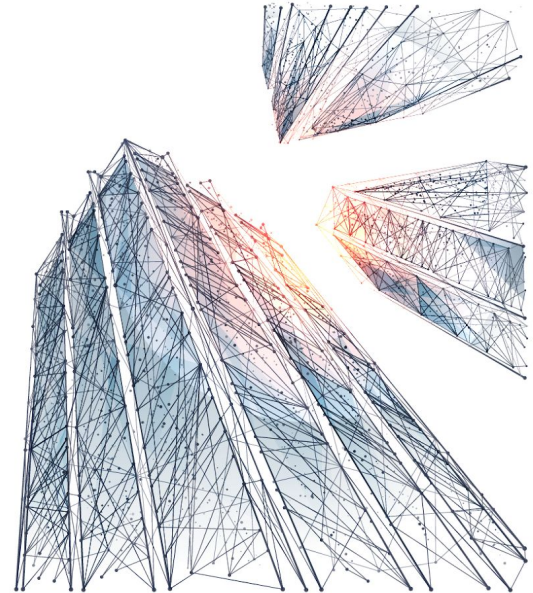
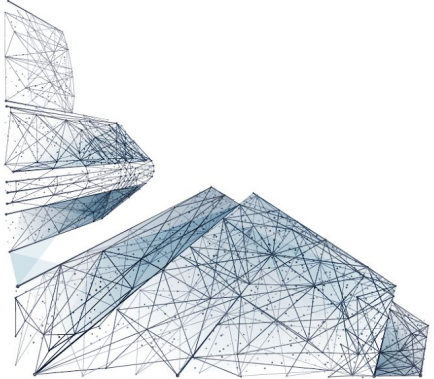


WELCOME TO AIM 2022



APARTMENT INNOVATION &  
MARKETING CONFERENCE

PRESENTED BY  
**REACH**  
by RentCafe®





**TIM HERMELING**  
EVP MARKETING—CORTLAND



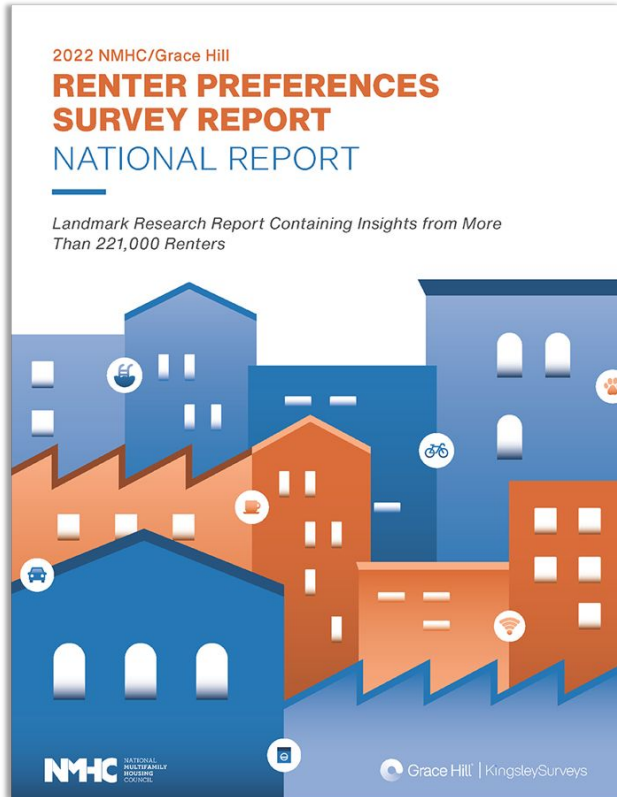
**SARAH YAUSSI PIENIK**  
VP, BUSINESS STRATEGY—NMHC



**DOM BEVERIDGE**  
PRINCIPAL—20 for 20

**Renter Demands vs Executive Investment**

# 2022 SURVEY OVERVIEW



- 221,559 renter responses
- 4,500+ communities nationwide
- 12 participating companies
- 79 individual metro reports



[nmhc.org/residents](https://nmhc.org/residents)

