
8% **3 Bedrooms**

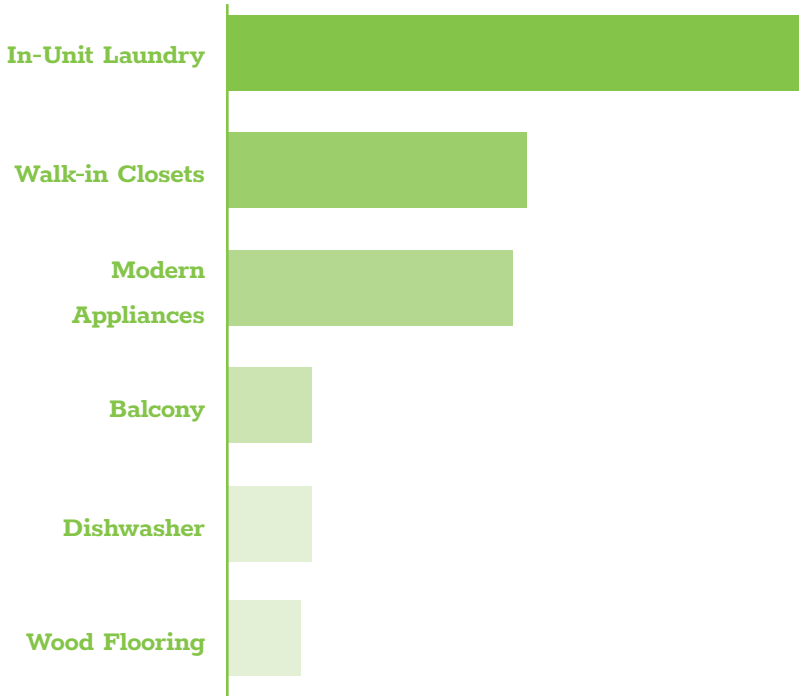


65% **1 Bathroom**
32% **2 Bathrooms**
2% **1.5 Bathrooms**
1% **2.5 Bathrooms**

Prospects in the West chose a Studio more often than other regions, which could account for more availability. Compared to other regions, renters in the west also were less likely to choose a 2-bedroom apartment and were more likely to choose 1 bathroom.

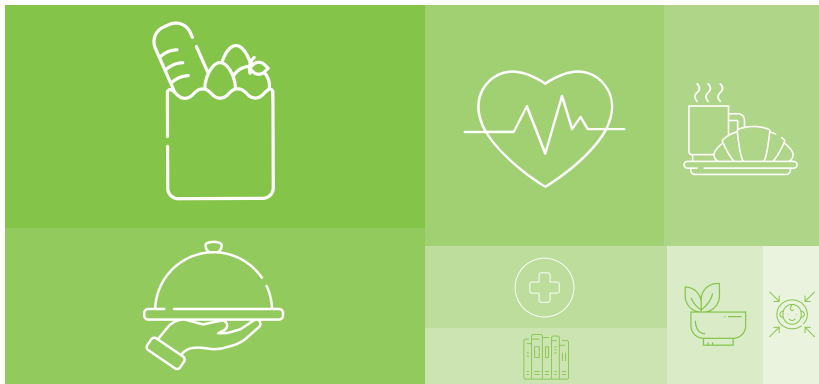
MOST IMPORTANT FEATURES TO PROSPECTS









Out of 2,379 results — Top 6 ranked in order of importance



A balcony and open floor plan was chosen more often in other regions, but in-unit laundry, walk-in closets and a dishwasher were chosen more often in the West. Raised ceilings, a patio, scenic views were also in the picks important to renters in the West.

PLACES YOU WANT AVAILABLE NEAR YOU?











	Grocery	30%		Healthcare	6%
	Dining	21%		Library	5%
	Fitness	19%		Beauty & Spas	4%
	Coffee & Bakeries	12%		Childcare	3%

Compared to national data, consumers in the West also chose Grocery, Dining and Fitness as places they want near their home. Childcare was slightly lower in the West compared to other regions.

