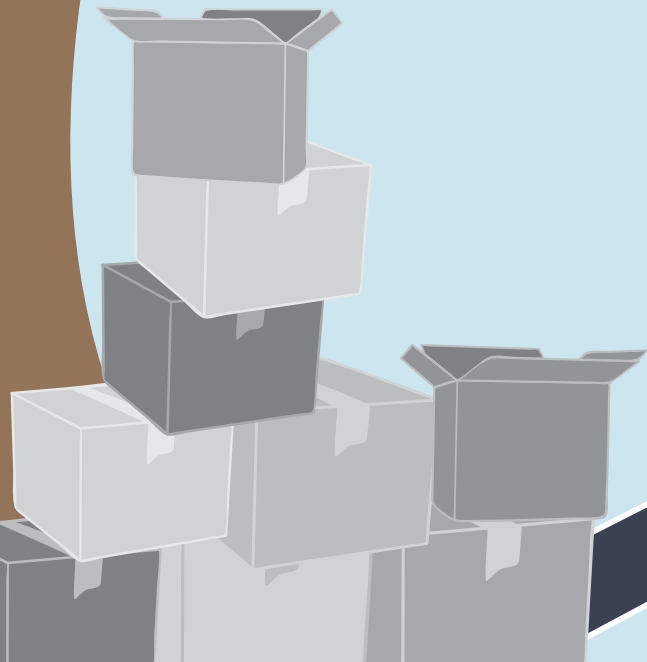




2017 AMERICAN RENTERS SURVEY

Understanding where,
how, and why tenants
choose to rent



2017

AMERICAN RENTERS SURVEY

Understanding where, how, and why tenants choose to rent

EXECUTIVE SUMMARY

In spring of 2017, Buildium conducted an in-depth survey of 1,166 renters in the United States. We use this annual survey to understand property from a tenant's point of view. Which amenities are most important to them, and what will they pay more for? What makes them sign a lease or renew one? What makes them love you? What makes them move away?

The best way to get insight into what your tenants think is to ask them. But if you're looking to understand what potential tenants think, and to benchmark where your tenants might be, this is a survey we hope you'll find invaluable.

Key topics for this survey included:

- Which features and services would renters pay more rent for?
- How do tenants use technology?
- What will tenants pay in rent, and how do they like to pay?
- What do they like or dislike about their rental?
- How can you build and leverage closer ties with (and among) tenants?

This year, we found a lot of continuity with our findings from last year's report; as well as illuminating some important new areas, such as how to better onboard and maintain a resident community you can leverage for word of mouth. We also gained a stronger understanding of how tenants connect, emotionally, to property and a property manager.

In this report, we will unpack these and more insights from this survey to help you meet tenant expectations and attract and keep the very best tenants.

Our principal insights roll up into the following seven findings:

SURVEY FINDINGS

1. Renters will pay higher rent for in-unit laundry, central air, and permitted pets.
2. 68% of tenants still pay rent by check or cash, but 53% would use a mobile app to pay rent online.
3. Tenants with good onboarding are 12 times more likely to love their rental, and nearly 3 times more likely to love their property manager.
4. Tenants have a stronger appetite for shared social activities than most property managers accommodate, and 1 in 3 would help to organize them.
5. Most tenants will only tolerate a rent increase of 1-5% every 1-3 years, while nearly one-third feel a rent increase is never reasonable.
6. 24% of renters are saving to buy property, while 27% have owned property in the past.
7. 83% of tenants would give or have given a referral or review for a property they've lived in, and 66% would follow their landlord or property manager on Facebook.

DEMOGRAPHICS

In April 2017, we worked with the research firm Market Tools/Survey Monkey to survey a random sample of people who rent across the U.S. They represent a balanced distribution across all geographic locations, ages, genders, professions, and income brackets. Survey takers fell into the following categories:

FIGURE 1: What is your gender?

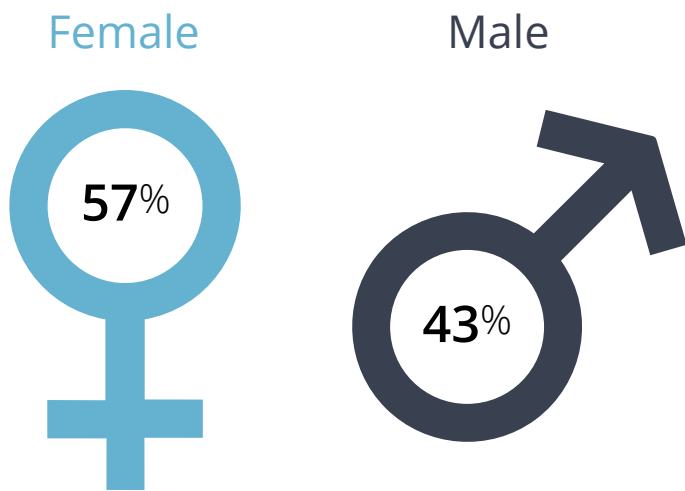


FIGURE 2: What is your age?

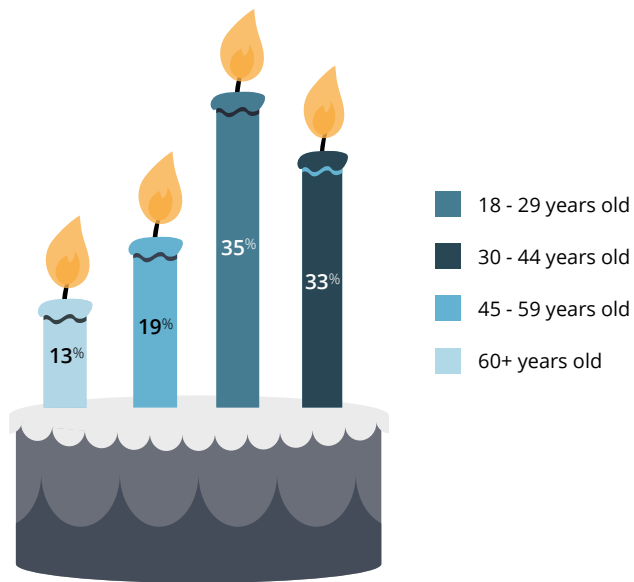


FIGURE 3: How much total combined money did all members of your household earn last year?

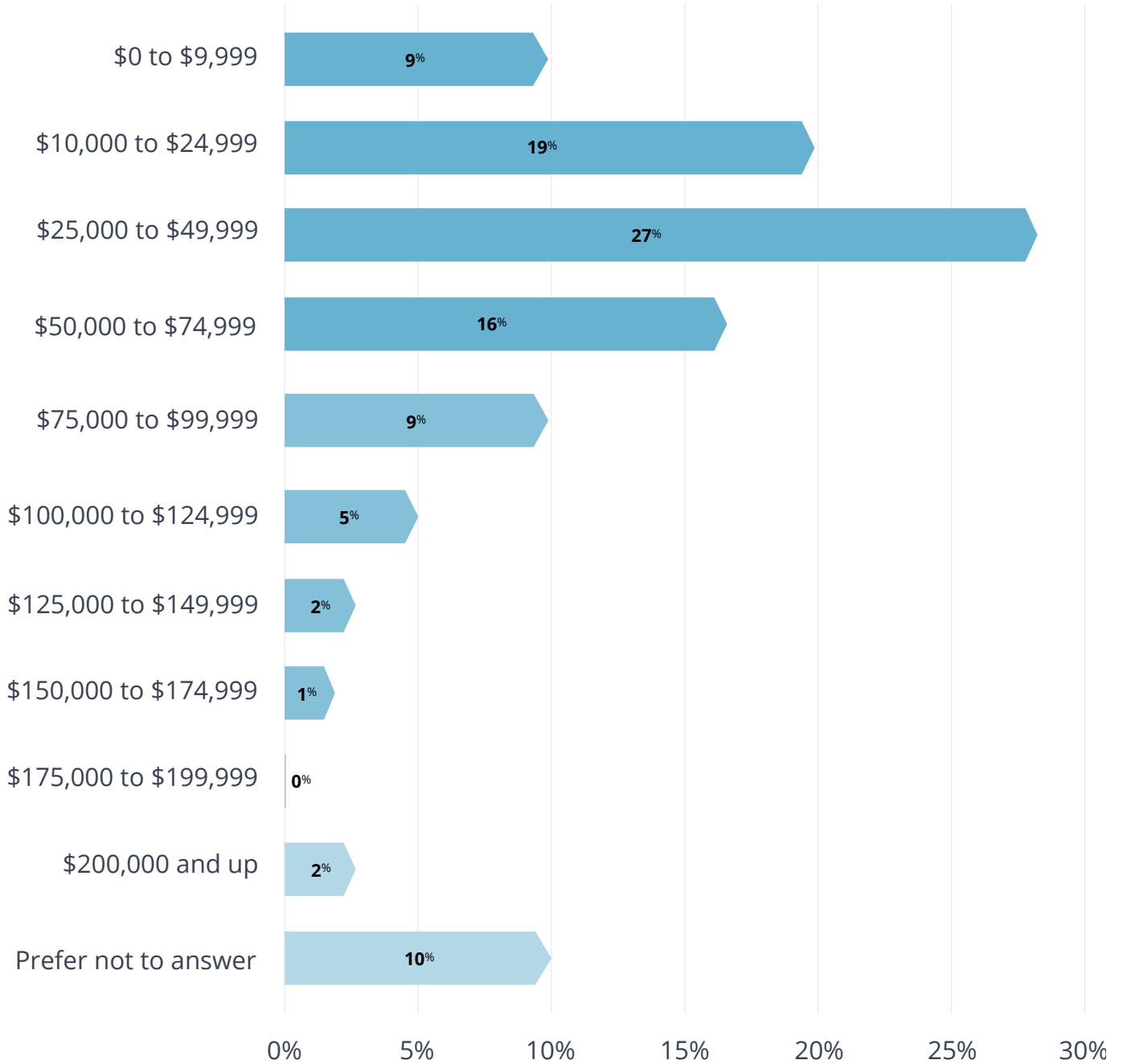


FIGURE 4A: Which best describes you and those you live with?

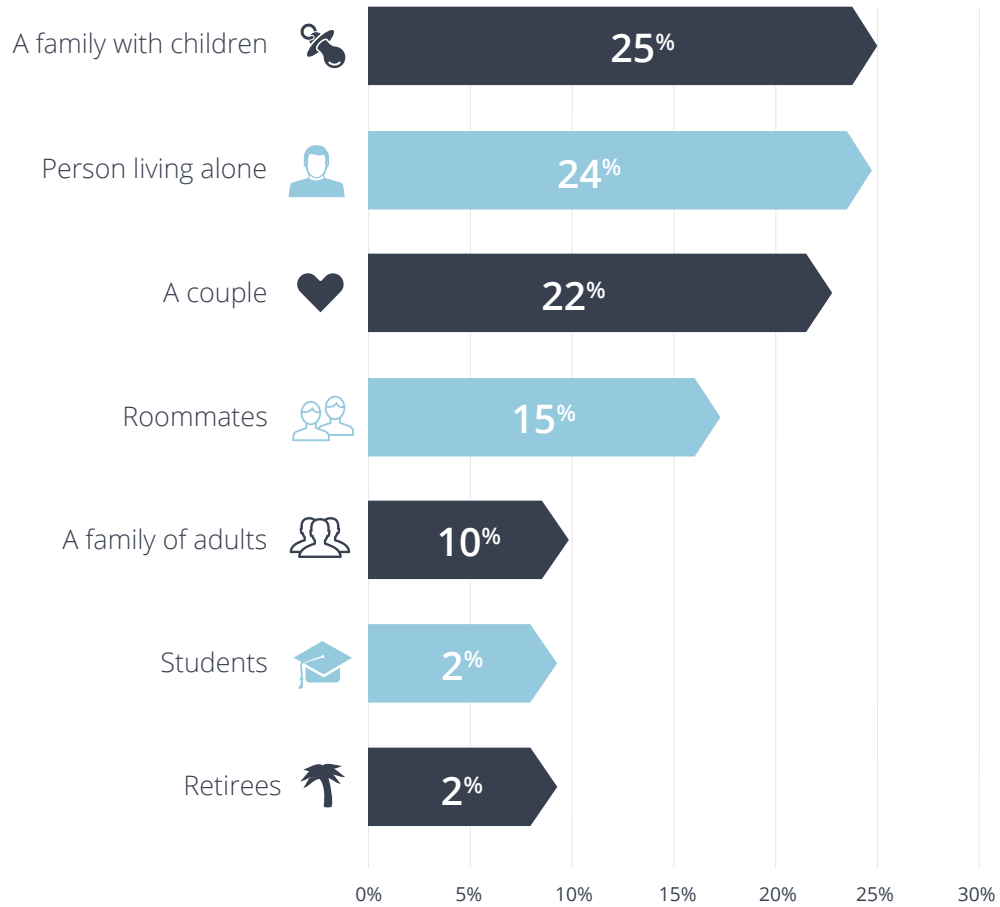


FIGURE 4B: Who renters live with



FIGURE 5A: In which region of the United States do you live?

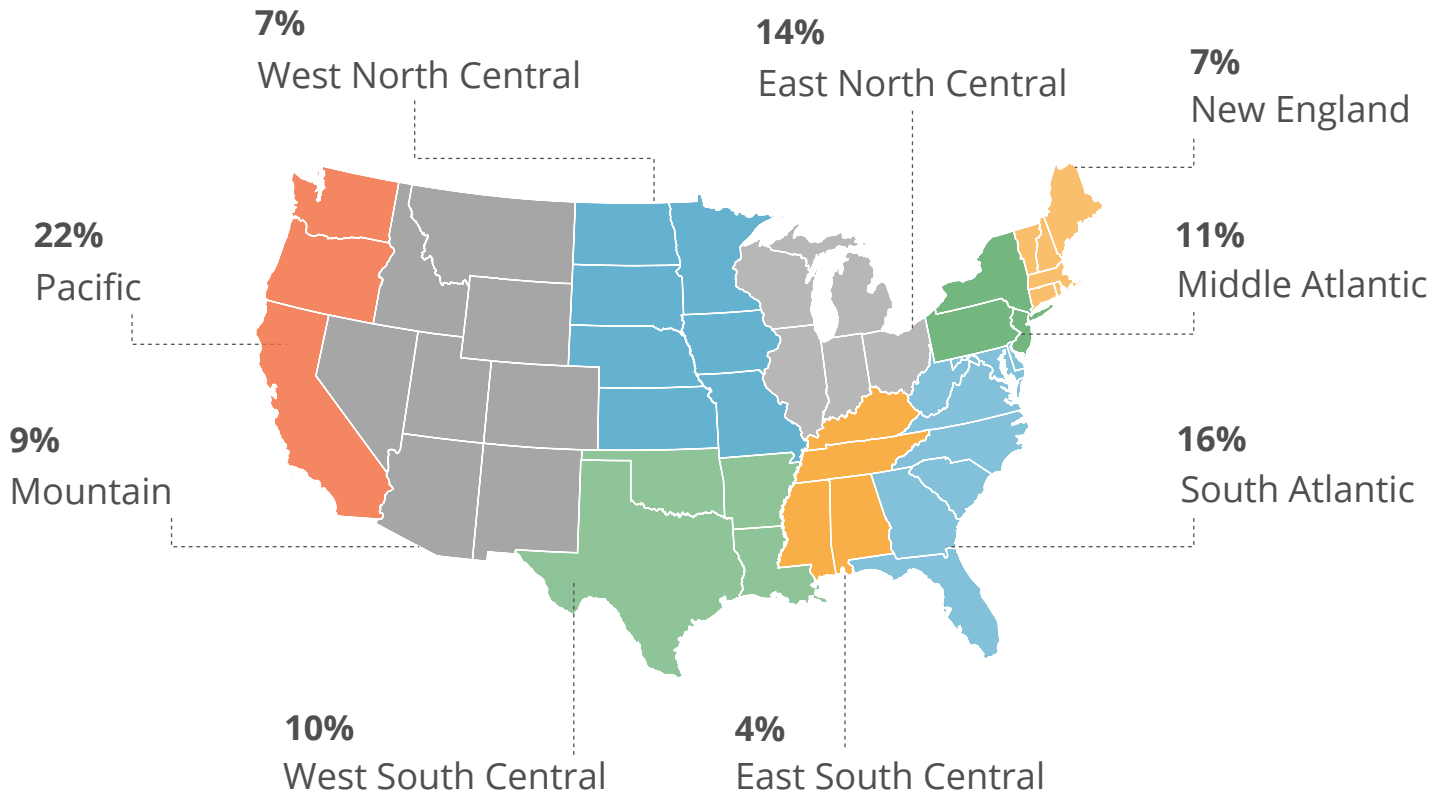


FIGURE 5B: Which best describes your neighborhood?

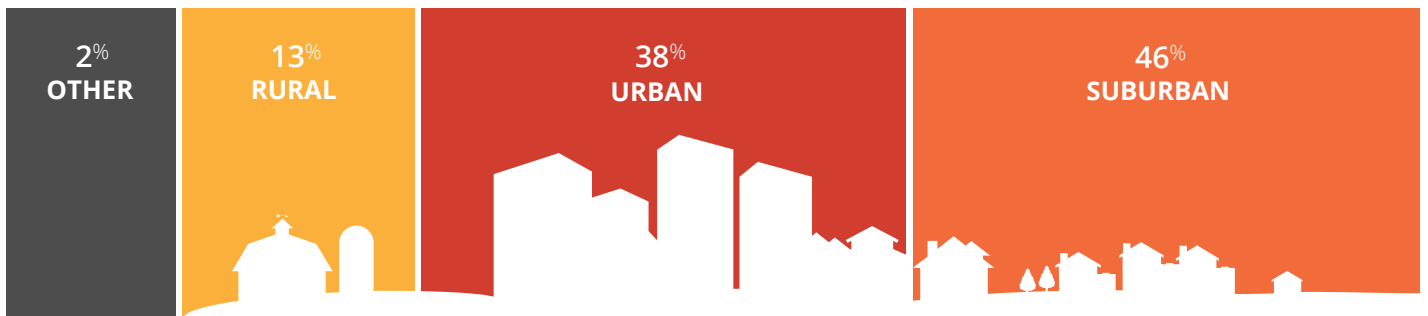


FIGURE 6: Which best describes your residence?