# RENTER PRIORITIES

## Tertiary

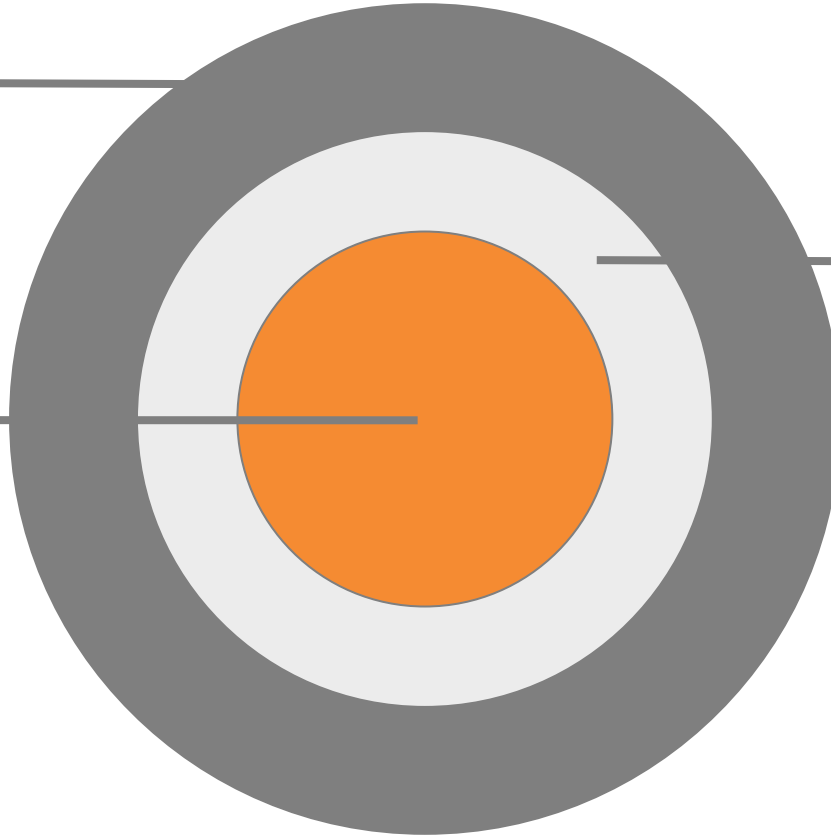
- Amenities
- Reputation
- Connectivity
- Certifications

