National Renter Profile

VILLAGEGREEN

THE **TOP THREE CRITERIA** RENTER'S USE TO EVALUATE A PROPERTY

RENT
85%

LOCATION
81%

COMMUNITY ENVIRONMENT
49%

WHERE RENTERS ARE LOOKING FOR PROPERTIES

59%

Research online before visiting the communities
With 65% using renting websites, e.g. apartments.com

58%

Read reviews of the communities they are interested in during the decision-making process

THE **TOP FOUR** AMENITIES RENTERS ARE SEEKING

62% 'Homey' look and feel

60% Fits my lifestyle

52% Ability to issue a maintenance request online

52% High-end property amenities

HOW **GENERATIONS DIFFER**

ONLINE:
When looking at rental options, Millennials care most about **high quality photos** (69%), in comparison to Gen-Xers and Baby Boomers, who look for **clear and thorough information about amenities** (68% and 69%, respectively)

AMENITIES
Millennials are **willing to pay more for high-end property amenities** (48%), compared to 28% of Baby Boomers