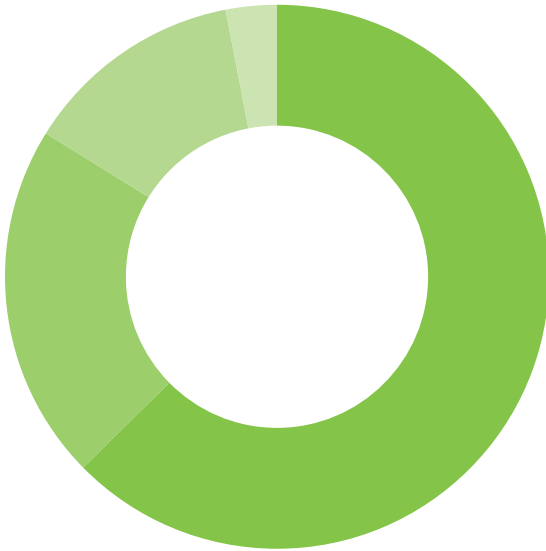
3 ACTIVITIES YOU ENJOY MOST?



	Outdoor Activities	20%		Family Activities	11%
	Social Activities	17%		Cultural Events	10%
	Shopping	16%		Leisure Activities	8%
	Pet Activities	12%		Sporting Events	6%

Compared to other regions, outdoor activities ranked higher than social activities and shopping in the West among rental prospects. Among all regions, sporting events were chosen least often in the West.

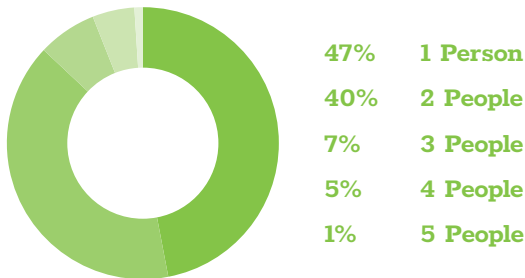
MOST IMPORTANT WHEN PICKING IDEAL APARTMENT?



62% Price **13%** Location
21% Space **3%** Updates

Although all renters in each region ranked an updated apartment as least important, renters in the West ranked it lowest at 3% among all regions.

HOW MANY PEOPLE WILL LIVE IN THE APARTMENT?



Rental prospects in the West are more likely to have a second person living with them compared to other regions.

DO YOU HAVE PETS?

61% No

39% Yes

Pet owners who are looking to rent are most common in the West.

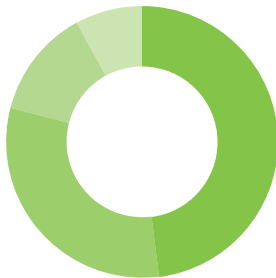
HOW DO YOU PREFER TO BE CONTACTED?



64%	Email
26%	Text
24%	Phone

Rental prospects in the West chose email as their preferred method of contact more often than other regions. More respondents in the Southeast and West chose phone.

WHEN CAN YOU MOVE IN?