## Primary

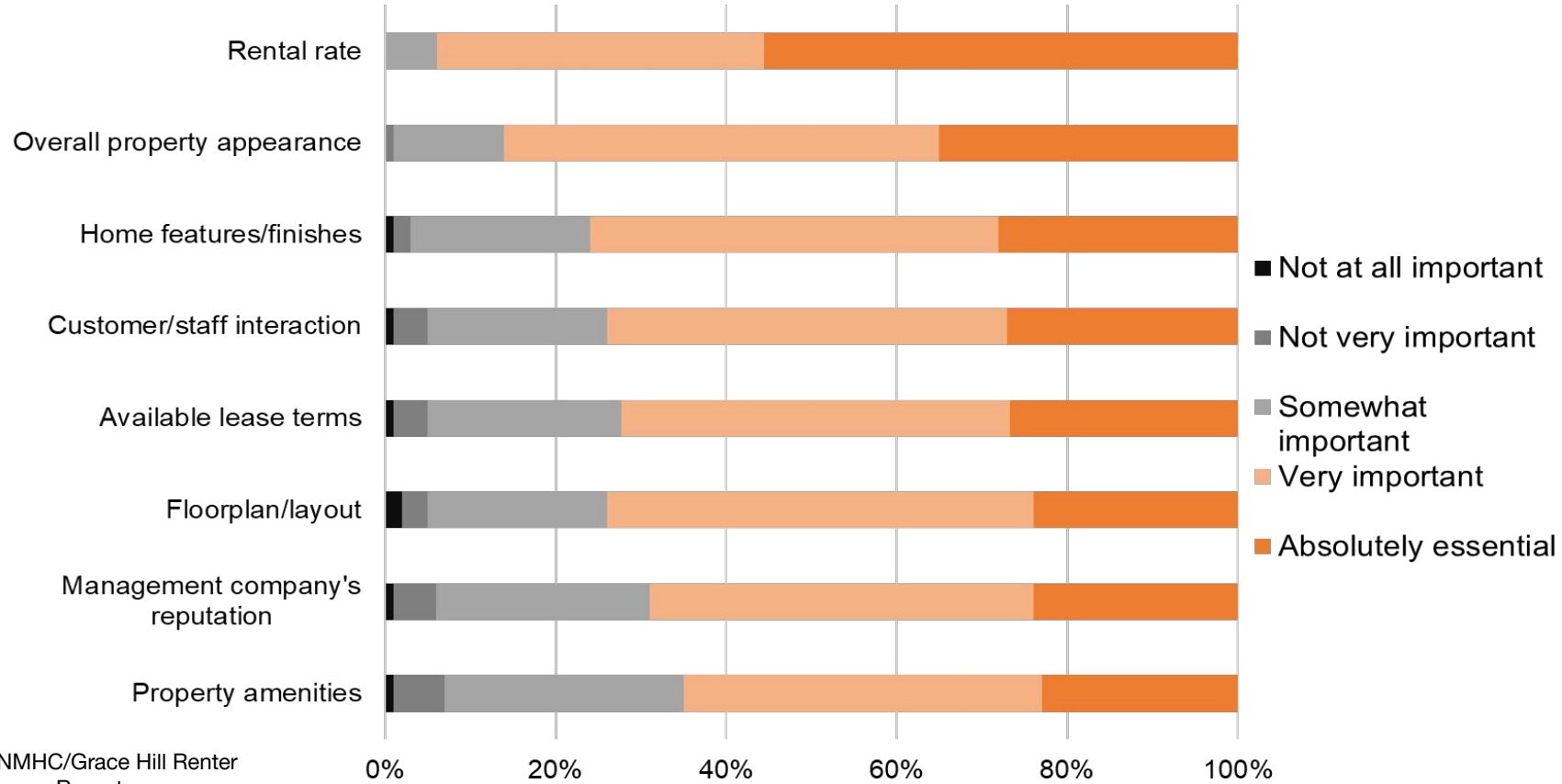
- Price
- Place
- Parking
- Pets

## Secondary

- Floorplans
- Features
- Availability
- Sales service

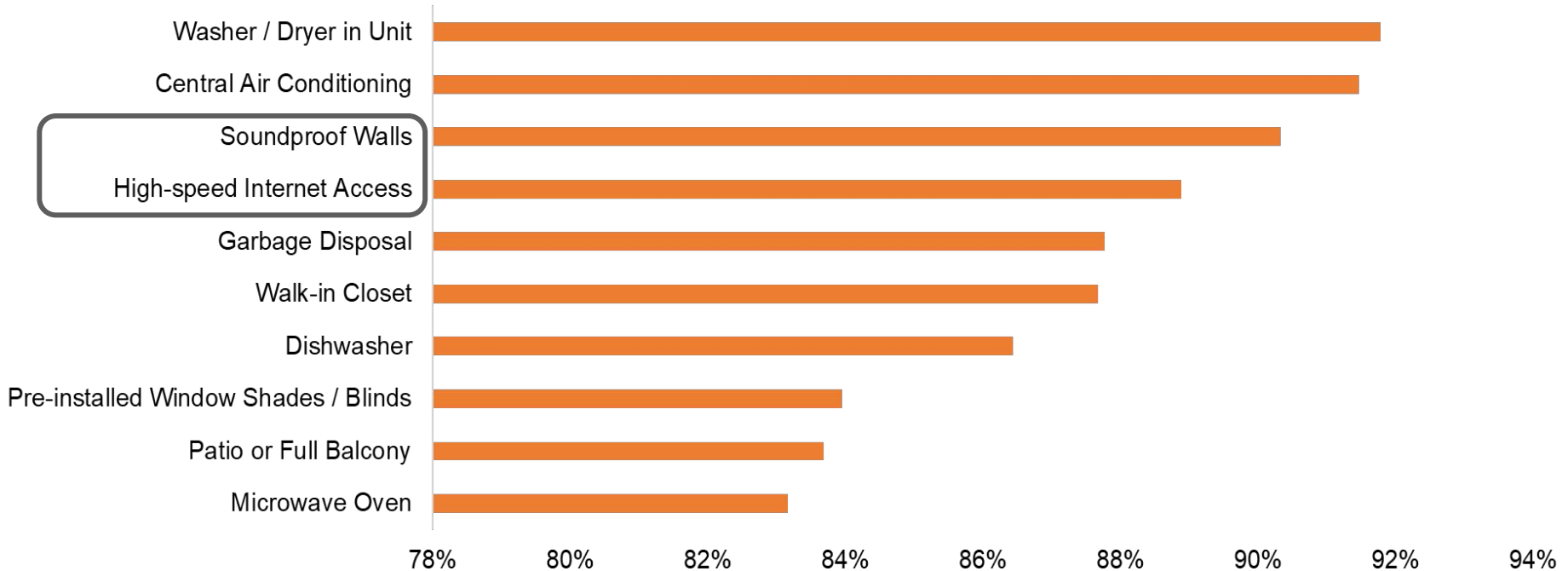