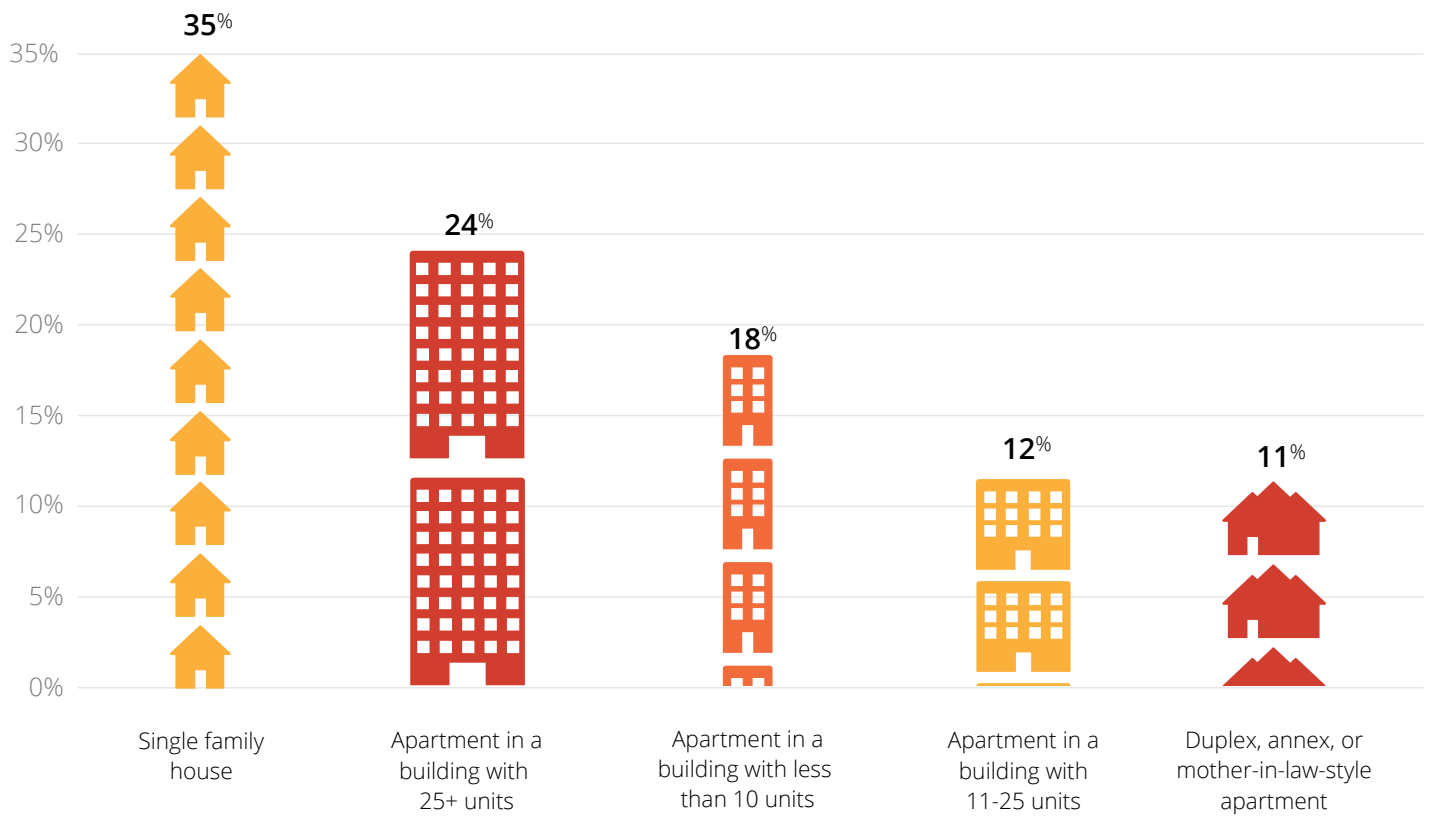
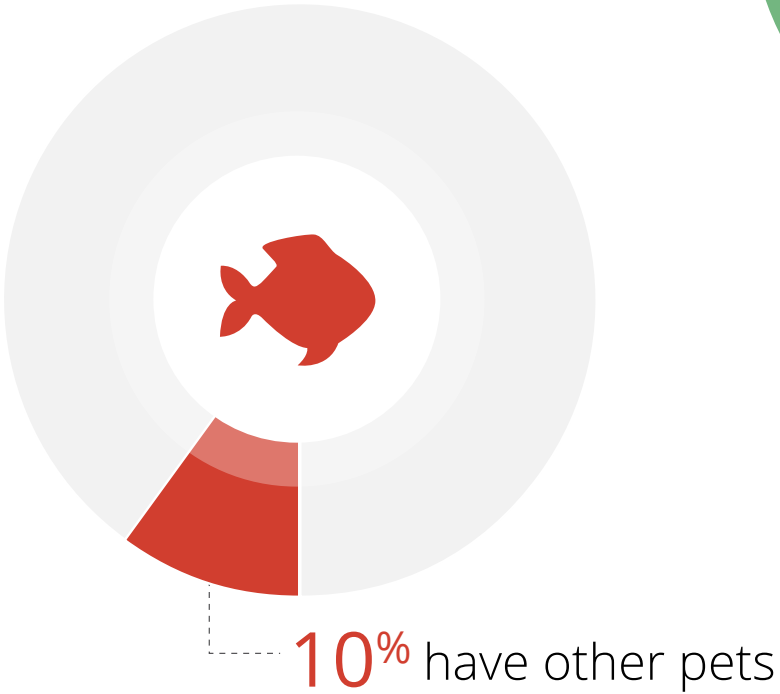
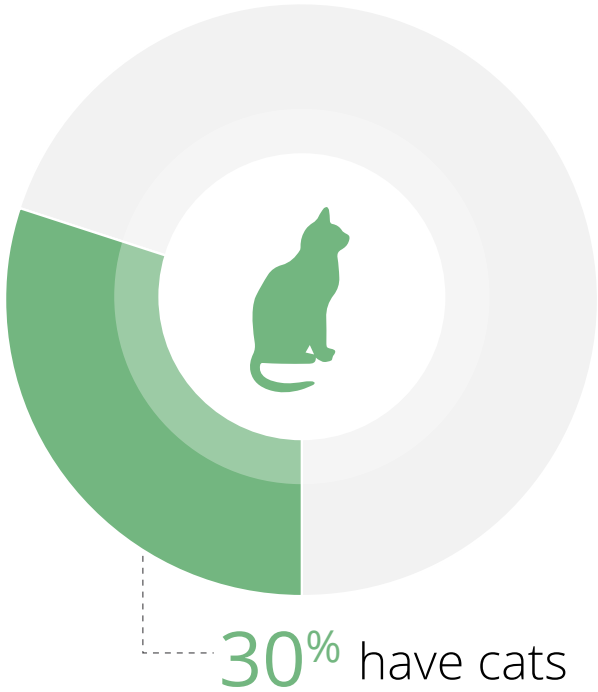


FIGURE 7: How many tenants have pets



FINDING ONE

Renters will pay higher rent for in-unit laundry, central air, and permitted pets.

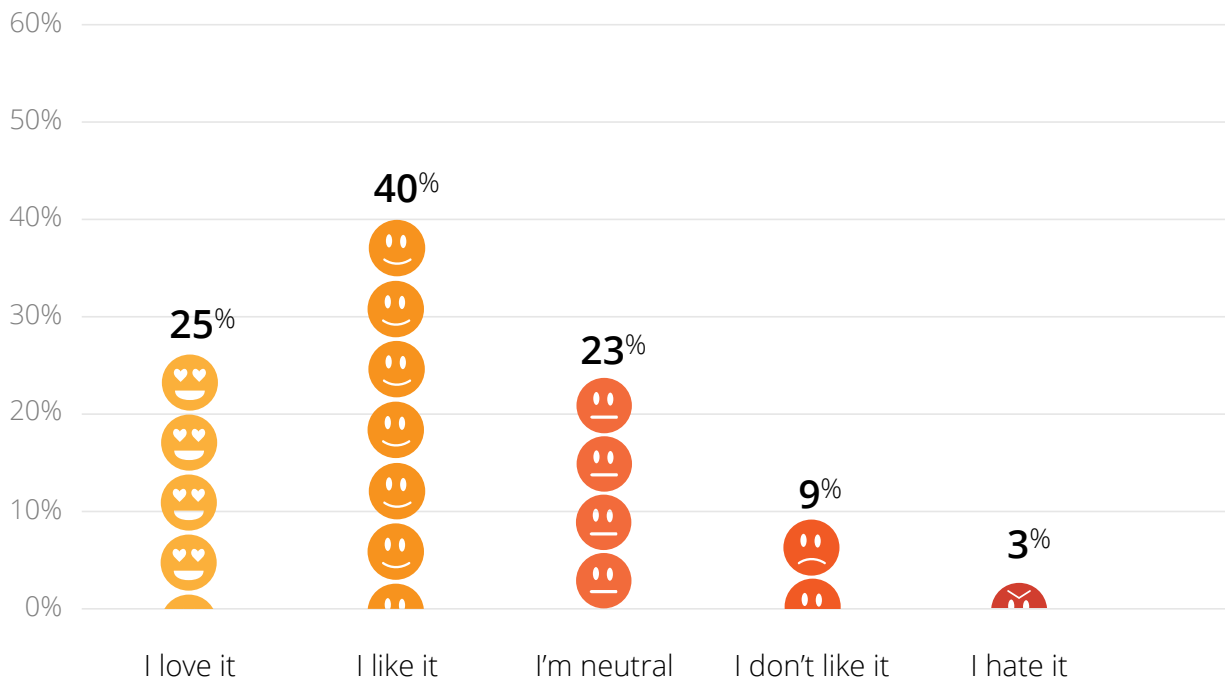
Renters in 2017 are slightly less enthused about where they live than they were last year. While the number of people who said they love their unit rose a few percentage points from 2016, the number who said they like their unit dropped more than 10%.

That said, the number of tenants who said they dislike or hate their units also fell by a few percentage points. In general, people seem to be moving more toward ambivalence than dissatisfaction. The biggest migration was those who say they are neutral about their rental—which doubled from 11% in 2016 to 23% in 2017. (Figure 8)

This increase in ambivalence may have to do with the number of people who feel trapped in their rentals. (See Finding #5) But no need to worry! Overall, opinions about rentals are significantly more positive than negative. When we asked what people like most about where they live, renters cited similar reasons as in 2016—with “quiet,” “a nice neighborhood,” “proximity to work, school, or amenities,” and “location” topping their lists. In fact, though rent was a follow-up concern, these external factors about the quality and safety of the area were twice as likely to appear as comments about the units themselves. We believe this really underlines the importance of acquiring portfolios in safe, desirable areas. (Figure 9)

Amenities certainly are a consideration, however, in how tenants view a property. This year, we slightly clarified and expanded our questions about both community and shared amenities and in-unit amenities—asking renters explicitly what they'd be willing to pay a higher rent to have. The desire for both in-unit and community amenities remained stable year over year, with the same amenities topping both lists. (Figure 10, Figure 11)

FIGURE 8: How tenants feel about their place of residence



Survey Question: *How do you feel about your place of residence?*

FIGURE 9



Survey Question: *What do you like most about where you live?*

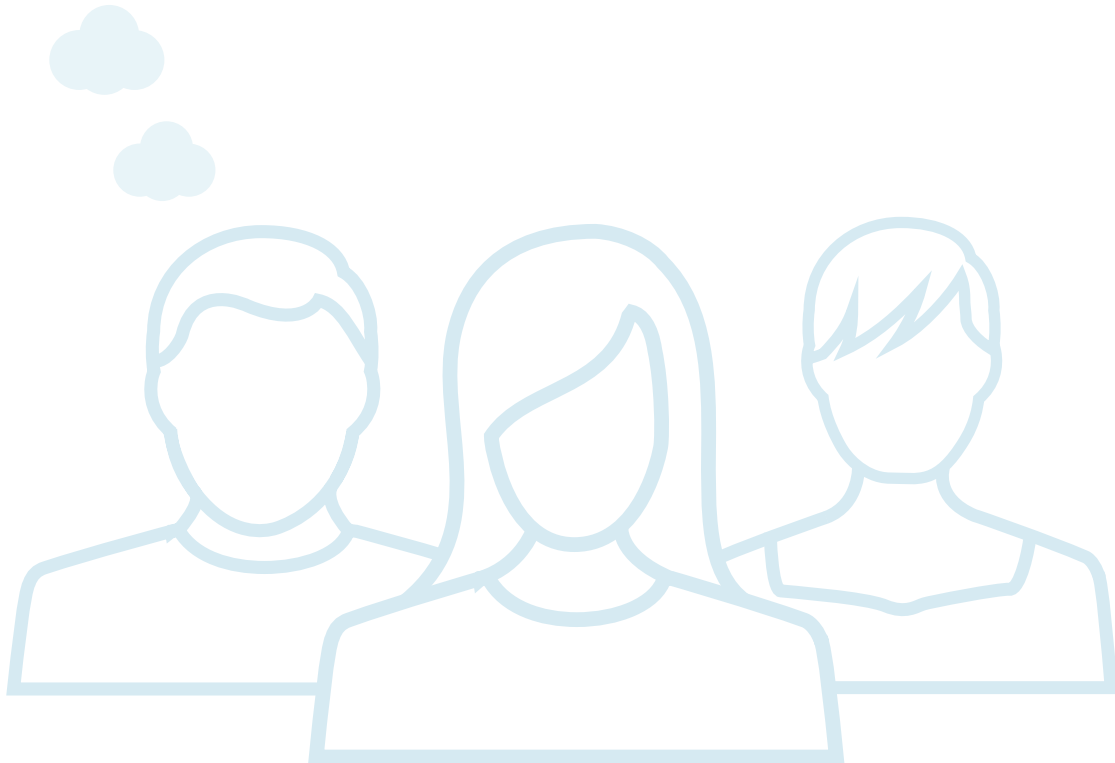
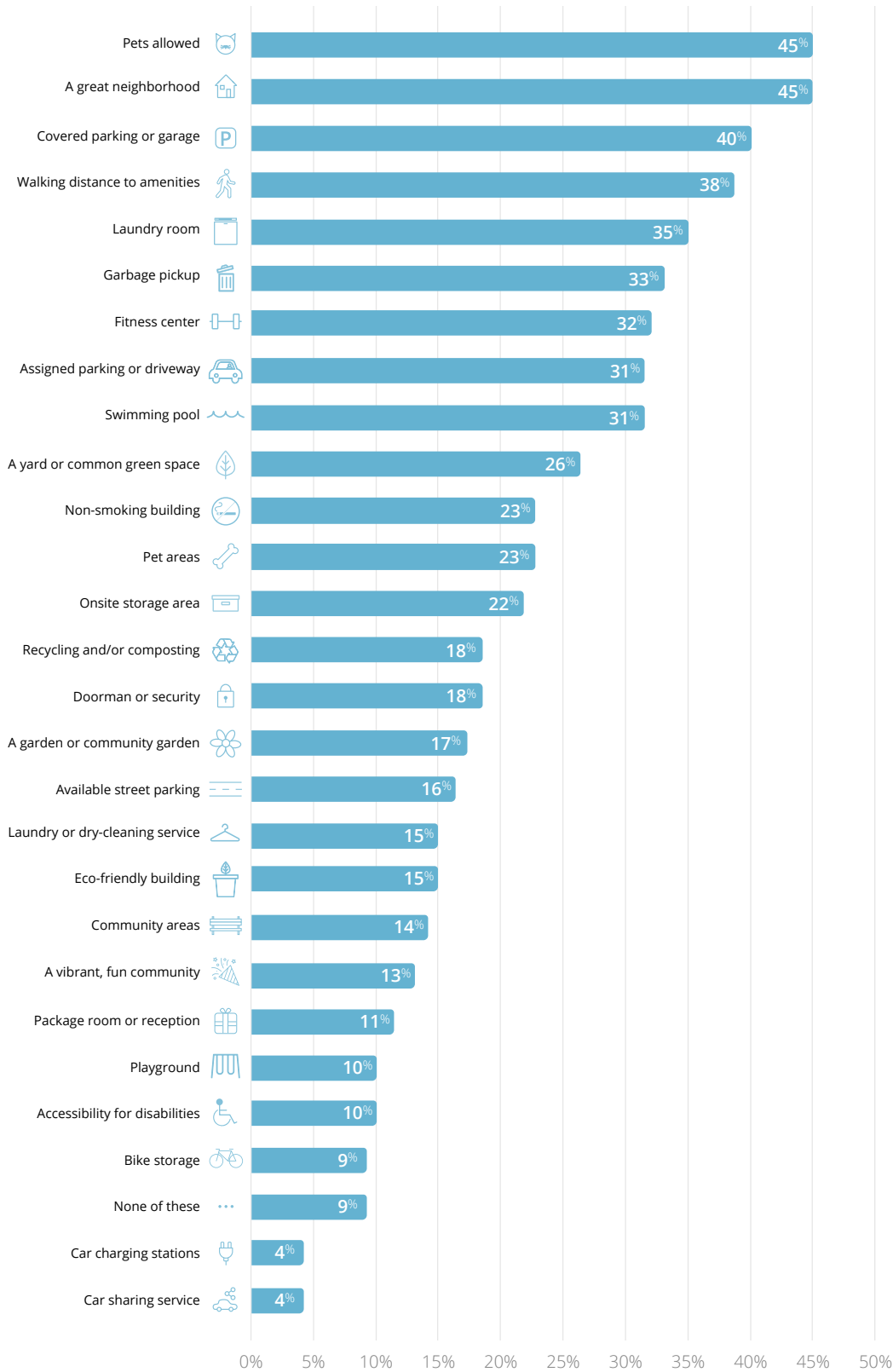
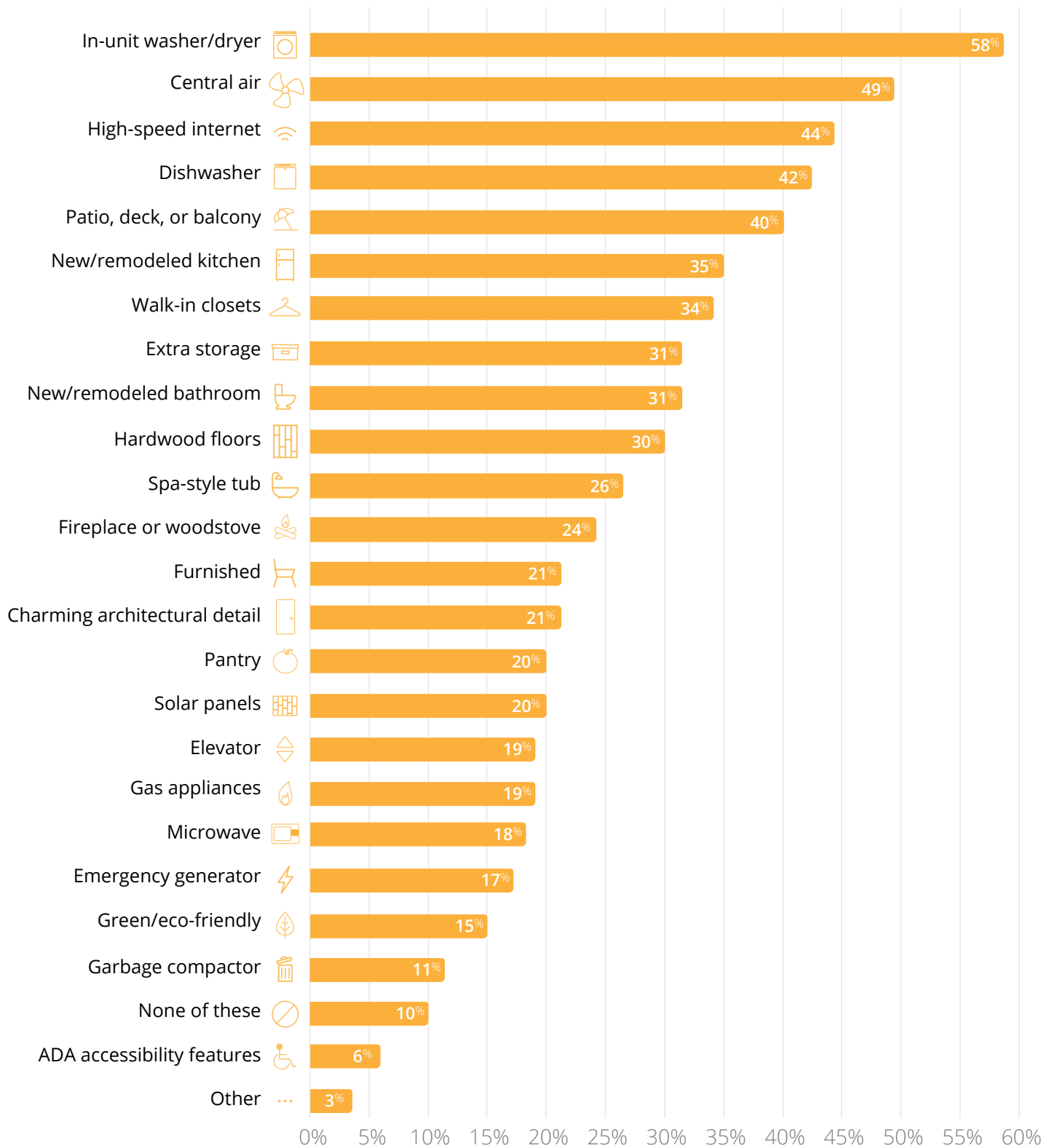