48%	Within 90 Days
31%	Within a Month
13%	Within 2 Weeks
8%	Now

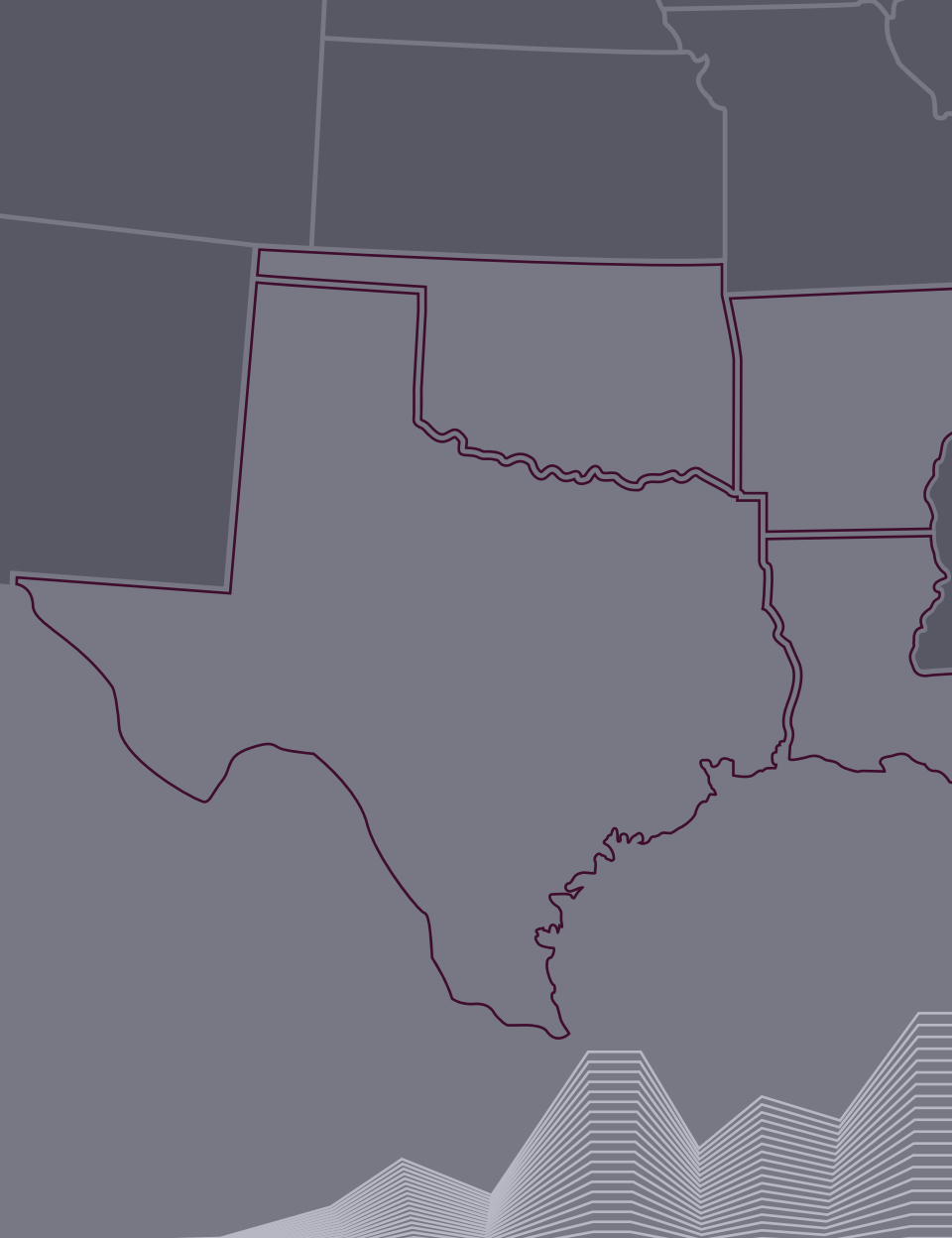
Renters on the West are more likely than other regions to say they can move within two weeks to a month.



Marketing is no longer a siloed department. They are entrenched in operations. It's a whole experience, and we can leverage and track data for decision making.

Marcella Eppsteiner, VP of Marketing, Mission Rock Residential

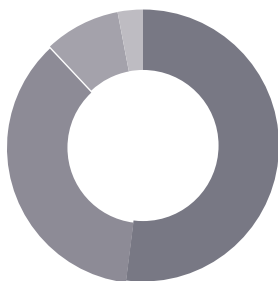




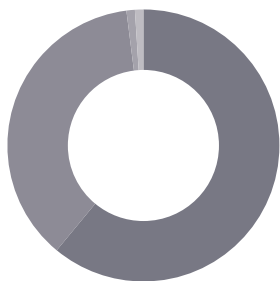


SOUTHWEST

HOW MANY BEDROOMS/BATHROOMS DO YOU PREFER?