# LEASE DECISION FACTORS



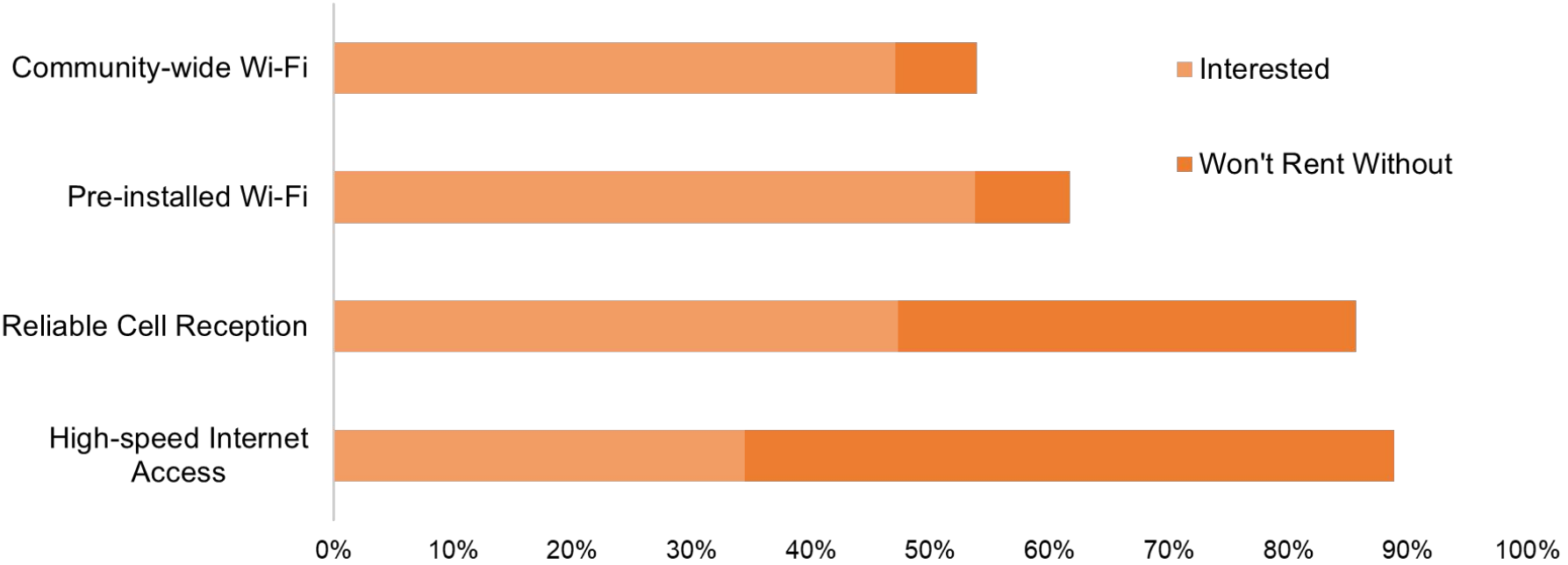
# UNIT FEATURES

**% of Renters Interested In or Won't Rent Without**



# CONNECTIVITY TRENDS

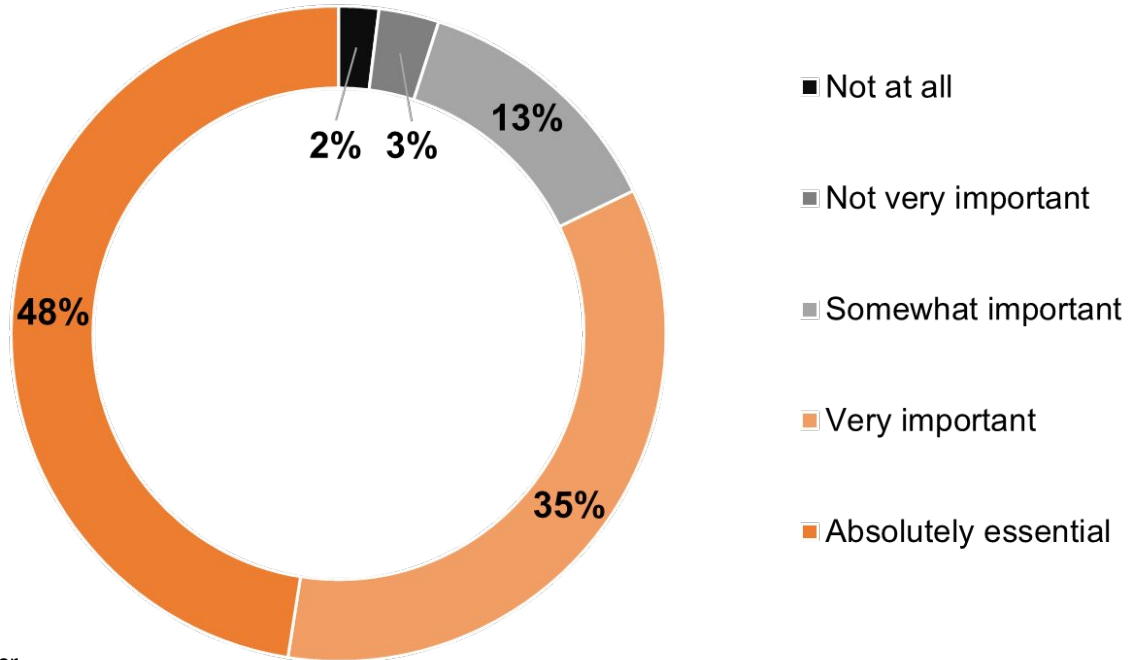
Share of Respondents