FIGURE 10A: Neighborhood or building amenities worth paying higher rent for



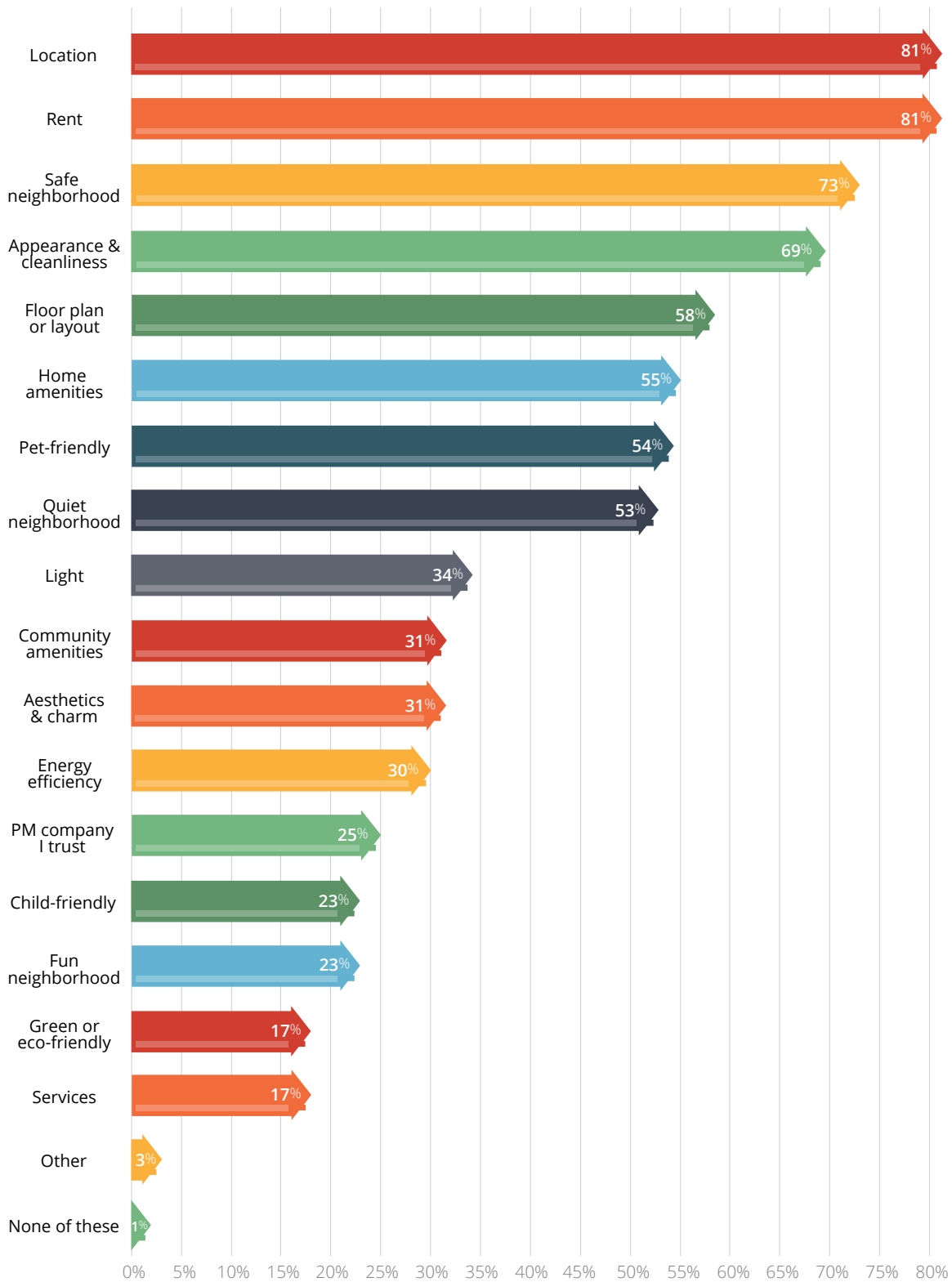
Survey Question: Which of the following neighborhood or building amenities are worth paying a higher rent for?

FIGURE 10B: In-rental amenities worth paying higher rent for



Survey Question: *Which of the following in-rental amenities are worth paying a higher rent for?*

FIGURE 11: Important considerations when choosing a place to live



Survey Question: *What are the most important things for you to consider when choosing a place to live?*

Once again, in-unit washer/dryer and central air were at the top of the list of things renters said they would pay more rent to have. They also said they'd pay more for a rental that permits pets, and to live in a nice neighborhood.

In fact, when looking for a new rental, "location" topped the list of considerations at 81%, edging out "rent" by just a couple of responses. Runner-ups were "a safe neighborhood" (73%), "appearance and cleanliness" (69%), and "floor plan, rooms, and layout" (58%).

When it comes to moving out vs. staying, location continues to play a significant role. We asked tenants, anecdotally, to tell us why they are considering staying or leaving their rental, and why they love their rentals (Table 1). By far, the biggest consideration in staying was environmental, with location topping the list, followed closely by relationships with neighbors. (More on building those relationships in Finding #4.) General inertia and a dislike of moving was the third most popular answer—which at first might seem underwhelming, until you consider that those tenants are yours to lose, and are generally easy to keep satisfied. Rent and amenities rounded out the reasons why tenants stay.

When it comes to why tenants leave, the top reasons that we saw are somewhat out of a property manager's control. Life changes such as getting married, growing a family, graduating, changing jobs, or moving out of the area were most common among tenants who said they plan to leave. Rent increases were the second most common reason, with tenants reporting an aversion to frequent or steep hikes. One tenant reported a 20% increase in rent. Purchasing a home—another factor out of our control—was the third most common answer, but the next frequent reply was again about the quality of the neighbors and



**TOP 5
CONSIDERATIONS
WHEN CHOOSING A
RENTAL**

1. Location (81%)
2. Rent (81%)
3. Safe neighborhood (73%)
4. Appearance & cleanliness (69%)
5. Floor plan, rooms, layout (58%)

neighborhood. Bad neighbors, high drama, noise, and conflict all appeared on that list. The least common answers had to do with dissatisfaction with the unit itself, or with the quality or lack of amenities.

Consider one tenant's harrowing response to this question:

"My apartment forces us to buy cable, yet they won't fix the coax outlet in my apartment. I tried to fix it myself but it's not just the outlet, it's the wiring in the wall. So I'm paying an extra \$100 for nothing. My tub had been leaking since I moved in, they said I have to deal with it. The apartment smelled of mildew when I moved in, they said the neighboring apartment flooded but it was being taken care of, after I moved in I realized my whole carpet smelled of mildew. There's a huge hole in the ceiling I've reminded them of multiple times. Took them 5 months to fix my dishwasher (the contractors just put the tubes on backwards). Cockroaches. I'd like to move but can't afford to."

Property managers can definitely ameliorate these negative feelings by being responsive. Amenities will go a long way to making happy tenants, but an apartment that seems satisfactory at lease signing can quickly turn sour due to a lack of responsiveness.



FINDING TWO

68% of tenants still pay rent by check or cash, but 53% would use a mobile app to pay rent online.

Increased adoption of technology by Americans is no secret. In fact, it may come as a surprise to some that half (50%) of all tenants are still paying their rent with checks—or that 12% pay with money orders, and 18% are actually paying their rent with cash! ePay options comprised 29% of total payments, and they range from bank EFTs to payments on a property manager's site, or services such as Paypal or Venmo.

When we look at this data by age, it holds surprisingly steady. Tenants over 60 do rely significantly more on checks, but that difference is largely balanced out by their lower likelihood of using cash or money orders. Renters from 18-44 were only about 5% more likely to use ePay than those over 44. The youngest cohort of renters (from 18-29) were about 8% more likely to pay by credit card than those over 60.

While only 29% of tenants are paying rent online, 59% said they want to have that technology available. (Figure 13) 53% said their most likely use for a mobile app would be to pay their rent—a significant opportunity for property managers looking to save effort and stabilize payments with ePay.

The most popular technology that renters like to have available is to search and find their rentals online (60%). Almost as many people (59%) also want to be able to pay fees and rent online; 49% would like to get text messages and emails; and 47% want to be able to file and track maintenance requests electronically.

Those trends held steady when it came to mobile apps as well.

The top three reasons people would use a mobile tenant app were to pay their rent electronically (53%), report problems and concerns (51%), and file and track maintenance requests (51%). Another 39% would use an app to just generally communicate with their property manager or landlord.

When it comes to receiving important messages, most tenants would prefer that a property manager email them (53%) or text them (53%). Another 41% indicated they'd prefer a voice call over options such as a visit (23%), a note (20%), or a letter (8%).

Knowing that so many tenants would like to pay their rent online, we were curious about how much property managers are charging in fees or surcharges for those services, and how willing tenants were to pay them. We found that 35% of tenants do not have the ability to pay rent online, and 13% elect not to pay online. Of those who do pay online, 10% pay some kind of surcharge, 36% pay no surcharge, and 6% weren't sure what they pay.

We asked tenants what they thought of convenience fees, and here were some of their typical responses:

"I absolutely do mind paying convenience fees, and NO they are NOT worth it."

"I wouldn't mind a small fee if it was available as an option to me."

"I will not pay fees."

"Paying electronically saves everyone money and time and should ALWAYS be an option!!!!"

"Yes, I mind very much. One should not be charged fees to pay a bill."

"I write checks to avoid the 'convenience' fee."

E-payments can help you to collect and reconcile rent faster and more predictably, so many property managers and landlords encourage them. Plus, a simple upcharge of only a few dollars can help your property management software solution pay for itself, so it's worth considering for that reason. The takeaway from these responses is that you may want to fold such fees into the cost of rent rather than charging them separately.



FIGURE 12A: How tenants pay rent

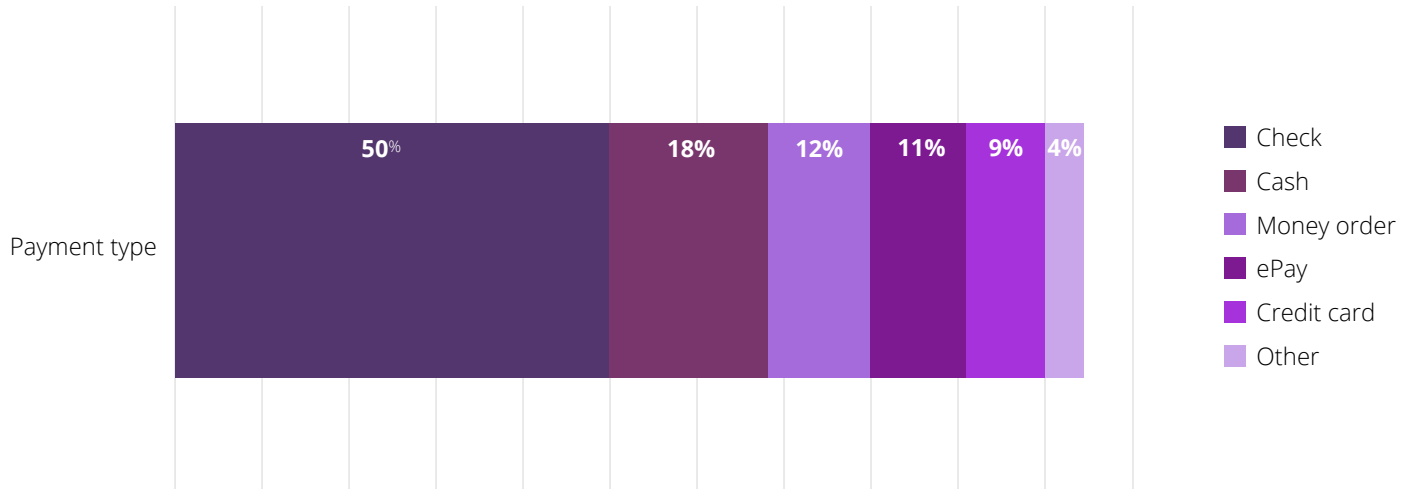


FIGURE 12B: How tenants pay rent, by generation

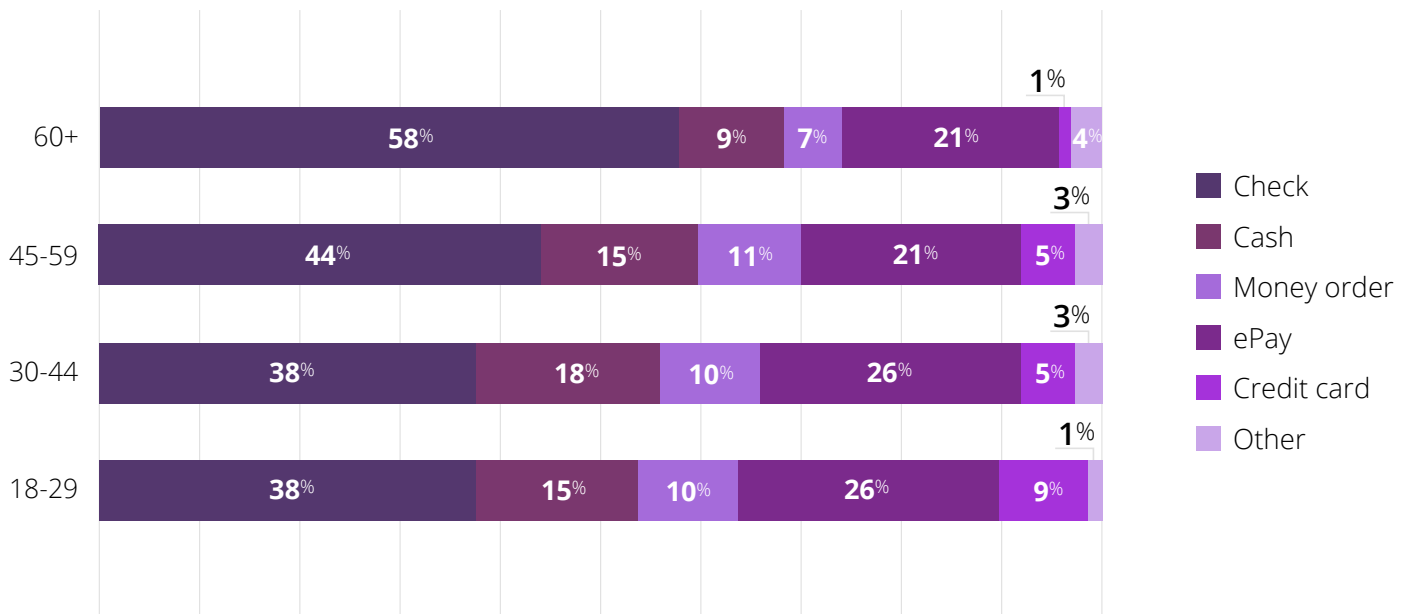
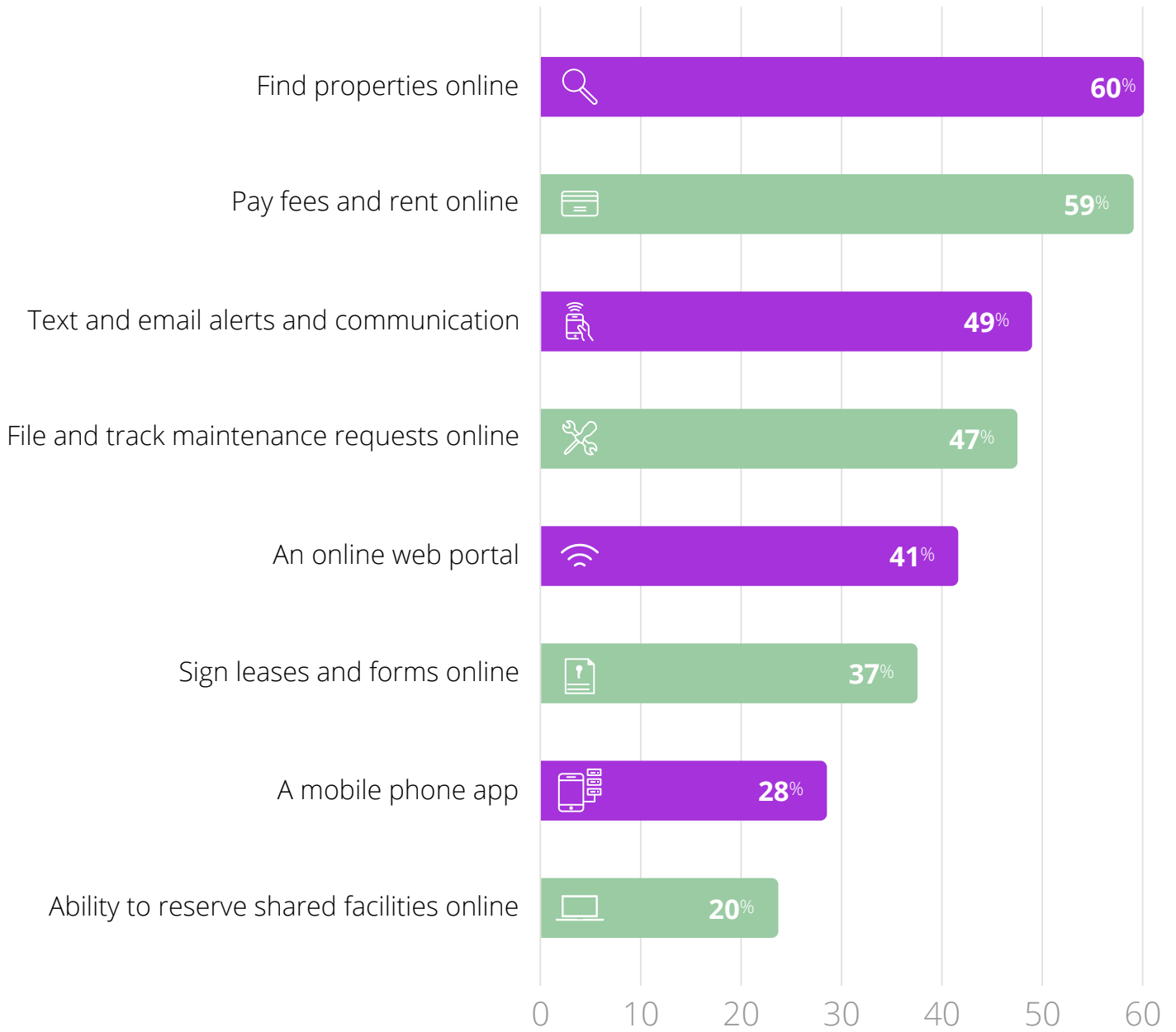
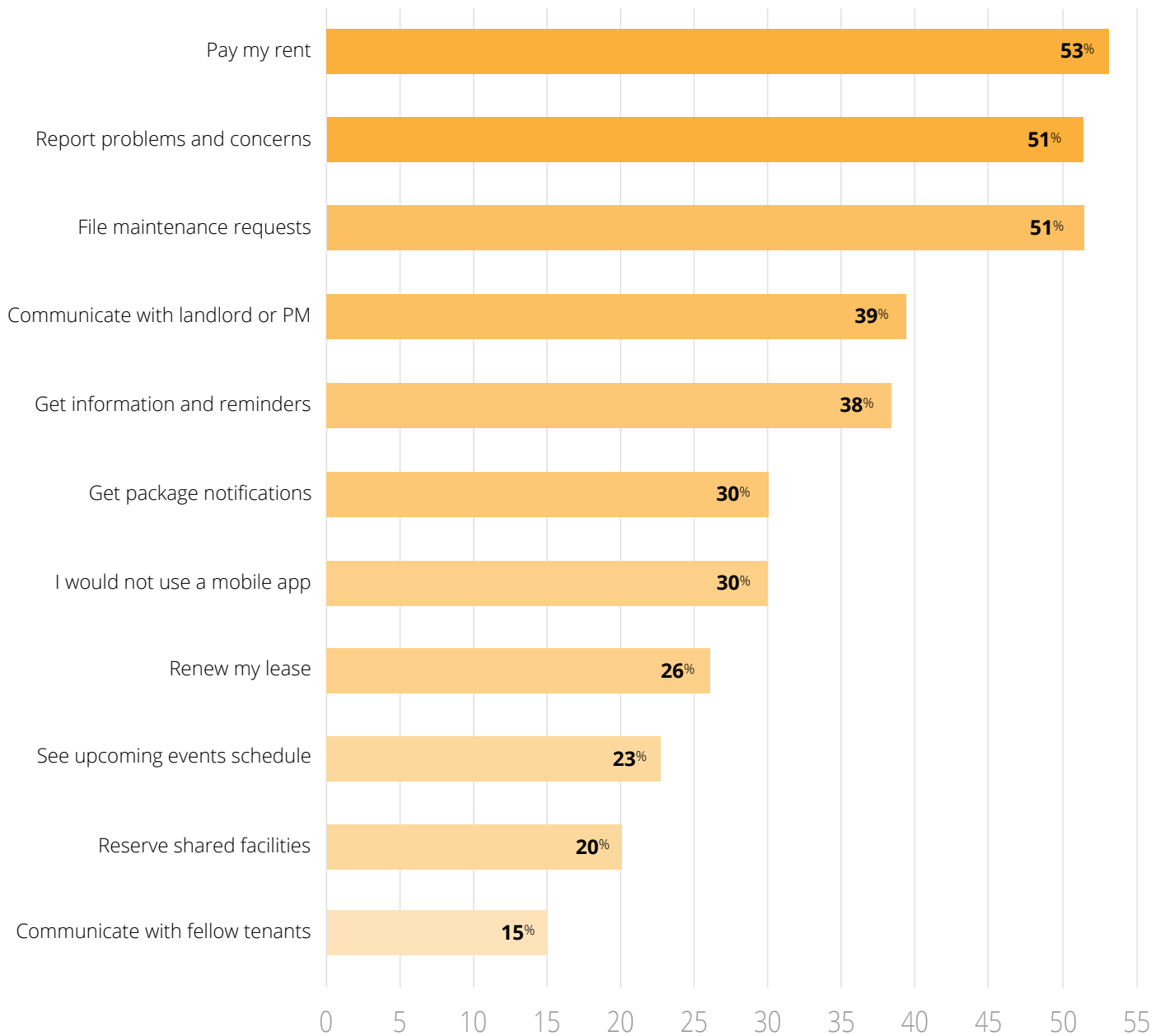