52%	1 Bedroom
36%	2 Bedrooms
9%	3 Bedrooms
3%	Studio

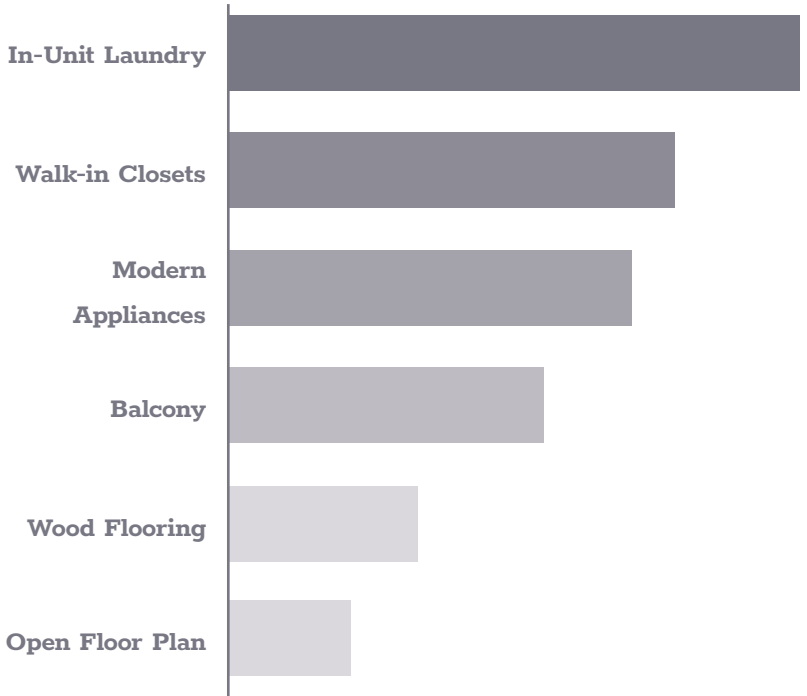


61%	1 Bathroom
37%	2 Bathrooms
1%	1.5 Bathrooms
1%	2.5 Bathrooms

Southwesterners choose a 1-bedroom apartment more often than other regions. 3 bedrooms are also more likely to be chosen in the Southwest. Prospects chose a Studio less often than other regions, which could account for less availability.

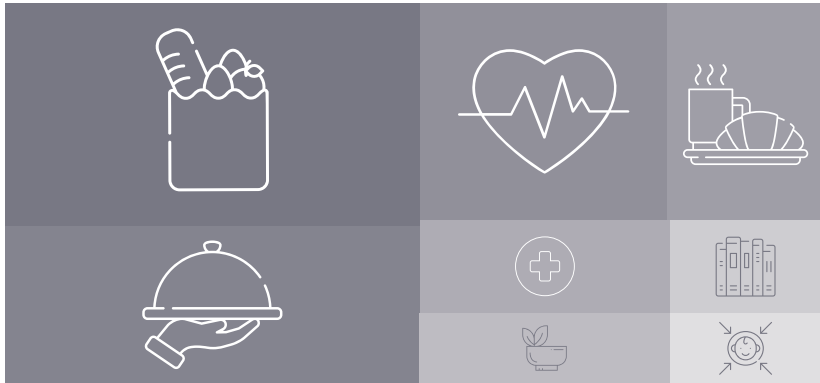
MOST IMPORTANT FEATURES TO PROSPECTS









Out of 14,833 results — Top 6 ranked in order of importance



A balcony is a popular option with almost 11% in the Southwest. The Northeast was highest in at almost 15%. Although in-unit laundry is the most popular feature, the percentage of prospects who chose it was lower in the Southwest compared to other regions.

PLACES YOU WANT AVAILABLE NEAR YOU?



	Grocery	30%		Healthcare	7%
	Dining	21%		Beauty & Spas	6%
	Fitness	17%		Library	5%
	Coffee & Bakeries	11%		Childcare	3%

Consumers choosing Coffee & Bakeries was slightly lower in the Southwest compared to other regions.

3 ACTIVITIES YOU ENJOY MOST?



 **Social Activities** 19%

 **Outdoor Activities** 17%

 **Shopping** 17%

 **Family Activities** 14%

 **Pet Activities** 11%

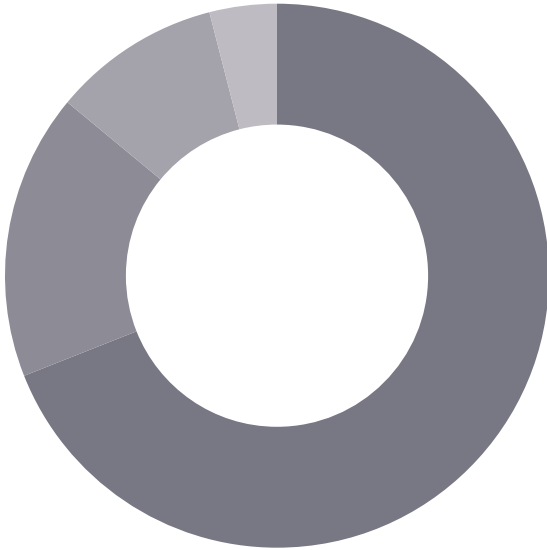
 **Cultural Events** 8%

 **Leisure Activities** 7%

 **Sporting Events** 7%

Southwest data for popular activities is similar to national data with renters enjoying socializing, being outdoors and shopping most.