Source: 2022 NMHC/Grace Hill Renter Preferences Survey Report

# CONNECTIVITY TRENDS

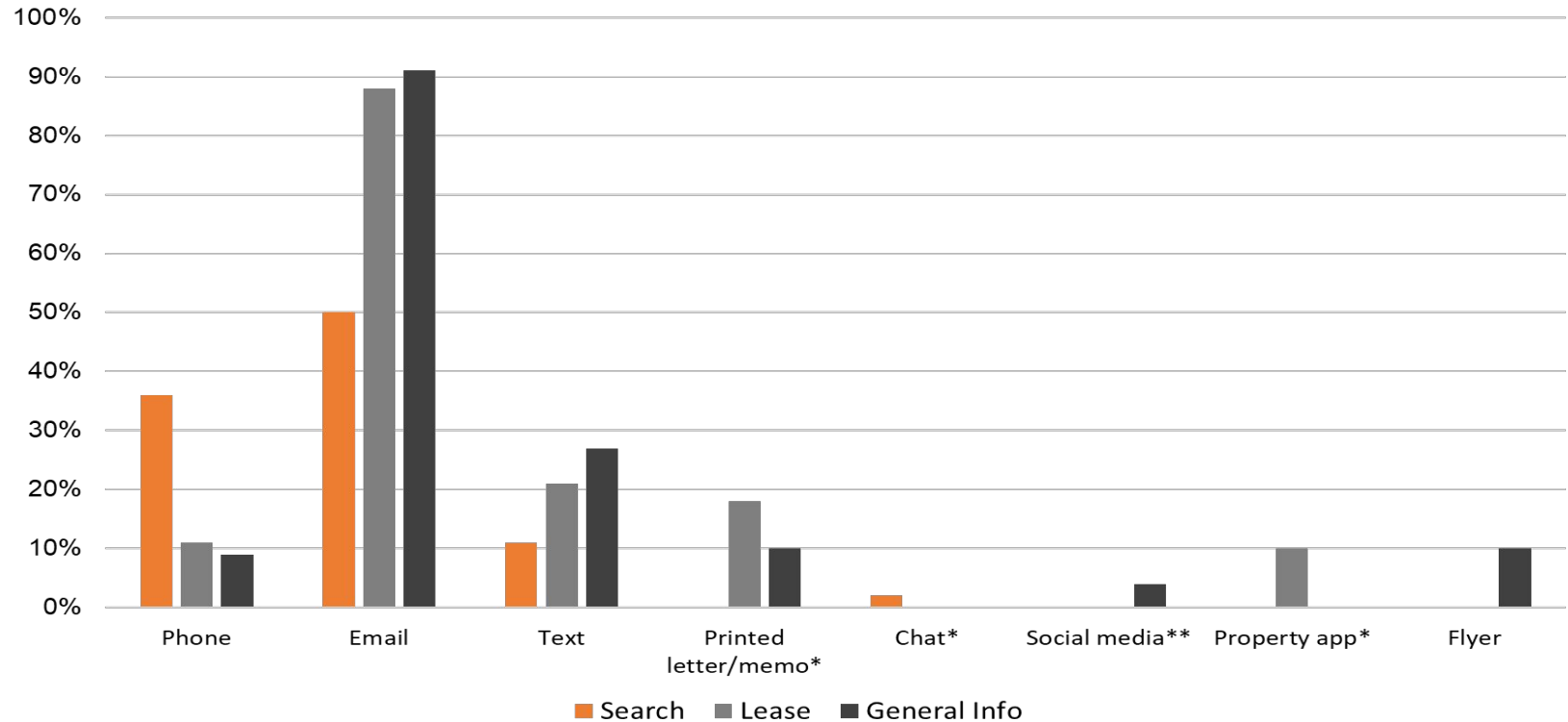
**How Important Is It to Have Your Internet Service Available Immediately on Move In?**