FIGURE 13: Important tenant technologies



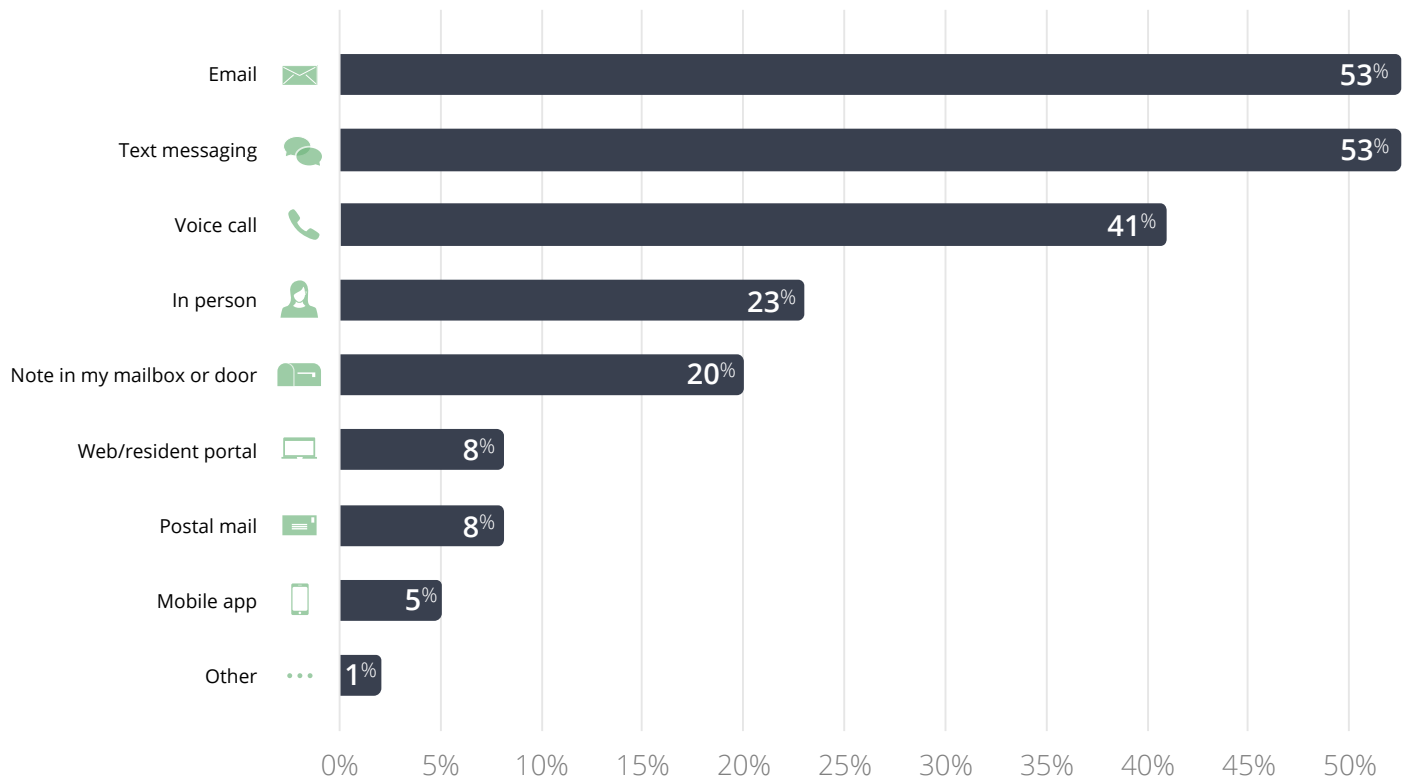
Survey Question: *Which tenant technologies would you like to have available?*

FIGURE 14: Top mobile tenant app feature requests



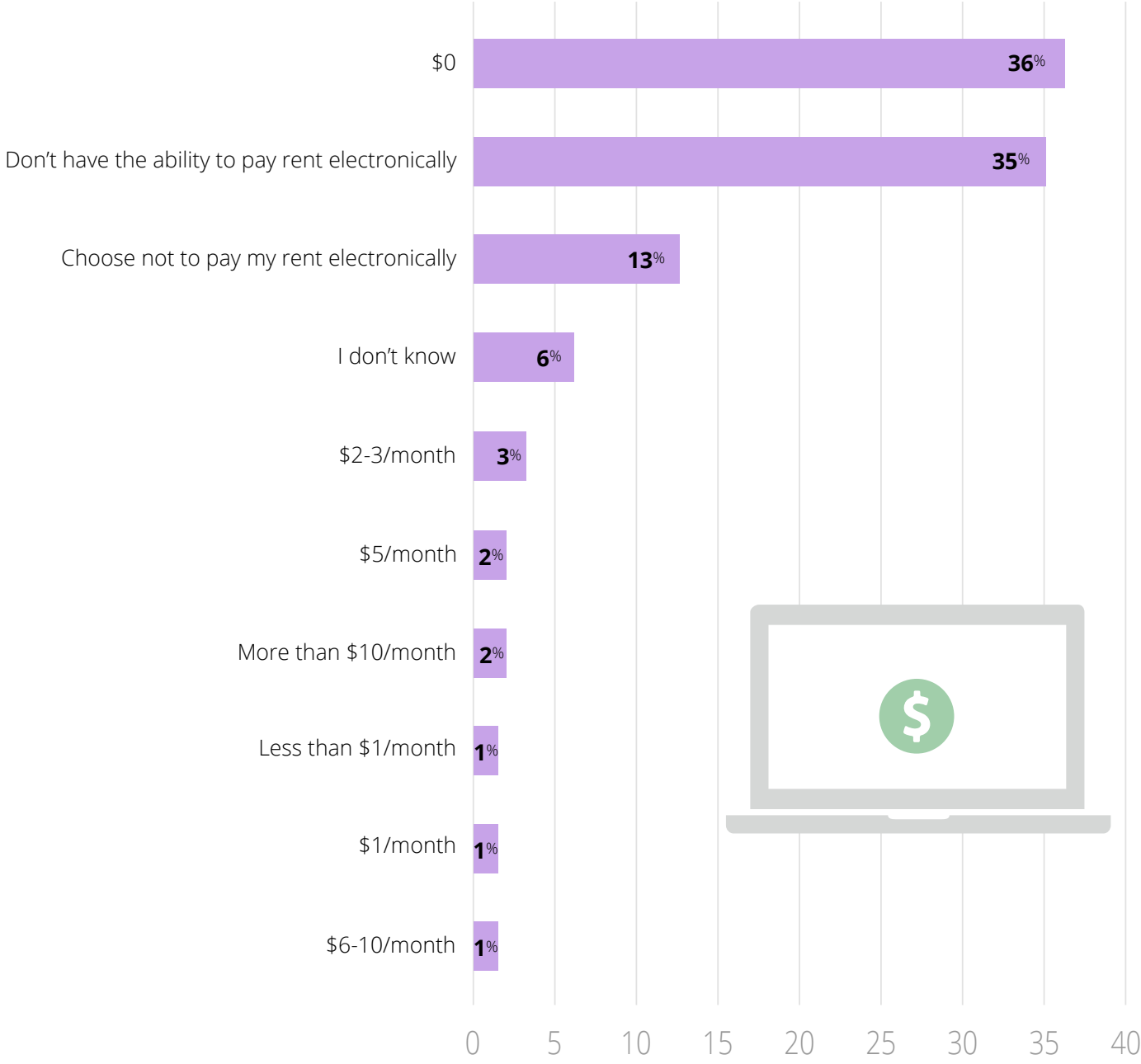
Survey Question: *Which of the following would you use a mobile tenant app for?*

FIGURE 15: Preferred landlord/PM contact methods



Survey Question: *How would you prefer your landlord/PM contact you with important info?*

FIGURE 16: Online rental payment convenience fees



Survey Question: *How much do you pay in convenience fees to pay rent online?*

FINDING THREE

Tenants with good onboarding are 12 times more likely to love their rental, and nearly 3 times more likely to love their property manager.

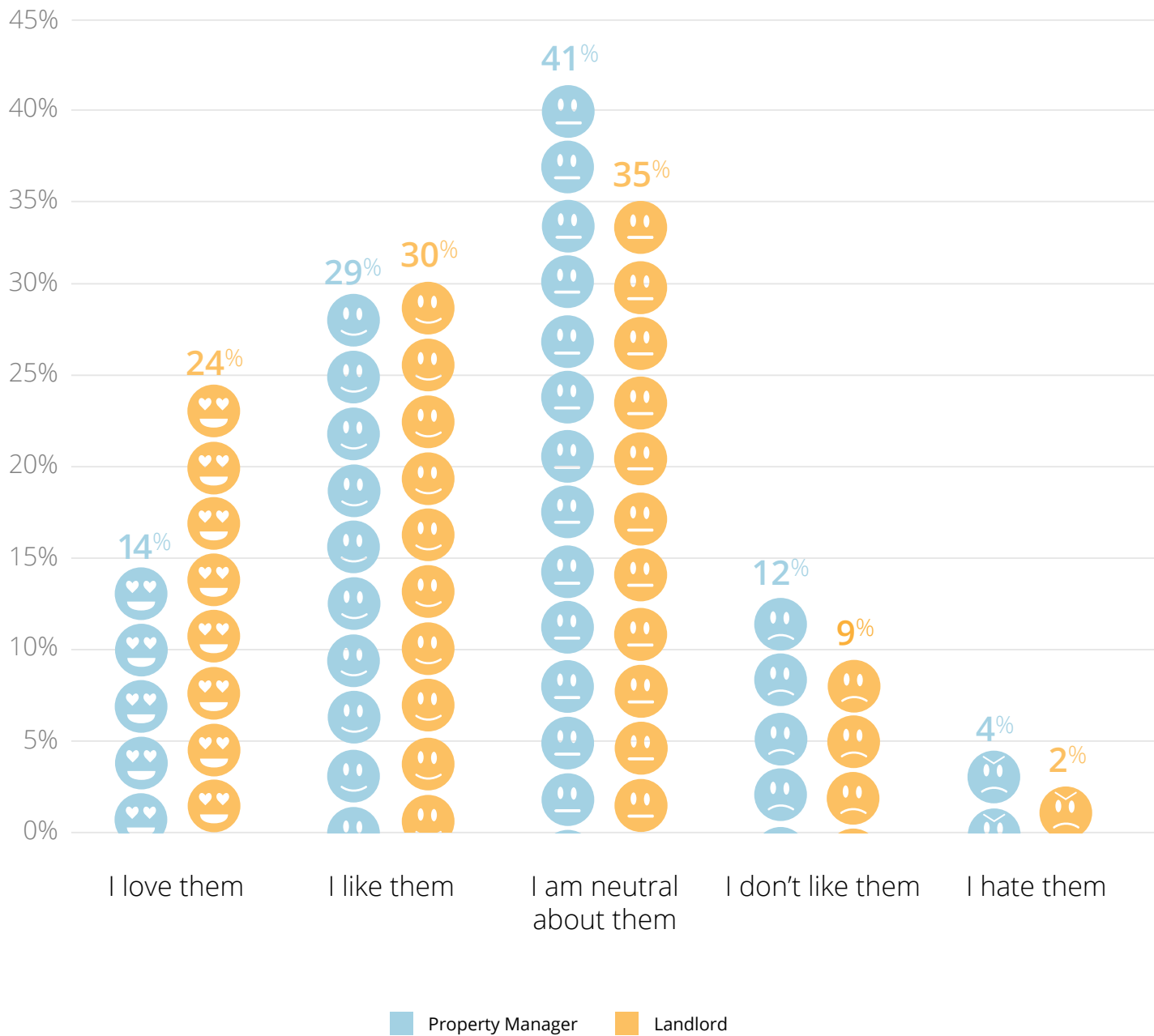
Onboarding has a somewhat correlative relationship with tenant satisfaction. It can have a direct effect, or it can be an early sign of a host of other positive and thoughtful interactions. It can also influence future behavior, as starting off on the right foot with a tenant can help you and your staff to get in the habit of being proactive and constructive, rather than simply reacting or controlling damage.

In this year's report, we asked specific questions around tenants' move-in experiences to try to understand what efforts property managers are making, and what impact those efforts have.

We began by asking tenants about their existing relationships with their landlord or PM; and we found that overall, landlords have positive relationships with tenants. We found that 54% of tenants feel positively about (love or like) their landlord, while only 43% feel positively about their property manager. Likewise, only 11% felt negatively about a landlord, while 16% felt negatively about a property manager. (Figure 17)

Interestingly, when we broke those numbers down by single family vs. multi-family dwellings (not shown), you find a general consistency in how people felt about their property manager. 45% of single family tenants report positive feelings toward their property manager, and 46% of those in duplexes and in-law apartments felt positively. In comparison, 42% of smaller apartment building tenants, 40% of mid-sized building tenants, and 41% of those in the largest buildings felt positively about their property manager.

FIGURE 17: How tenants feel about landlords and property managers



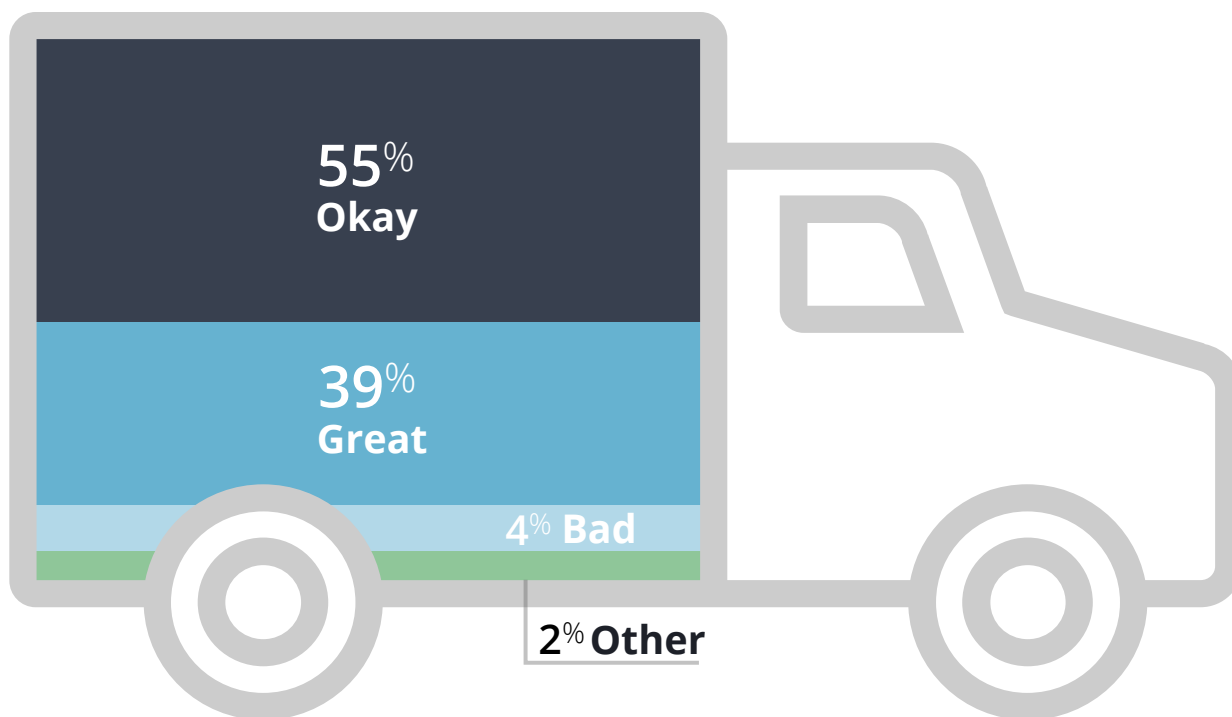
Landlords, on the other hand, saw a much larger spread. Of those in single family dwellings, 65% felt positively about their landlord, and 64% of those in duplexes had positive responses. That number dropped precipitously as dwelling size increased. Of those in small apartment buildings, 47% felt positive; 42% of those in mid-sized buildings felt positive; and those in large apartment buildings felt least positive of all at 38%.