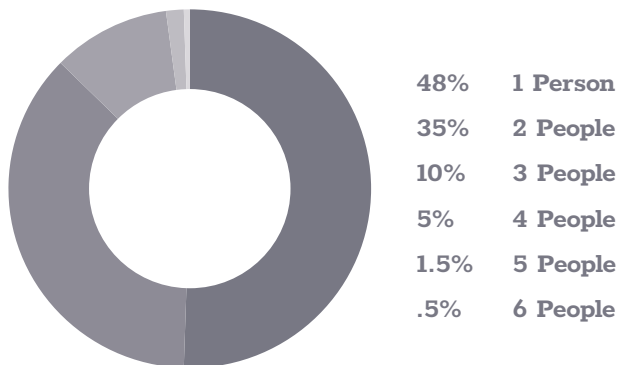
MOST IMPORTANT WHEN PICKING IDEAL APARTMENT?



69% Price **10% Location**
17% Space **4% Updates**

Southwesterners chose price more often than other regions when looking for an apartment and are more likely to compare costs.

HOW MANY PEOPLE WILL LIVE IN THE APARTMENT?



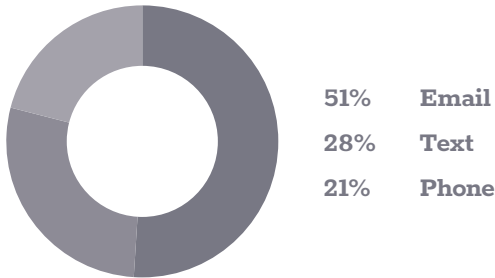
DO YOU HAVE PETS?

65% No

35% Yes

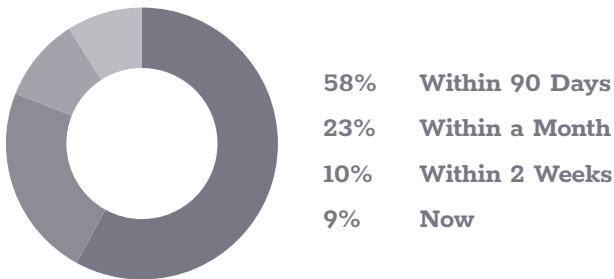
More than one-third of renters are looking for pet-friendly apartments in the Southwest.

HOW DO YOU PREFER TO BE CONTACTED?



Rental prospects in the Southwest choose text as their preferred method of contact more often than other regions.

WHEN CAN YOU MOVE IN?



Communication is key, whether a renter is moving in now or in 90 days. Offering up quick tips and advice can come in handy during a stressful move, particularly when the turnaround time is quick.



If a prospect engages with multiple experiences, we are winning the hardest part of the digital battle. ... We have increased the likelihood of them taking that next step in the sales cycle.

Caleb Bartlett, Digital Sales and Media Manager,
Nolan Real Estate





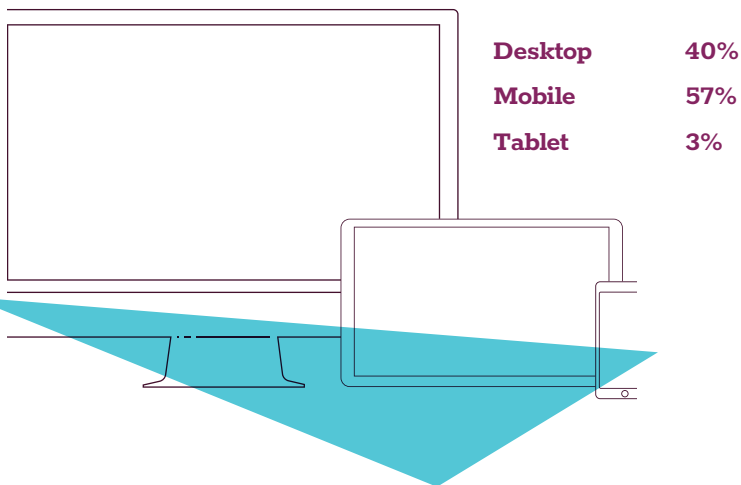


DIGITAL MARKETING BENCHMARKS

PERQ analyzed the data on approximately 320 property websites to find out how they're performing.

Did you know a coupon or other offer to apartment shoppers increases the chance they'll lease by 73%? Turn the page to see how you compare.

DEVICE USAGE



6 minutes and 48 seconds

Time on Site



3.02

Pages Per Session

The number of visitor sessions and the amount of time spent on the site are positively correlated to move-in rates, increasing the likelihood of move-in by 23% per session and 2% per minute spent on the site.