Source: 2022 NMHC/Grace Hill Renter Preferences Survey Report



# COMMUNICATIONS



# 20 FOR 20 REPORT OVERVIEW

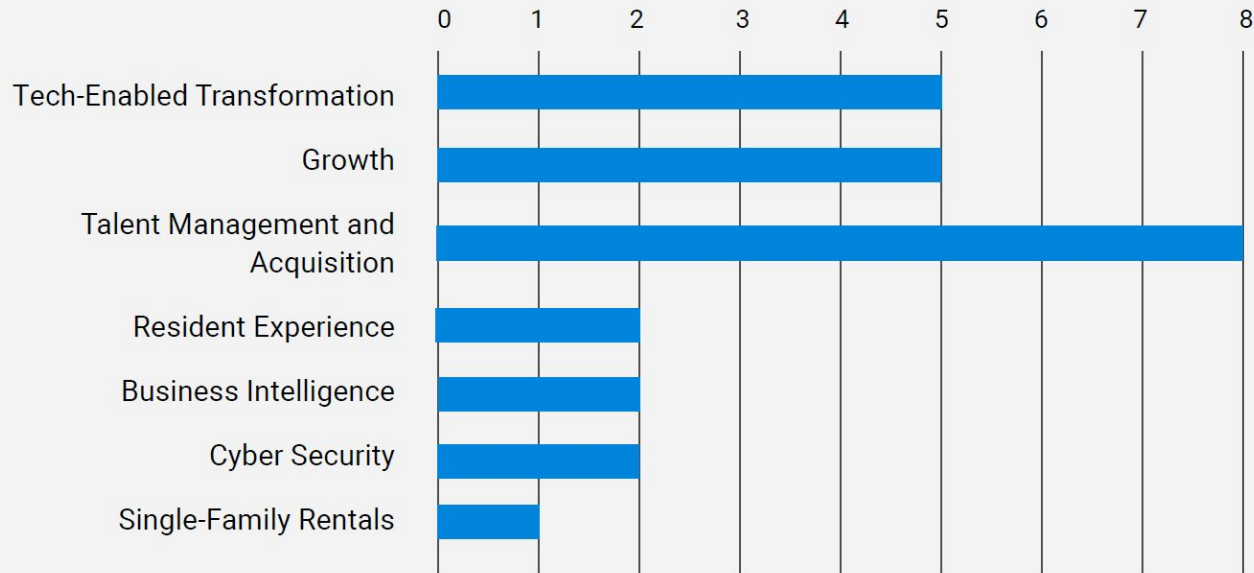


- 20 in-depth interviews with multifamily leaders: 10 COOs, 10 Heads of Technology
- Cross-section of owner-operator types, representing ~1.5m units
- Open-ended question structure allows interviews to explore *priorities* and what is *changing*
- Fourth edition released Feb 2022 (available at [20for20.com](https://20for20.com))

# TOP EXEC PRIORITIES FOR 2022



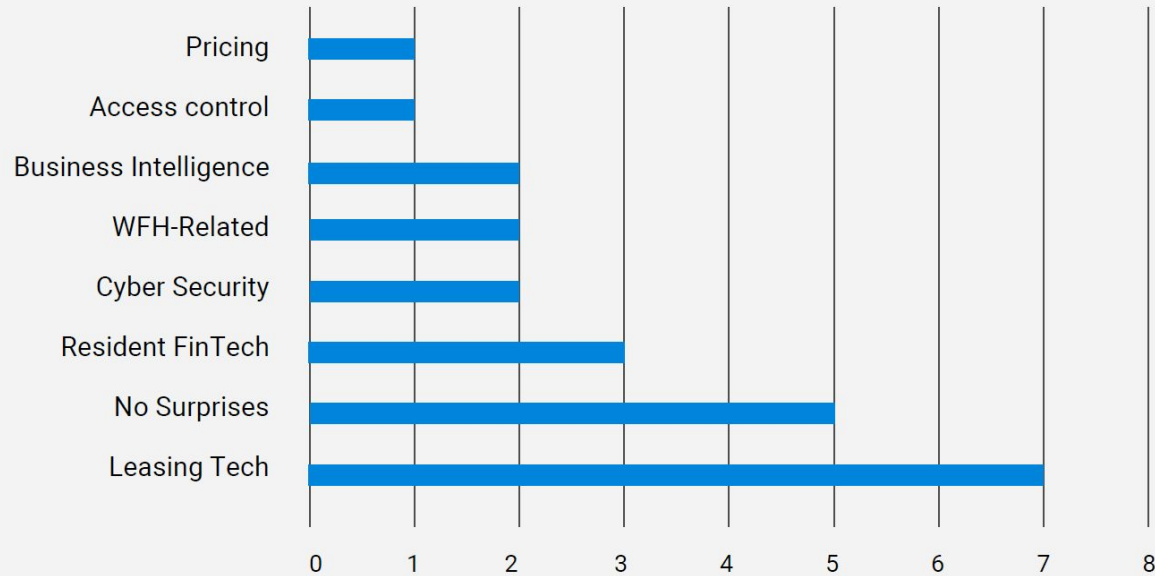
Figure 6: Top Priorities for 2022



# “BIGGER THAN EXPECTED ROLE IN 2021”



Figure 2: “2021 Did Any Technologies Play a Bigger Than Expected Role in 2021?”