A significant factor in these numbers seemed to be that a higher number of single family

renters and duplex renters with landlords said they are renting from family members or friends. That's enough to significantly sway results, and perhaps offers some explanation for why positive impressions drop as size and proximity increase.

When it comes to move-in experiences, the majority of renters indicated that the move met their expectations, with 55% calling the experience "okay." Another 39% said it was "great," while 4% of tenants said the experience was "bad." (Figure 18)

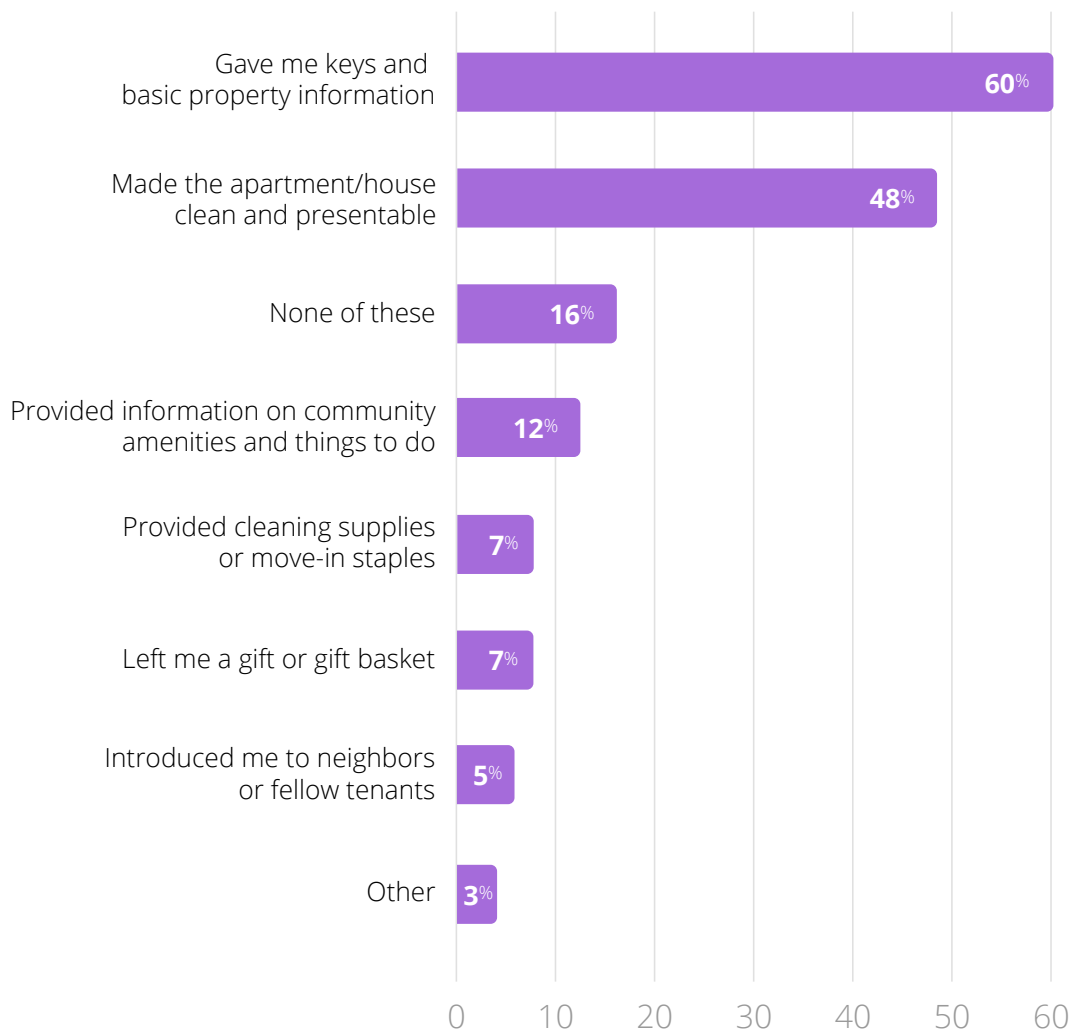
FIGURE 18: Move-in experience satisfaction



Survey Question: *How was your move-in experience?*

What are property managers doing for new tenants? Well, 60% aren't doing very much—just handing over the keys and information. That's probably better than the 16% who are doing nothing at all. Another 48% are going to some effort to make the place clean and presentable, though, and 12% are leaving packets of neighborhood information and maps. About 7% each are leaving cleaning supplies, a gift, or a welcome basket. (Figure 19)

FIGURE 19: Landlord/PM move-in process



Survey Question: *What did your landlord/PM do when you moved in?*

Is that effort worth it? Well, 46% of those with a great move-in experience say they love their rental, and 29% say they love their property manager. In contrast, 18% of renters who had a bad move-in experience say they hate their rental, and 14% hate their property manager. (Figure 20, Figure 21)

Perhaps the most telling number is tenants' intent to move. Of those who had a great move-in experience, 58% want to stay in their rental; whereas 82% of those who had a bad experience say they will be moving or want to move this year. (Figure 22)

FIGURE 20: Opinion of property by move-in experience

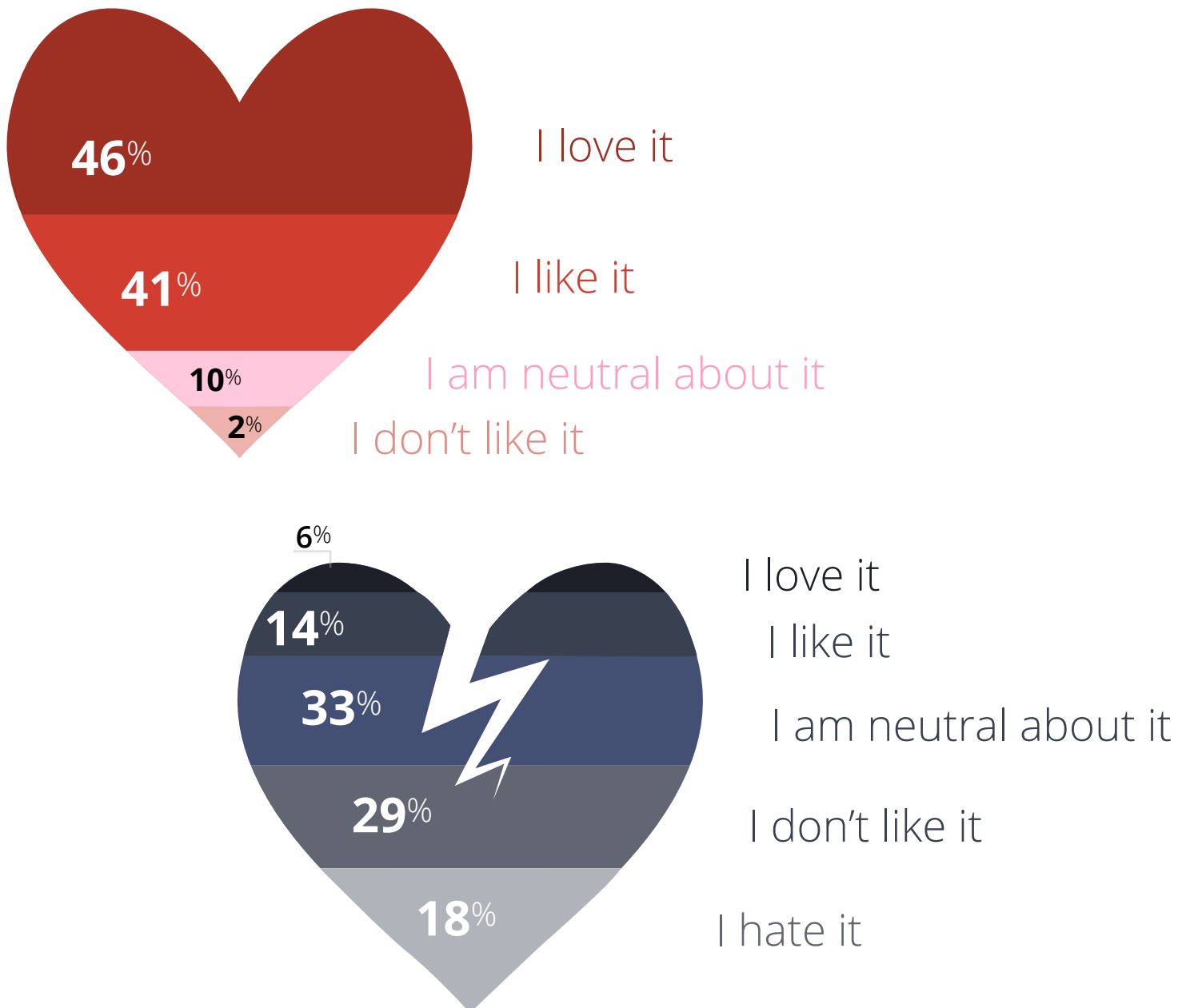


FIGURE 21: Opinion of property manager by move-in experience

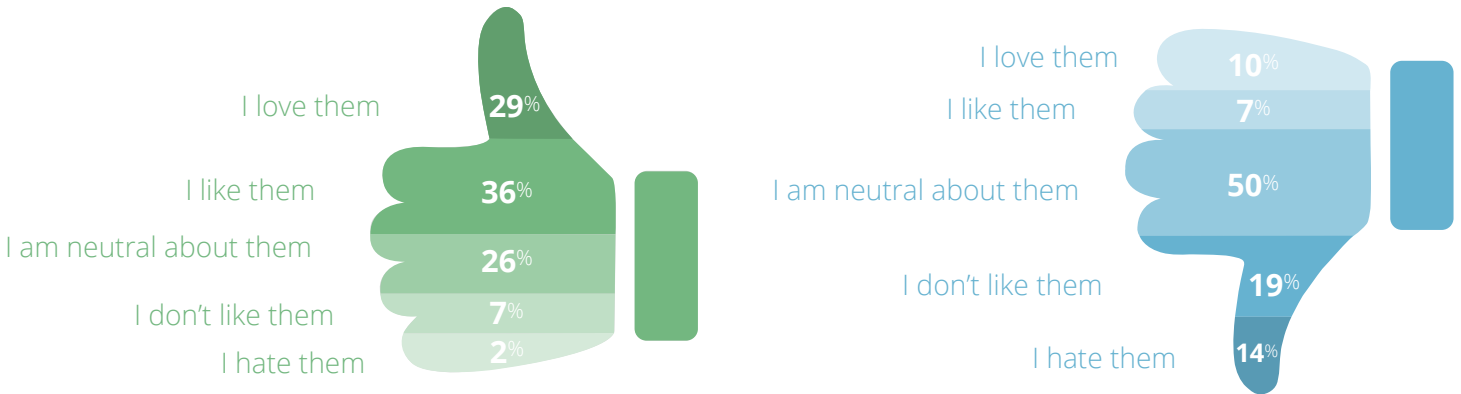
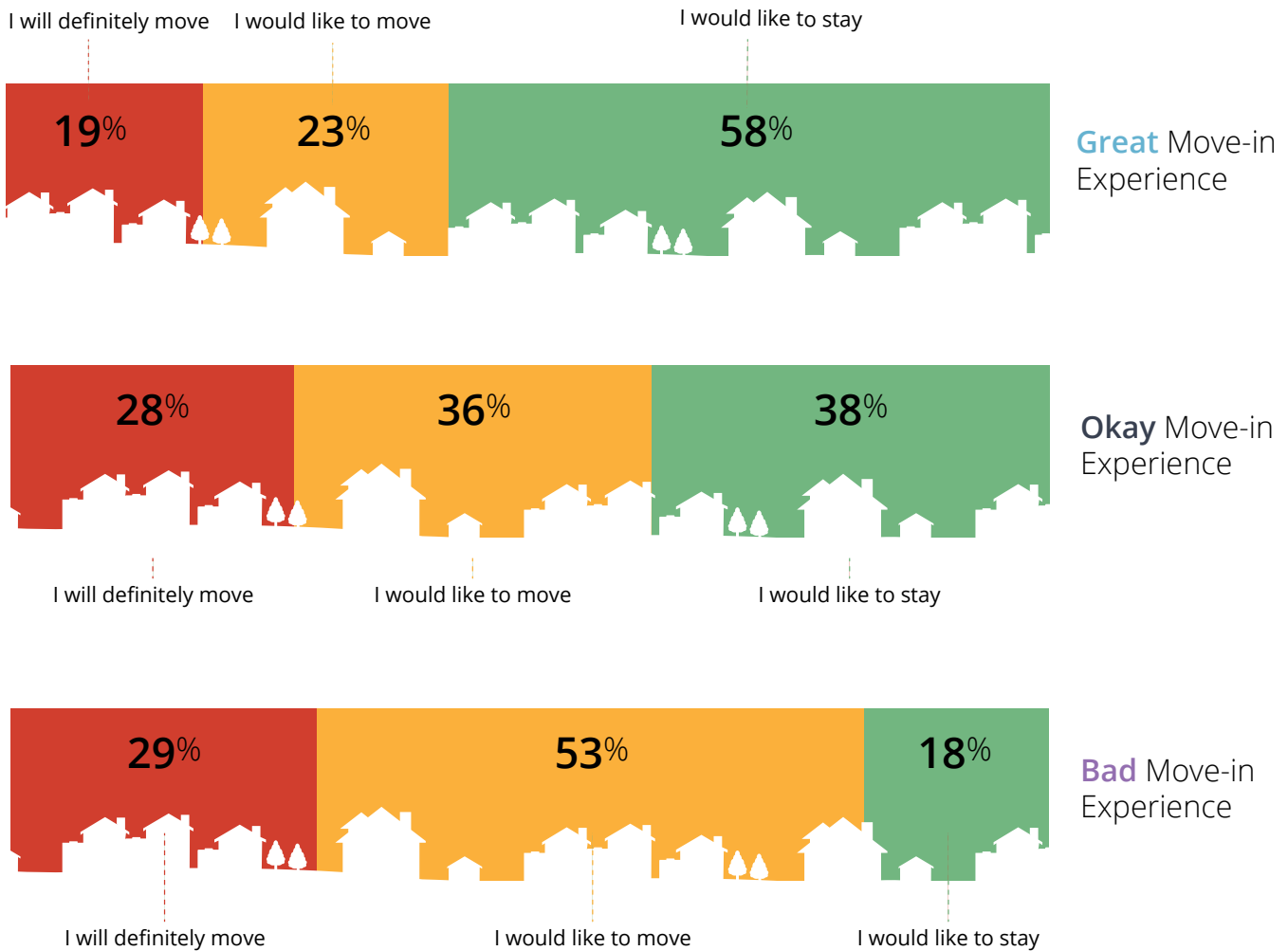


FIGURE 22: Intent to leave by move-in experience



FINDING FOUR

Tenants have a stronger appetite for shared social activities than most property managers accommodate, and 1 in 3 would help to organize them.

Social activities are often considered the domain of large urban high-rises. It might surprise you to learn that even property managers with single family portfolios are winning tenant loyalty and proactively improving tenant relations by planning initiatives and activities.

We found that larger apartment buildings are more likely to host activities, which is what one might expect. However, perhaps more surprising to some, 30% of single family tenants also reported some level of availability for community activities. (Figure 23)

That said, buildings of all sizes are missing opportunities to offer activities and initiatives, which make tenants 11% more likely to feel positively about their rental. (Figure 27)

In nearly every case, tenants reported more interest in events than they had access to them. (Figure 23a/b, Figure 24 a/b) The most popular activities to consider for single family homes were community sales (29% would participate), parties (28%), and charitable initiatives (23%). Popular activities in multi-families included sales (36%), green initiatives (32%), and clubs (32%). (Figure 24 a/b, Figure 25 a/b)

If you're wondering where you'd get the time to host and plan activities like this across your buildings or neighborhoods, you'll like our next finding. Nearly one-third of tenants indicated that they would happily serve on a committee to plan such activities. (Figure 26 a/b)

Perhaps it's time to ask your tenants if they're interested? If you want some hints on getting started, you can check out our guide: [How to Nurture An Amazing Resident Community](#)