Consumers who disclosed online that they are in the market to rent now were 200% more likely to lease.

Prospects who provided their information through a “welcome” interactive experience online were 100% more likely to lease.

\$5.86

Cost Per Lead

\$168.90

Cost Per Lease

5%

Lead to Lease



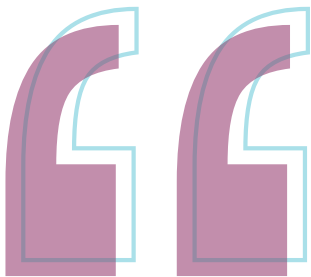
Prospects who requested a tour online were 63% more likely to lease.



A coupon or other offer to apartment shoppers increases a lease conversion by 73%.

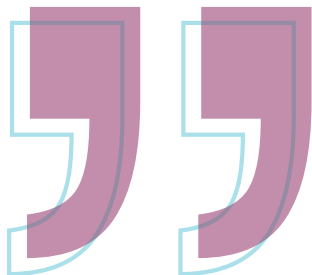


Apartment shoppers who provide their name and contact on an apartment website are 7 times more likely to lease.



Before we had to rely on phone calls and emails to get the appointment, which often required a bit of back and forth. Having an online tour scheduling solution allows us to rearrange our schedules to make it work for the prospect so we're starting the relationship efficiently.

— Katrina Greene, Senior Property Manager, Sheehan Properties











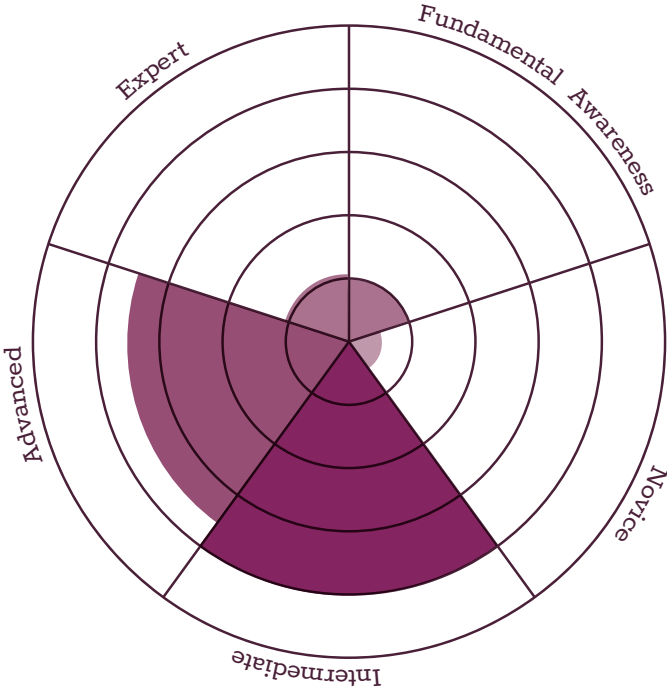
MULTIFAMILY PROPERTY DIGITAL MARKETING SURVEY RESULTS

We asked the multifamily industry how they would rate themselves in the following areas on their digital marketing expertise on a 1 to 5 scale with 1 being a Novice and 5 being an Expert.

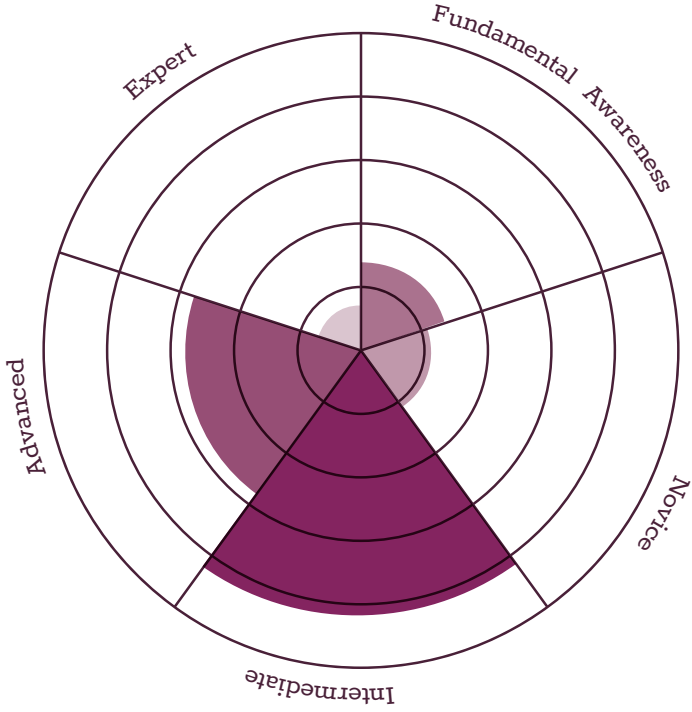
See the results from approximately 107 respondents and take the survey yourself!