# We focused on four ops/technology priorities

## Leasing Tech

(CRM, AI, Self-Show)

## Data Analytics

(BI, Revenue Management)

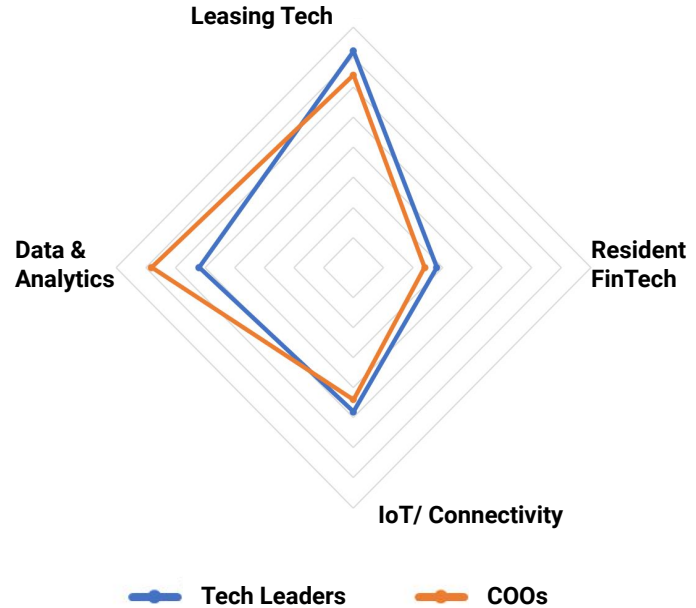
## Resident FinTech

(Payments, deposits, etc.)

## IoT/Connectivity

(Smart Building, Internet)

## Average Priority (Ranked)



# MAJOR POINTS OF DISCONNECT



**Leasing**



**Touring**

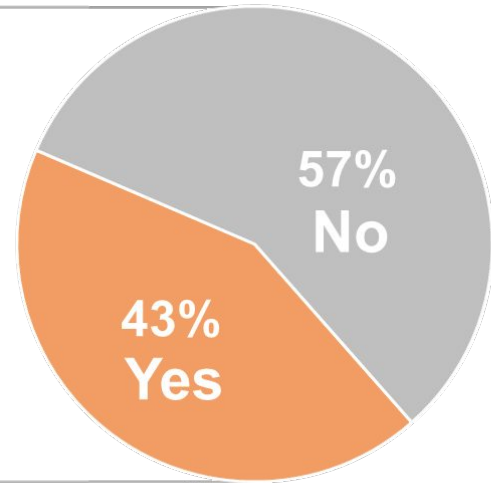
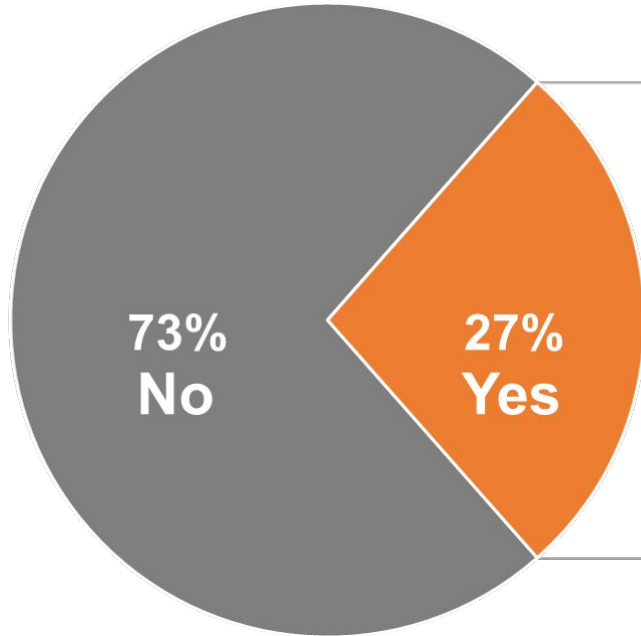