FIGURE 23: Building size and activity hosting

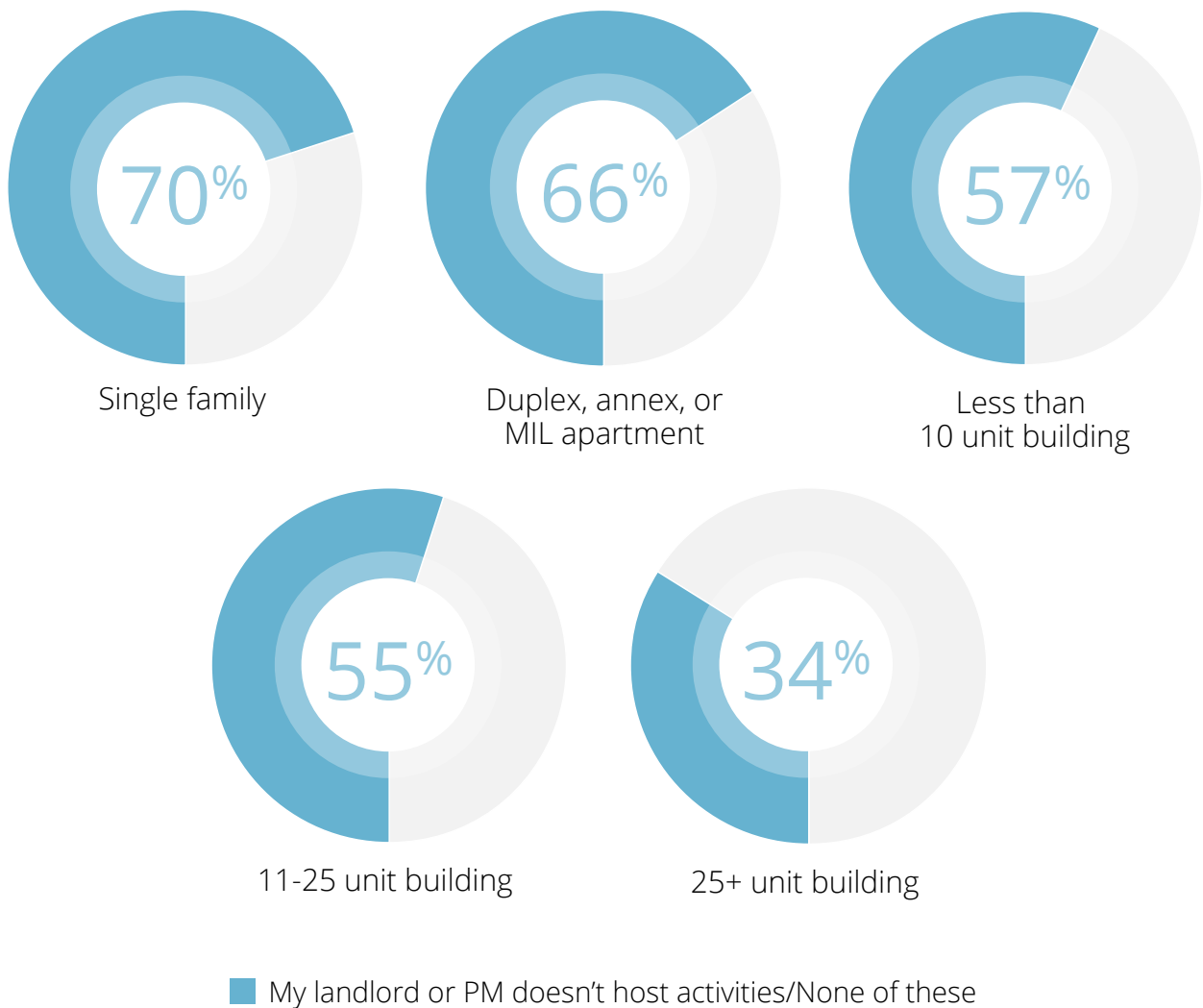


FIGURE 24A: Activities available: Single family

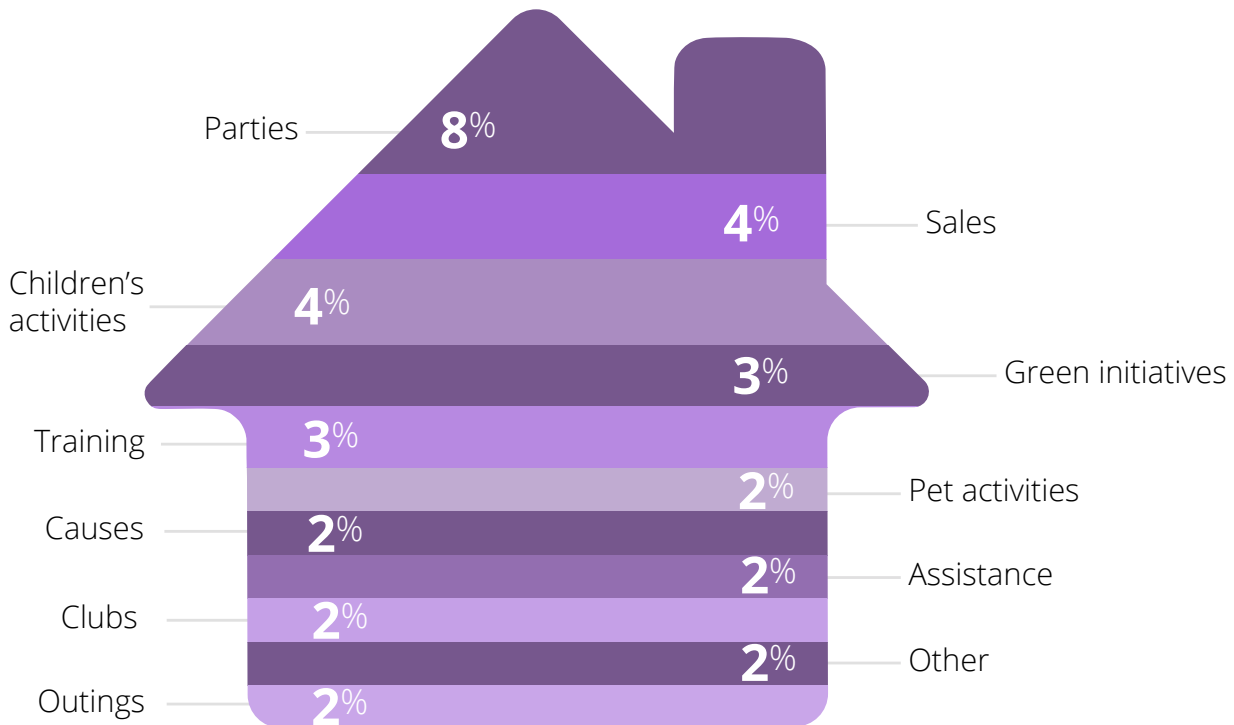


FIGURE 24B: Activities available: Multi-family

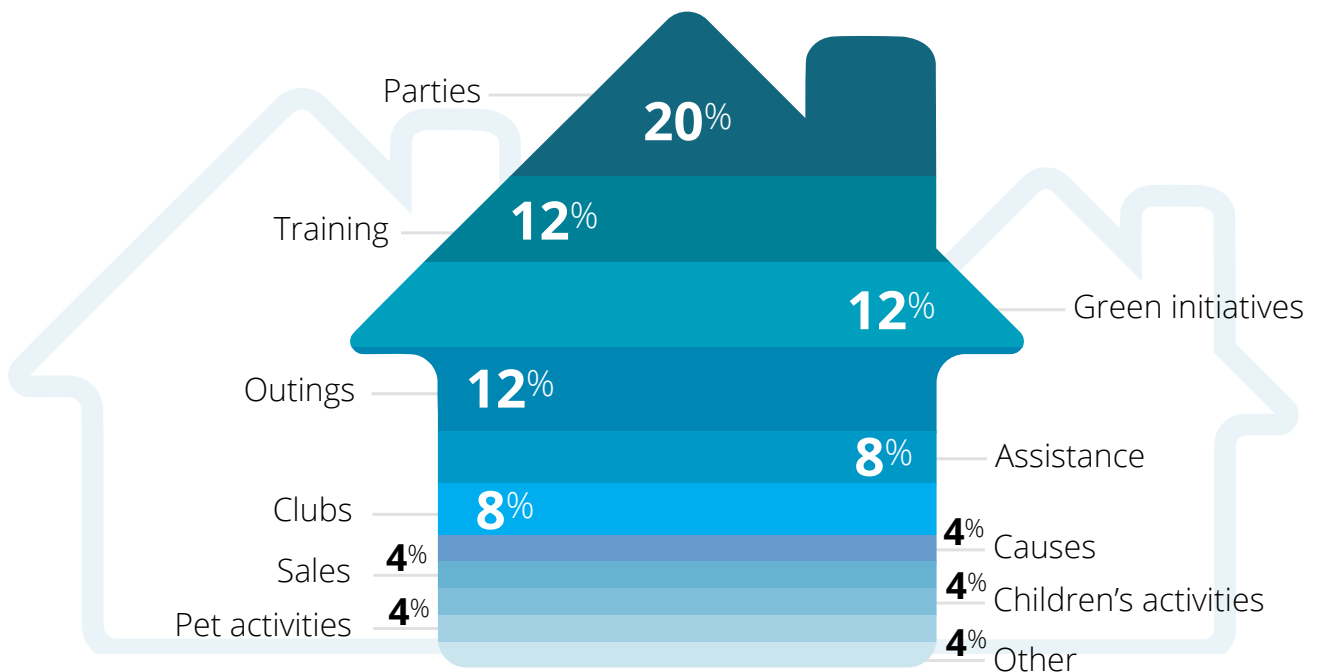


FIGURE 25A: Activities desired: Single family

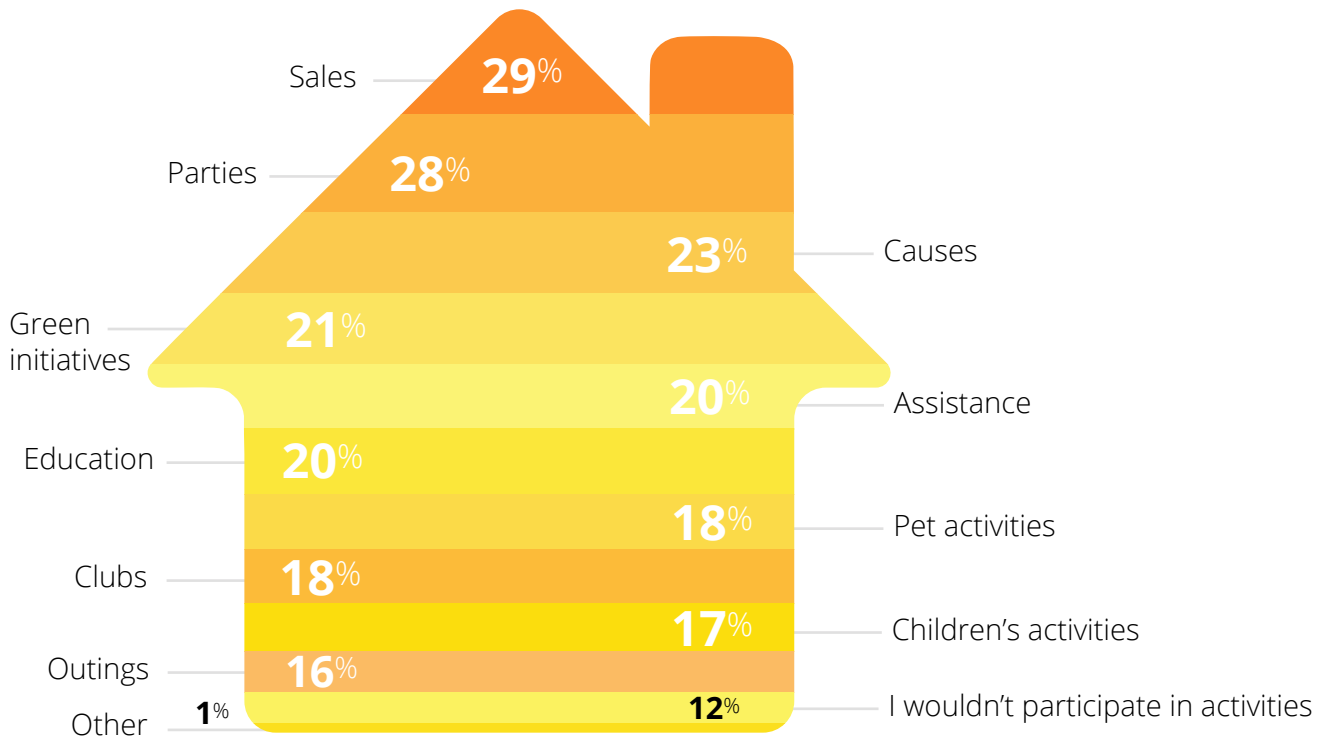


FIGURE 25B: Activities desired: Multi-family

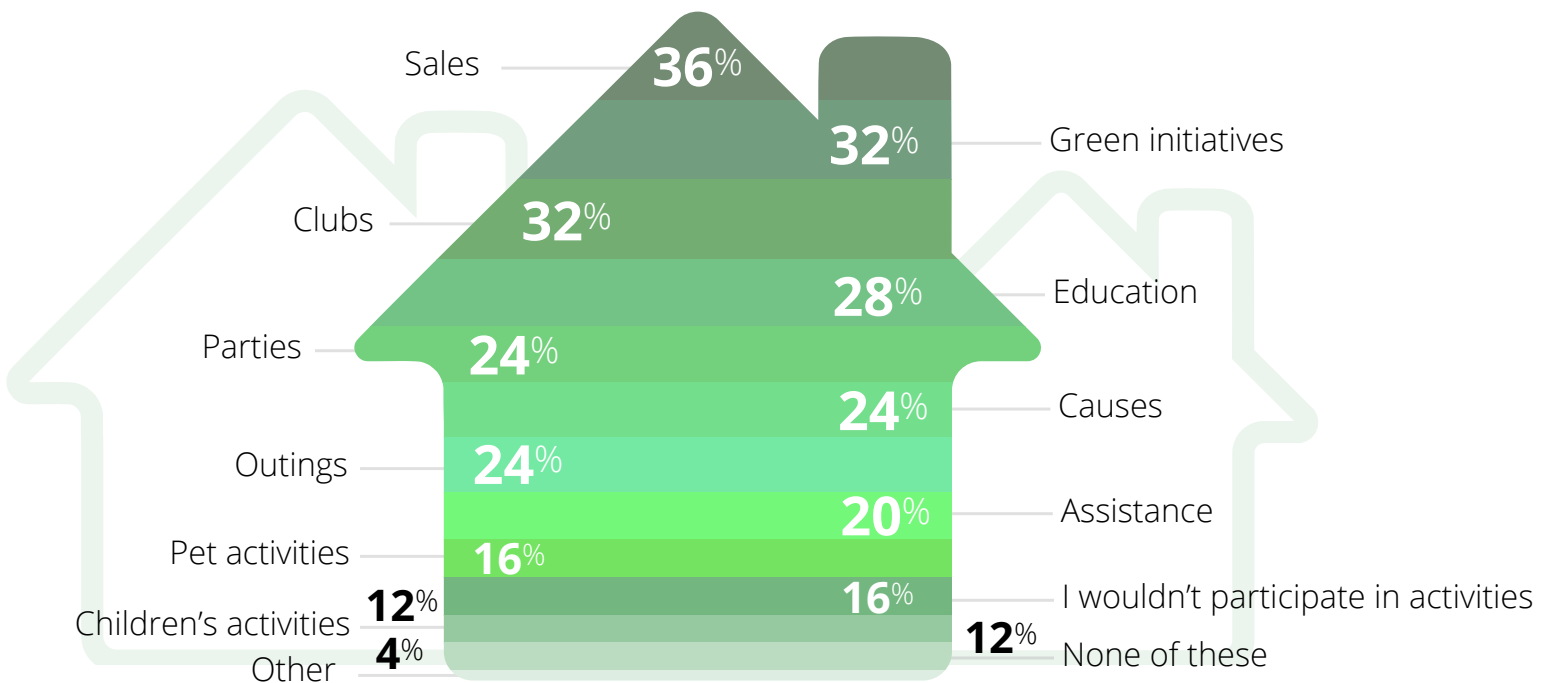
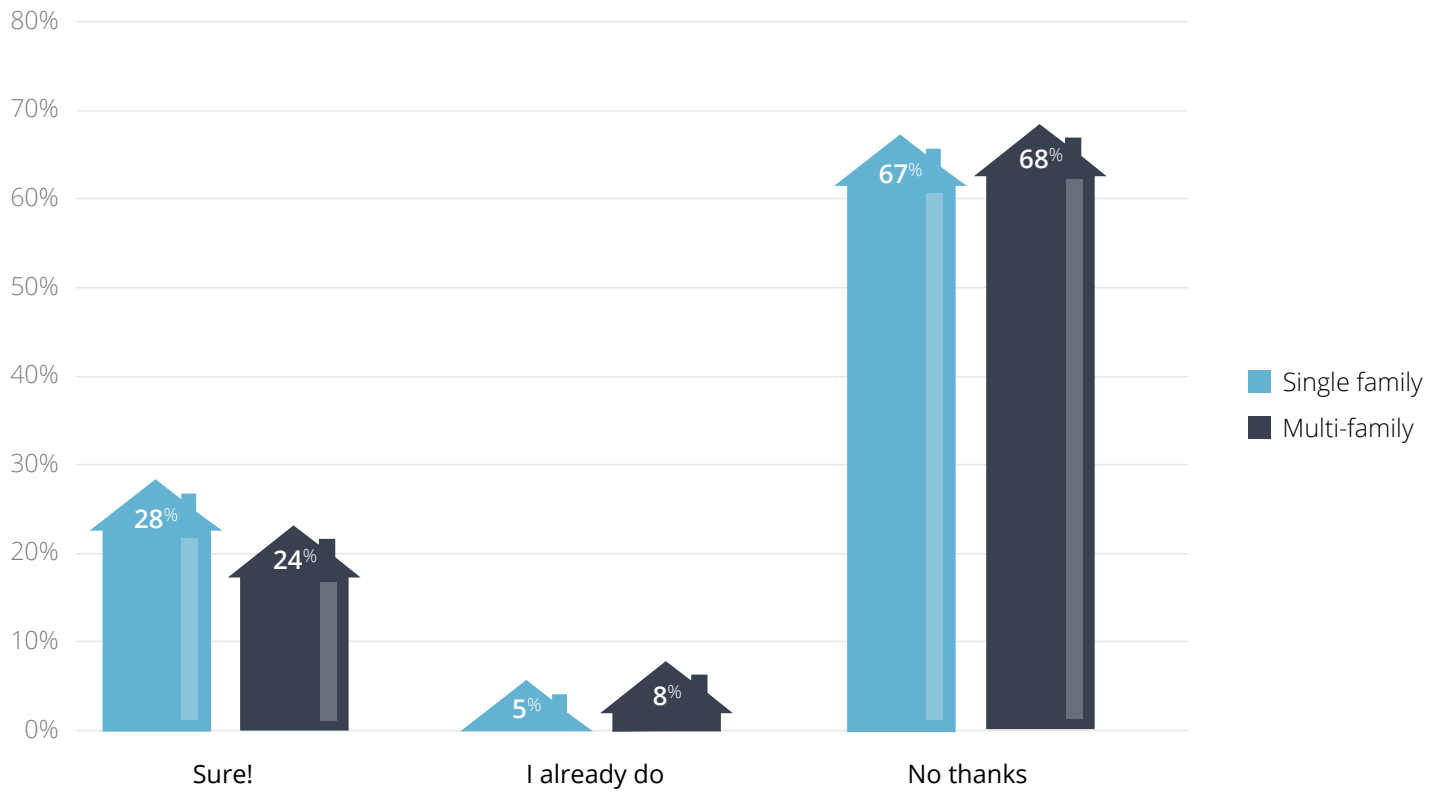
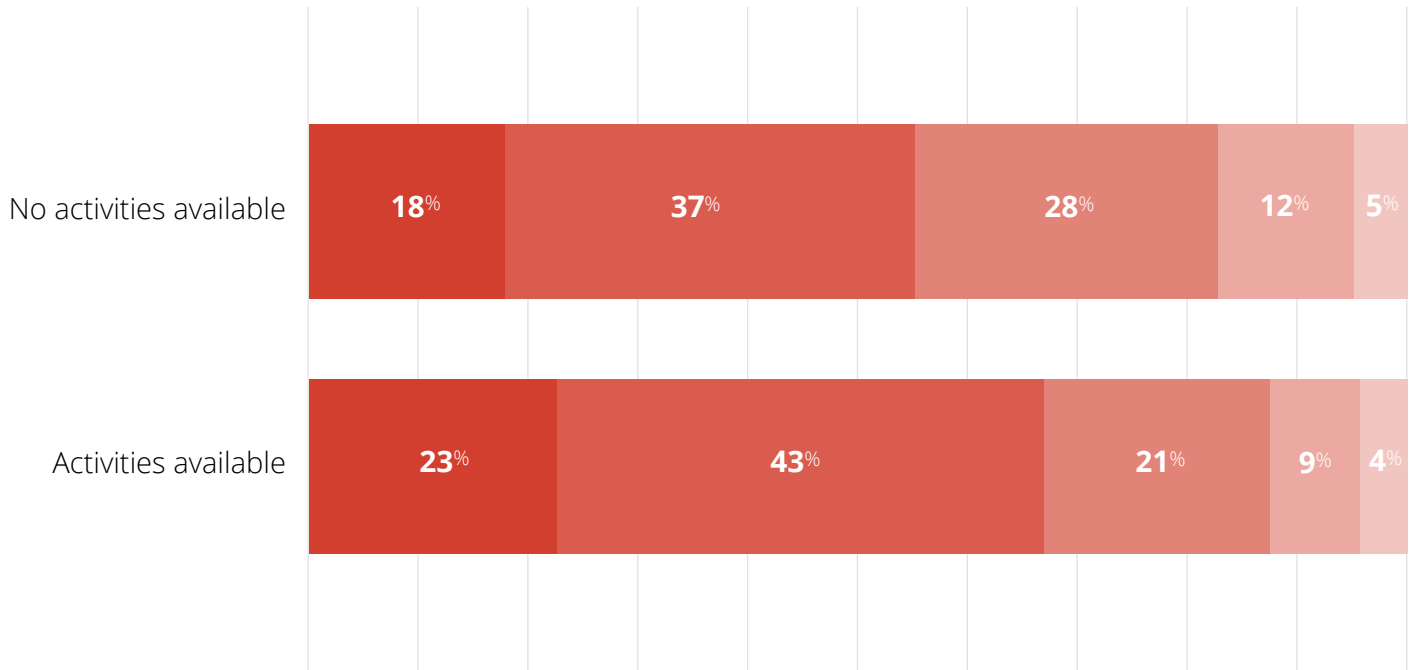


FIGURE 26A&B: Desire to participate in activity planning



Survey Question: *Would you serve on a committee to plan activities for fellow tenants?*

FIGURE 27: Impact of activities on how tenants feel about their rental (multi-family only)



- I love it
- I like it
- I am neutral about it
- I don't like it
- I hate it

FINDING FIVE

Most tenants will only tolerate a rent increase of 1-5% every 1-3 years, while more than a quarter feel that a rent increase is never reasonable.