Visit <http://bit.ly/MultifamilySurvey>

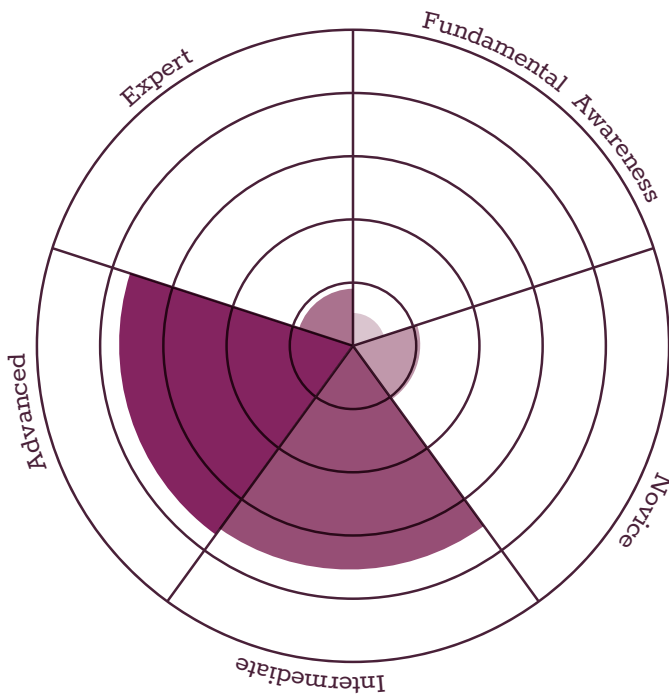
I give rental prospects the online experience they want by offering multiple ways to engage with my apartment(s) while driving valuable sales leads for our leasing specialists.



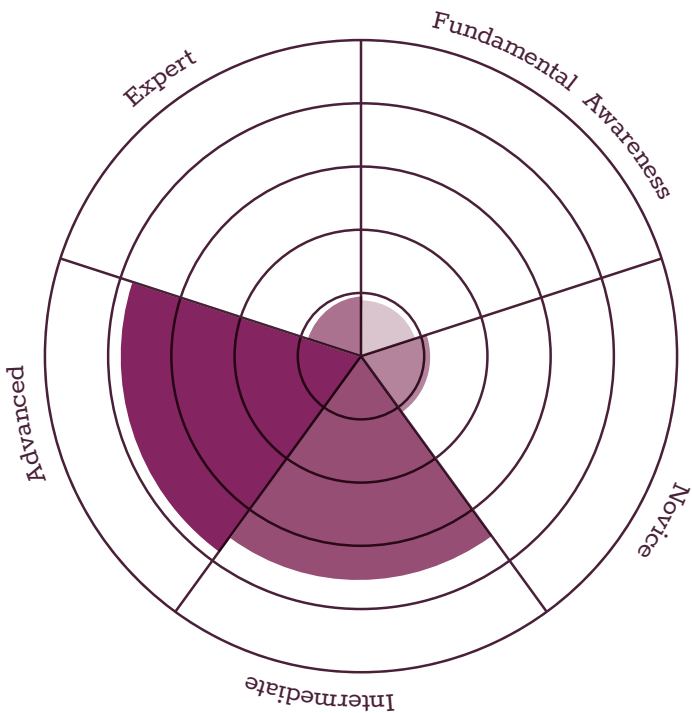
I drive return website traffic and increase consultations and sales with automated marketing campaigns that leverage personalized consumer profile data.