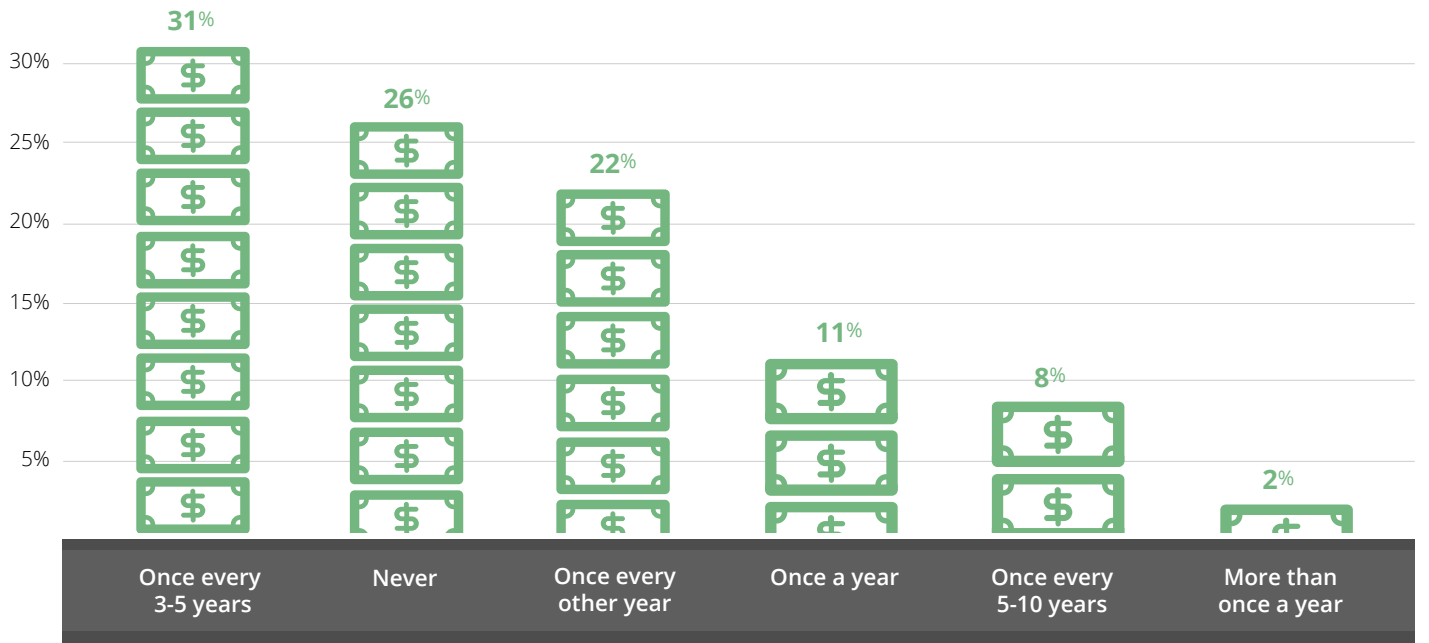
Figuring out how much rent to charge can be one of the more challenging aspects of property management. No one wants to price themselves out of the market, nor do you want to leave money on the table. Sometimes rents need adjustment, but raising rent can be a sore subject for many tenants.

In this survey, we asked tenants how often they expect their rent to rise, and a majority thought that once every 3-5 years was a reasonable ask. Although one in four renters said they never think a rise in rent is reasonable, 22% would tolerate a rise every other year, and 11% would tolerate a hike with every year's lease renewal. (Figure 28) Evidence suggests that setting expectations early with regard to rent hikes will help renters accept them.

When it comes to the amount you can raise the rent, almost half (49%) of tenants felt that an increase of 1-5% was most fair. Again, 20% of tenants said they would tolerate no rises in rent; 14% would tolerate a 5-10% increase; and another 12% said that rent should rise or fall in alignment with market value. Only 2% of tenants would tolerate an increase in rent over 10%. (Figure 29)

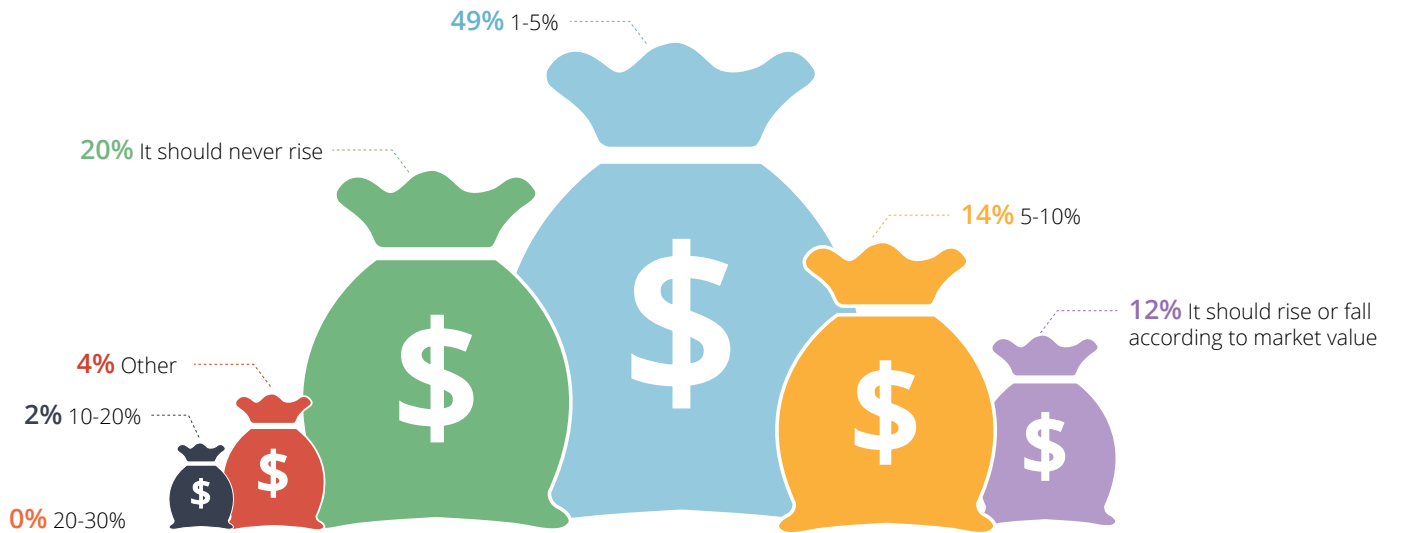
Taken all together, this evidence suggests that preparing tenants for a modest 1-5% hike every other year is preferable to a larger, less frequent, unexpected hike. Consider incremental rent increases (or increases upon tenant turnover) to a one-time, large market correction.

FIGURE 28: Timing of rental increases



Survey Question: *When do you feel it is reasonable for your rent to go up?*

FIGURE 29: Reasonable rent increase amounts



Survey Question: *How much is reasonable for rent to increase at any one time?*

FINDING SIX

24% of renters are saving to buy property, while 27% have owned property in the past.

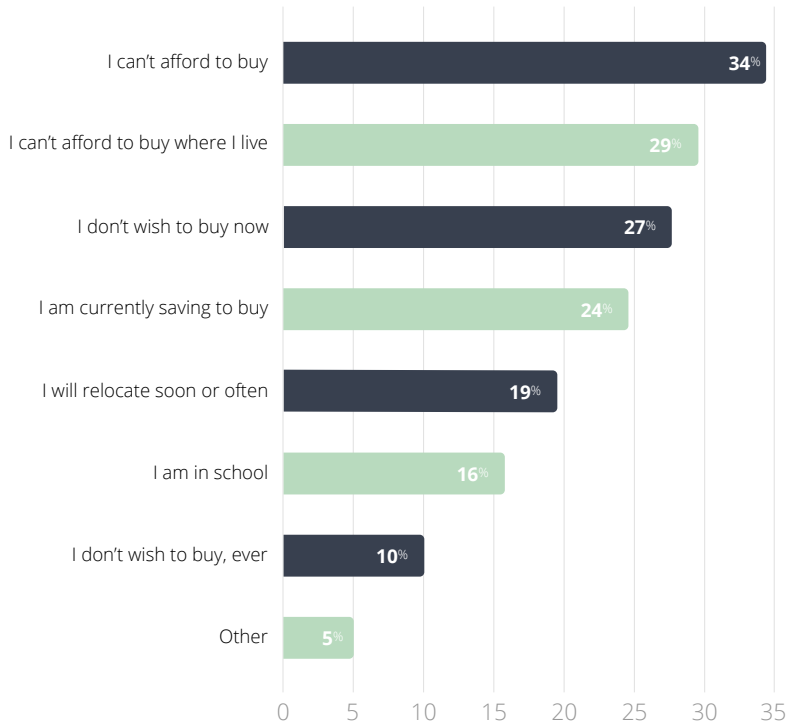
In our next finding, we looked into the question of why renters rent—especially whether they rent by choice or simply by circumstance, and how likely they are to leave you to buy a home.

We found that renters have a complex relationship with homeownership. 34% told us they rent because they cannot afford to buy, and 29% said they cannot afford to buy where they live. Nearly a quarter (24%) were saving to buy, but another quarter (27%) said they don't wish to buy now; and 10% said they don't wish to buy, ever. About one-fifth (19%) indicated that they will soon relocate, and 16% said they are not buying because they are in school. (Figure 30)

One interesting discovery here was how many renters are former owners. In fact, 27% of all renters are former owners, and 6% still own a house they do not live in. This may reflect investment property, retirees renting out a former home, or renters who have relocated temporarily for work or education.

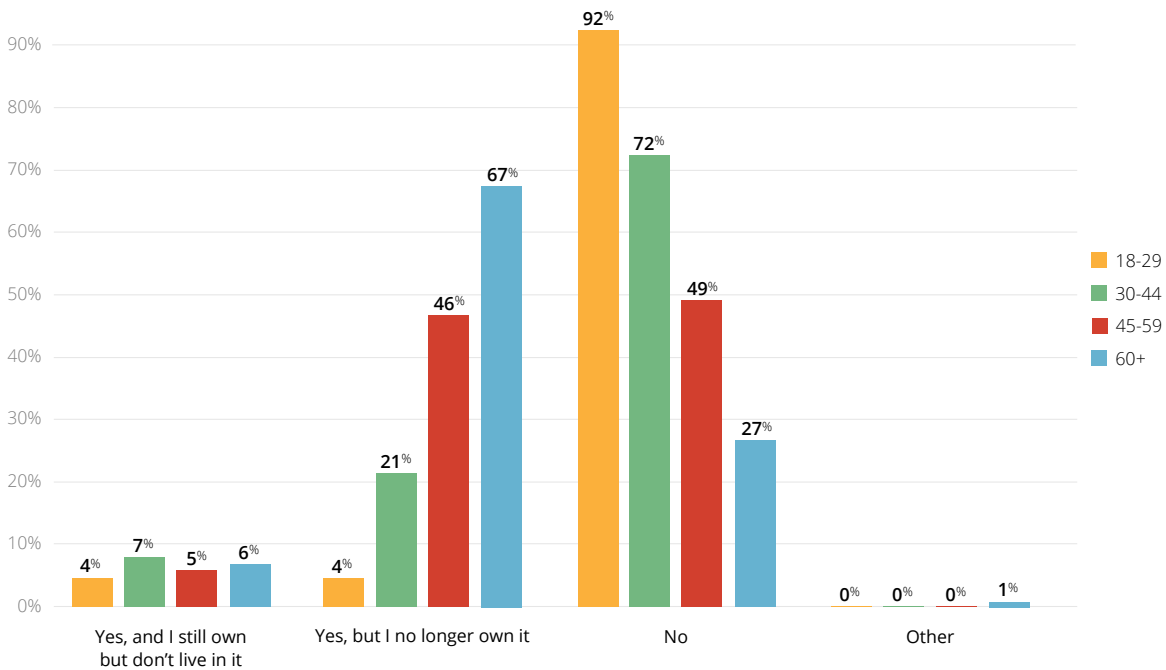
We broke these numbers down by generation and found that older renters are most likely to have owned a home in the past (67%), which most likely reflects a portion of retirees who have sold their family homes. Still, we find that 21% of renters between the ages of 30 and 44 have previously owned homes; and 46% of renters from 45-59 have also owned property in the past. (Figure 31)

FIGURE 30: Reasons for renting



Survey Question: *Why do you rent?*

FIGURE 31: Previous home ownership

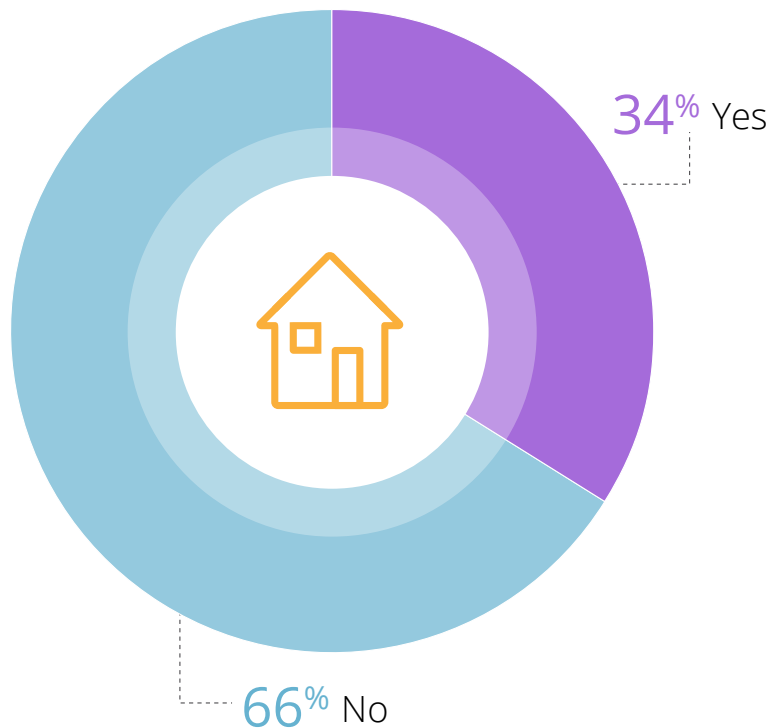


Survey Question: *Have you owned a home in the past?*

Given the competitive nature of the current housing market, it is perhaps not surprising that many renters, even in middle age, are former homeowners. However, that led us to wonder how many renters today feel stuck in their rentals. We know from Figure 30 that many felt unable to purchase; but how many were unable to even move due to the hot market? A full 34% of renters said they do feel stuck in their rental due to the competitive rental market. This should give pause to property managers, as this is a third of tenants who might become more mobile if the market were to shift. (Figure 32)

That said, renters are somewhat invested in the security of their rental and home. This is great news for property managers! Many of you require your tenants to purchase renters insurance—a policy that protects you and your clients, and reduces friction in the case of unexpected damage. We noted that 26% of tenants have purchased renters insurance because they were required to by property managers.

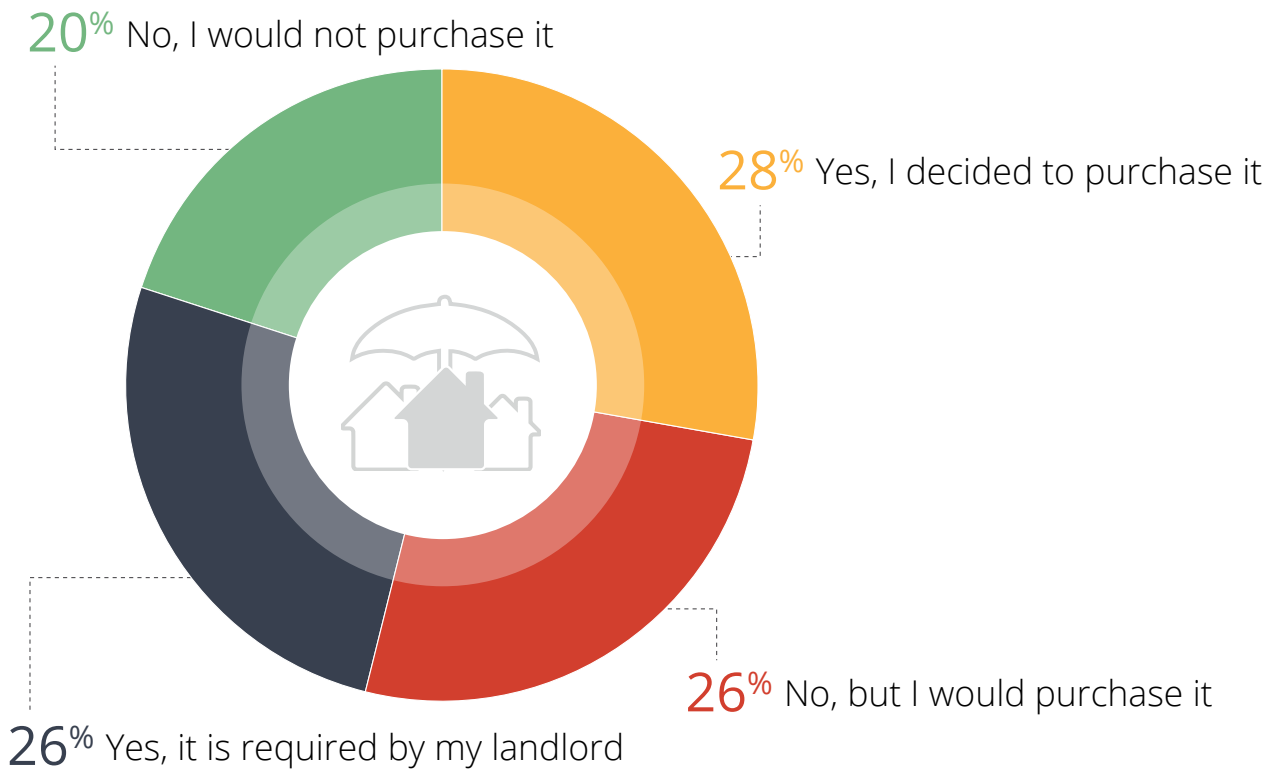
FIGURE 32: Feelings about current rental



Survey Question: *Do you feel stuck in your current rental?*

We were also excited to see how interested tenants are in renters insurance. Only 20% of tenants said they would not purchase it, while 28% were so interested that they have already purchased it themselves. Another 26% indicated that while they don't have it today, they would be willing to purchase it—so if you aren't currently requiring renters insurance, but would like to, this is a pretty clear sign that it will be well-received by most tenants. (Figure 33)

FIGURE 33: Renters insurance purchasing attitudes



Survey Question: *Do you have renters insurance?*

FINDING SEVEN

83% of tenants would give, or have given, a referral or review for a property they've lived in; and 66% would follow their landlord or property manager on Facebook.

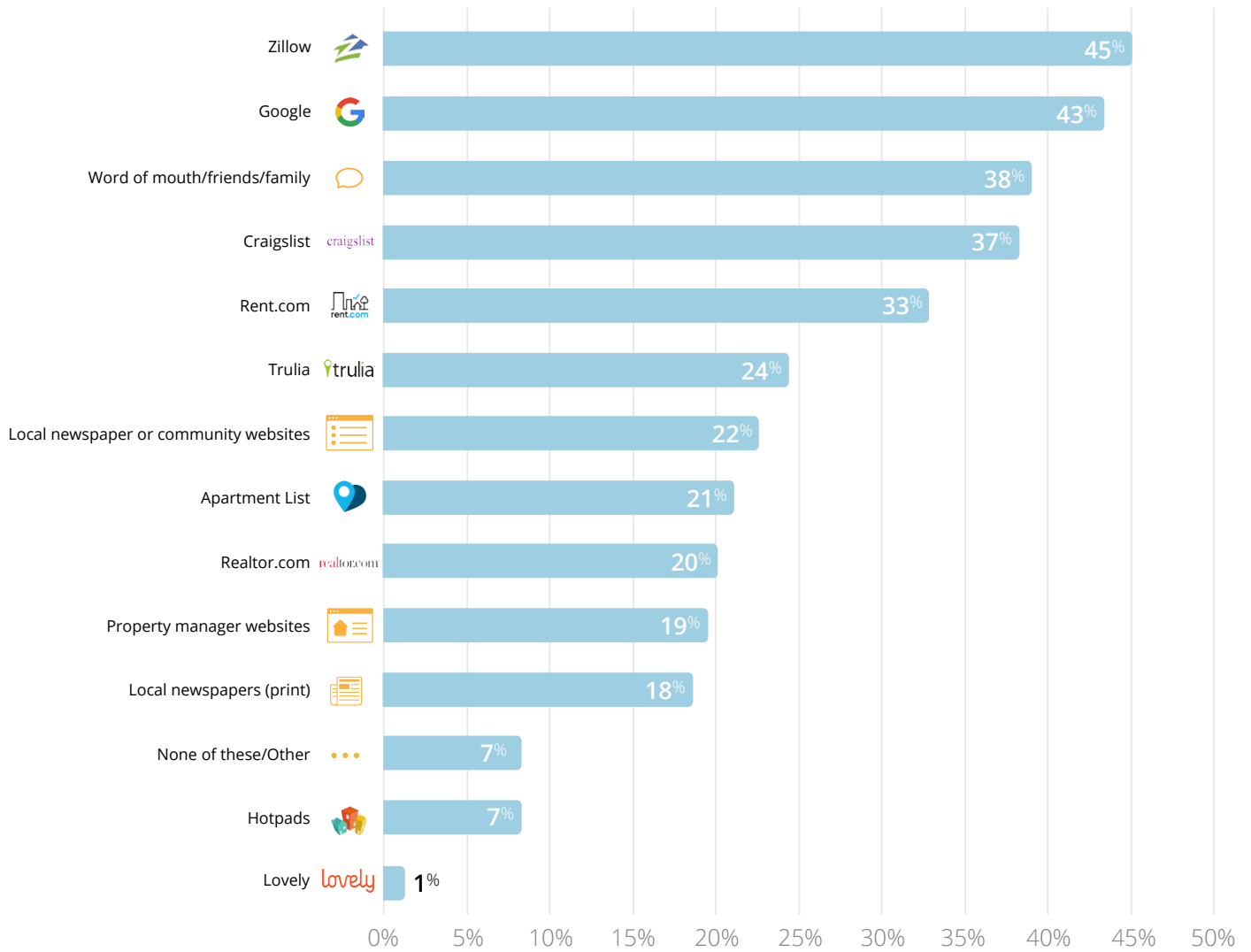
The saturation of our society with digital, mobile, and social media isn't a new fact to property managers. You're likely already using online listings and applications, ePay, eLeasing, mobile apps, and online maintenance tickets.

You're also likely using digital sites to list and promote your properties. In fact, as we saw in Finding #2, 60% of tenants want the ability to find your properties online. (Figure 13)

When we asked tenants where they look for rentals, Zillow topped their list of must-check sites. 45% of renters look for their rental on Zillow, marking a sharp increase from last year's survey, where only 33% of renters looked there. Close behind, at 43%, was Google—also on the rise from last year, when only 31% of renters looked there. Word-of-mouth references came in a close third this year at 38%; last year, references topped the list at 45%. In fourth place was Craigslist, which saw a fairly significant drop in emphasis—from 44% last year to 37% this year. The "Other" sites respondents wrote in included Apartments.com and Padmapper.com, so we will be sure to include those in next year's survey.

Filling vacancies is a fairly well-established way that property managers use technology. However, another often overlooked digital strategy is using social channels to enhance your relationships with tenants—to win their loyalty, and then leverage that loyalty to build your business.

FIGURE 34: Methods of locating new places to rent

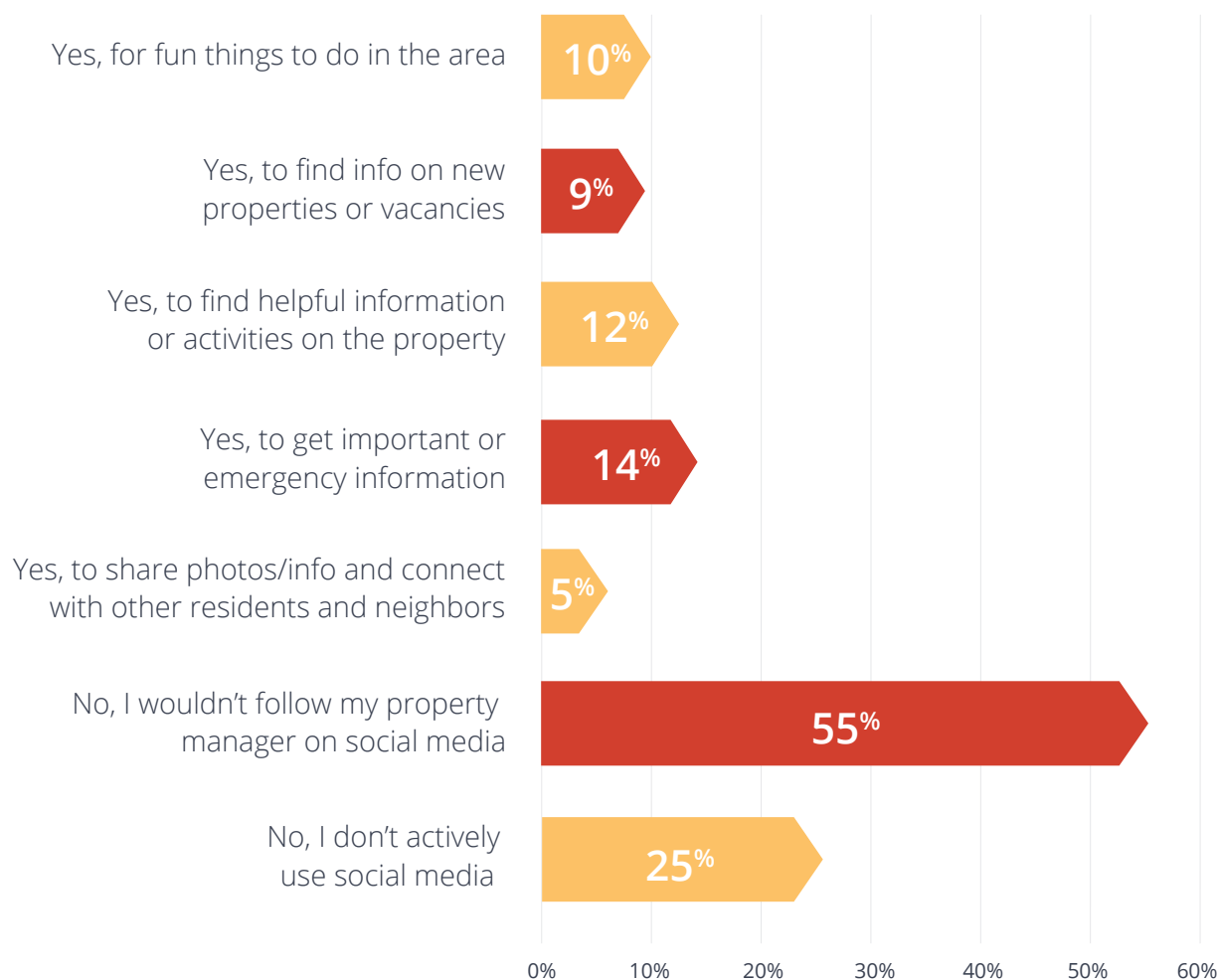


Survey Question: *Where do you look for a new place to rent?*

We spoke a lot about this idea in our webinar and guide, published last November: [How to Nurture An Amazing Resident Community](#). The power of digital and social media can do wonders for your tenant community when used thoughtfully in two key ways: followers and referrals. Another helpful tool as you build your social media presence might be our recent guide, [A Property Manager's Guide to Social Media](#). Download both for free from our resource library.

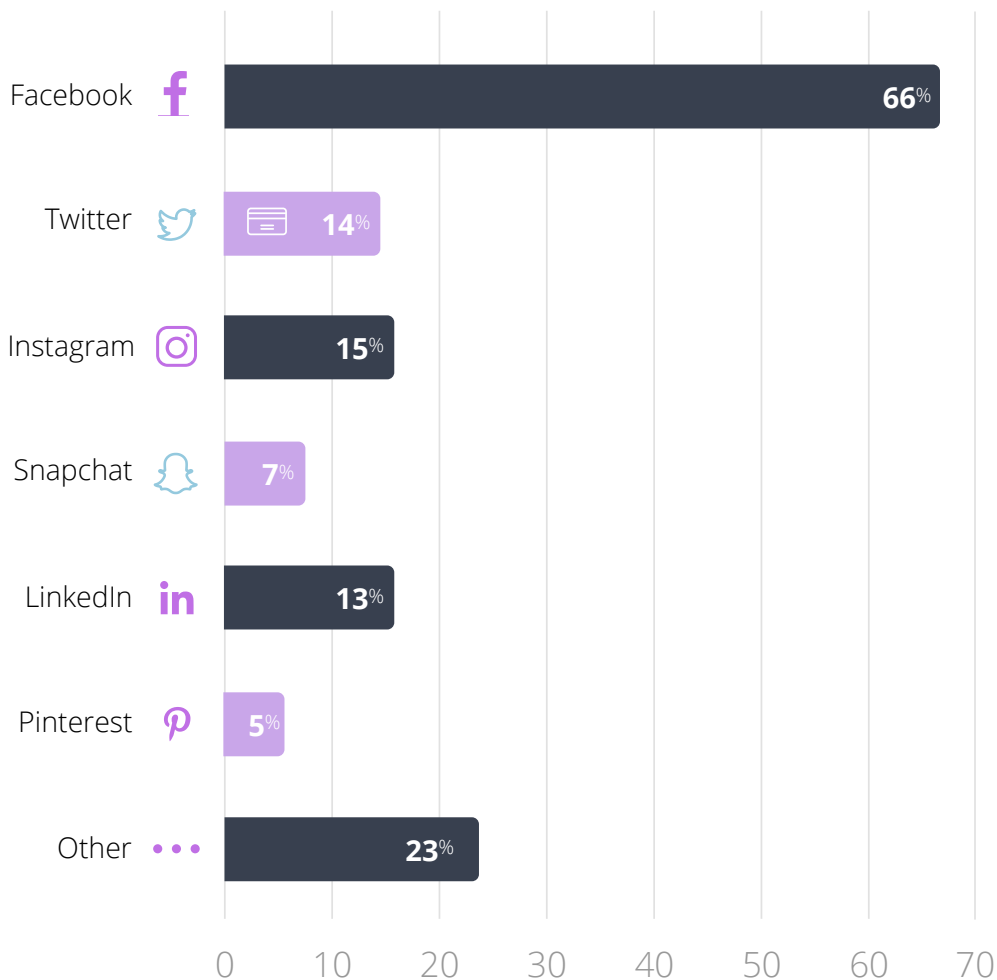
A majority of people are engaged in social media of some kind. Only 25% of tenants we surveyed indicated that they don't actively use social media. However, what might surprise you is that 45% of tenants would be interested in following you on social media for information on local events, property information, and more—only 55% said they would not follow a landlord or PM on social. (Figure 35)

FIGURE 35: Why tenants would follow you on social media



However, tenants may be more willing than they realize, because 66% did say that they would follow you on Facebook. (Figure 36) It would be worth putting great information on your social networks—such as local news, building updates, and fun neighborhood activities or tips—in order to build a following there. That following could not only keep tenants better informed and feeling more positive toward you—it can also help you to spread the word when you have a vacancy or make changes to the property.

FIGURE 36: Which platforms they will follow you on

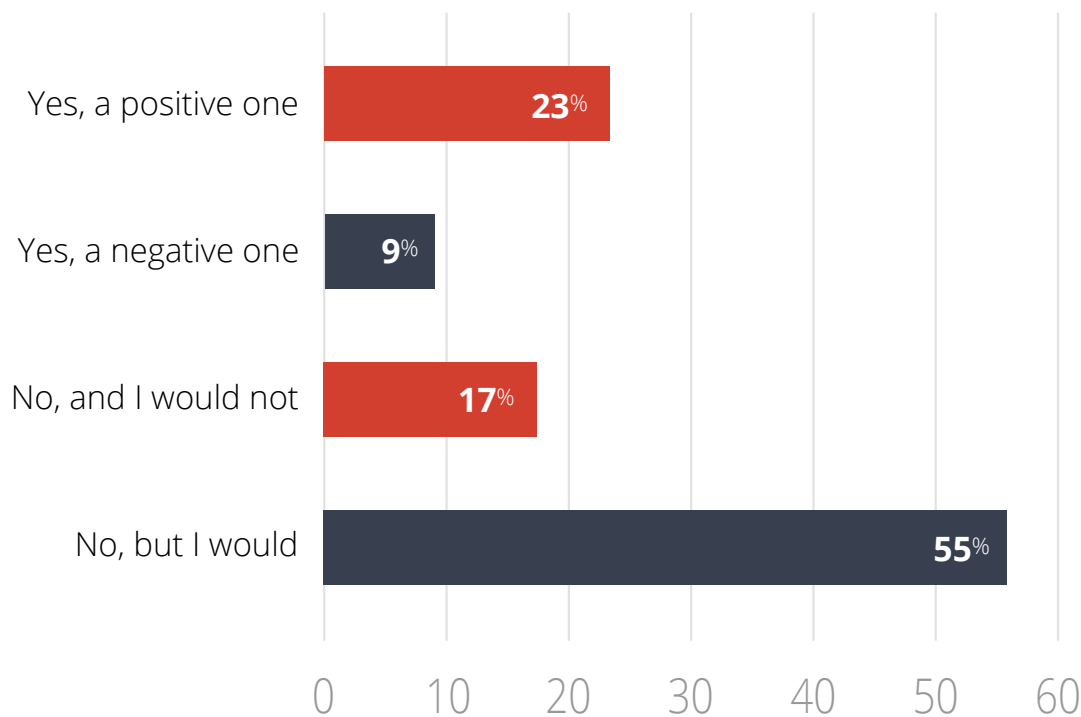


One key benefit of a loyal social following is referrals. As we noted above, 38% of renters look for rentals through word of mouth; so having residents who are willing to spread the word about vacancies over social would be a huge advantage.

An additional aspect of referral technology is reviews, which are becoming increasingly impactful for small businesses. If you have a Facebook business page, you will have access to online reviews; and Yelp and other online review sites may pop up even without you knowing. If left unattended, review sites can be a huge problem, as it is often only

the most disgruntled tenants who will seek out a review site for rentals. It is important, therefore, to get ahead of reviews by soliciting good ones from your happy tenants. We found that 83% of tenants would be willing to write a review—23% told us they've already given a positive one, and 9% admitted to trashing a property online. But another 55% of tenants told us they would be willing to give a review—they just need a reason. (Figure 37) Encouraging them to positively review you and your property could make the difference when the next qualified tenant looks for a place to apply, or when an owner wants to decide whether to work with you!

FIGURE 37: Willingness to provide a rental review/referral



Survey Question: *Have you ever given a referral or review for a property you lived in?*



CONCLUSION & TAKEAWAYS

The 2017 American Renters Report provides us with actionable data on how to win and keep the loyalty of tenants in the U.S.

As with last year's report, we see clear trends toward the efficacy of technology, both in filling vacancies and in keeping tenants happy.

Overall, this report has confirmed the importance for property managers of building and nurturing relationships with tenants, with a special emphasis on the onboarding period. In addition, property managers and landlords should continue to carefully examine which community and home amenities renters value most; but they should also consider location carefully in acquiring new portfolio properties.



ABOUT THE SURVEY

The 2017 American Renters Survey was conducted by Buildium from April 18-29, 2017 and had 1166 respondents. The survey responses were a random sample commissioned from Market Tools. The survey had an incidence rate of 94%, with a 95% level of confidence and a margin of error of +/- 3%.

ABOUT BUILDIUM

Buildium is the only property management solution that helps real estate professionals win new business from property owners and community associations seeking services.

Backed by expert advice and relentless support, Buildium enables you to outperform across all facets of your business with intuitive software that balances power, simplicity, and ease of use.

Attract and keep tenants with the best services possible. Try Buildium.

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