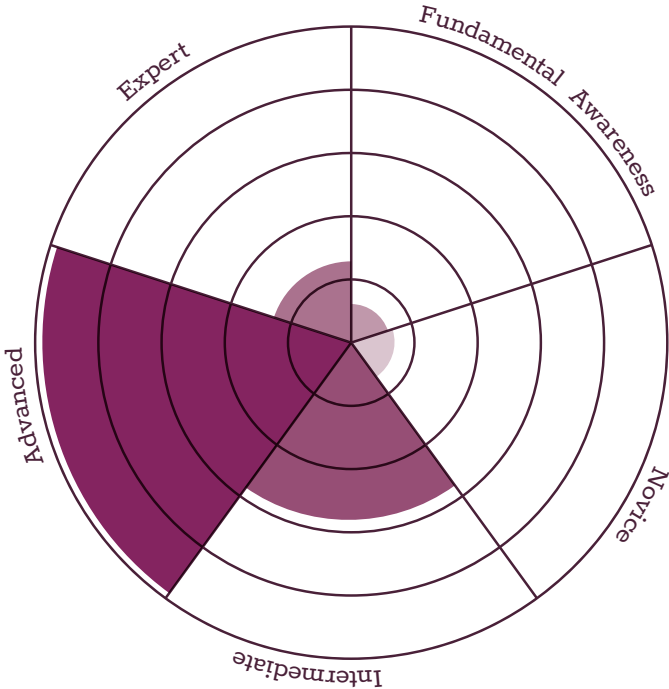
I maximize the revenue potential of online leads by streamlining my lead management process.



I leverage data from existing leads to drive the most ideal and budget-efficient website traffic through effective digital advertising efforts.



I use website, lead, channel and leasing data to make smarter marketing, advertising and purchasing decisions.



Please tell us about what you feel you need to improve when it comes to your digital marketing efforts for your multifamily property or group.

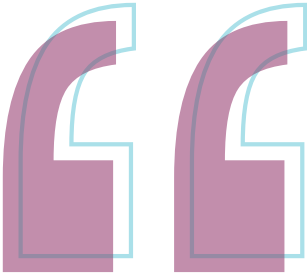
(A sample of the top answers from the survey)

- Better multitouch lead attribution understanding.
- A better understanding of how digital marketing all works together.
- Better tracking capabilities. Tracking numbers has become very inefficient and inaccurate. There has to be a better way.
- Learn more about the lifespan of shared lead attribution and how it affects lease conversion.
- Engaging prospects and follow up.
- Understanding how we can improve efficiencies or touch points.
- Establishing more of an online presence and utilizing marketing strategies to increase traffic.
- How to make the leasing process completely automated.
- I want to know more about the next thing coming in digital advertising.
- How to reach millennials.

- How to find direct correlations and returns on our initiatives.
- I need more experience in Google Analytics.
- I think a better method of collecting information via a mobile device easier to capture a lead.
- I want to continue to get better at giving the consumer options on how they want to interact with us.
- I would like to improve upon using the data from my analytics and PPC campaigns to adjust decisions.
- Lead management.
- More cost effective way to drive traffic
- I know what I want to do and need to do to make the experience better for our prospects, but I don't have the budget.
- SEO-organic and finding the right balance of SEM and ILS.
- Understanding our target demo in a more granular and intimate way.

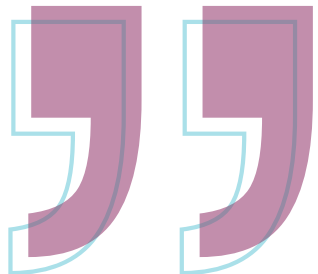
Take the survey and share your challenges!

<http://bit.ly/MultifamilySurvey>



PERQ provides real solutions
to vacancy challenges.

— Brandy Ramsey, Regional Manager, Pinnacle —



PERQ, a marketing technology company, empowers businesses with the strategy, processes and innovative technology solutions to allow for data-driven marketing and sales success.

Consumers today do a lot of research online to narrow down their options, but businesses often lack insight into their website visitors who show up at their physical location. PERQ solves this pain point for more than 1,000 businesses in the multifamily, auto retailing and home furnishings industries by connecting consumers to brands in a meaningful way.

Learn how to make a measurable impact on your occupancy goals. Visit perq.com/multifamily to see how the PERQ Marketing Cloud can help you.

PERQ's marketing technology captures valuable consumer data in real time on multifamily property websites. From floor plan preferences and most popular apartment features to local community desires and move-in time frames, we've learned a lot about renters searching for their perfect home.

[Take a look inside the data to learn more!](#)

The PERQ logo is a white circle containing the word "PERQ" in a bold, dark blue, sans-serif font. The background of the entire page is a dark blue color with a pattern of light blue, wavy, horizontal lines that create a sense of depth and movement.

PERQ