**IoT/  
Connectivity**



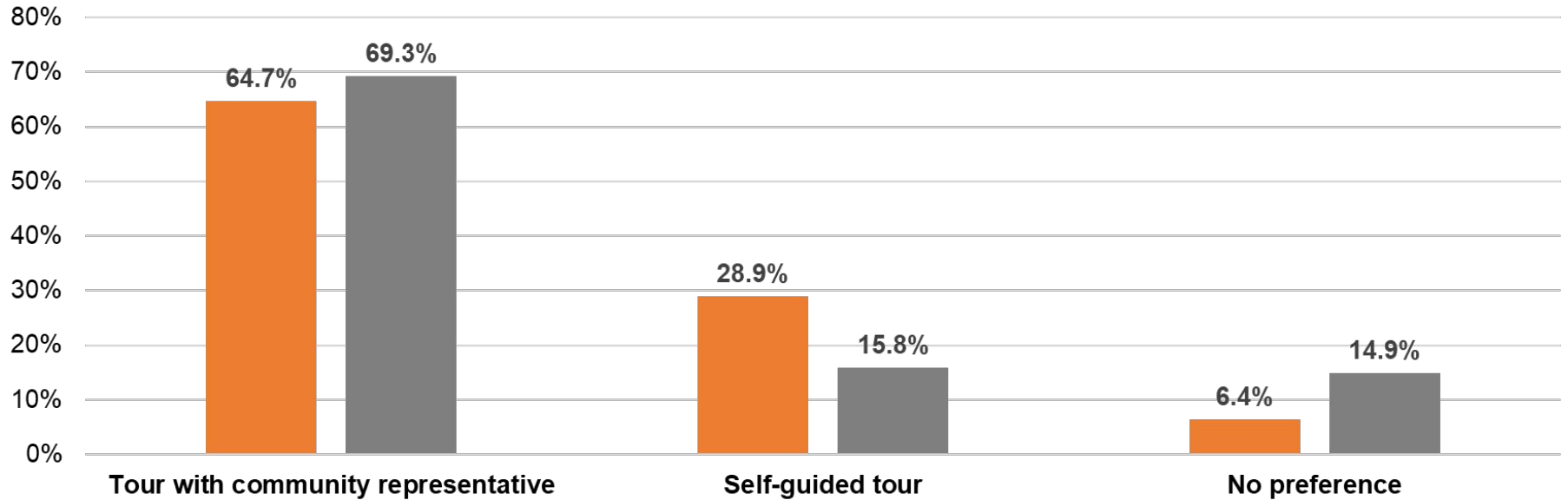
# LEASING

**Have you ever rented a home without physically visiting the property in person?**



**Would you consider renting your next home without physically visiting the property in person?**

# TOURING



■ 2022 RPS ■ 2020 RPS



# EVOLVING VIEWS ON LEASING TECH



2019

- Operators are being slow to accept/adopt self-serve leasing (esp. vs. single family)

2020

- The industry is now on a path towards fully-automated tech-enabled leasing

2021

- The pandemic normalized self-show
- A growing number of companies decided to transform leasing, and change CRM platforms

2022

- Leasing tech is the #1 tech priority, with centralization a common objective

# LEASING TECH FINDINGS FROM 20 FOR 20



## CRM

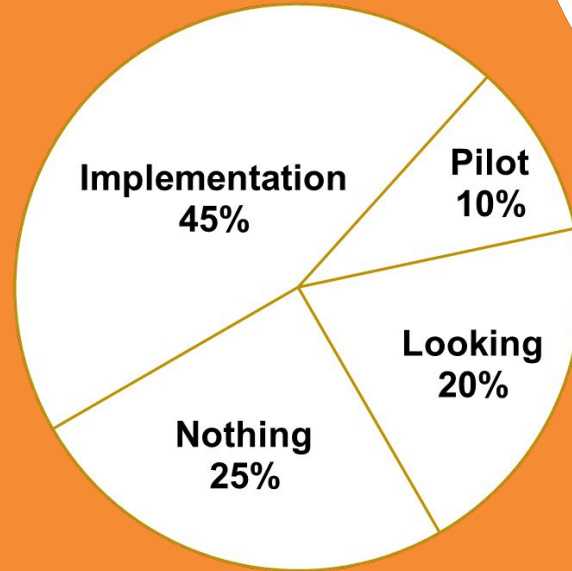
- Continued rise of best-of-breed solutions

## SELF-GUIDED TOURS

- Continued “unsettled” adoption pattern

## AI LEASING AGENTS

- High adoption: biggest story of 2021



AI Leasing Adoption Snapshot

# IoT/CONNECTIVITY



**70%**  
Smart  
thermostat



**67%**  
Leak  
detection



**66%**  
Smart security  
alarm system



**62%**  
Smart  
lighting



**61%**  
Smart/  
dynamic  
windows



**59%**  
Keyless  
smart  
thermostat

## SOME CLOSING THOUGHTS

- Financial decisions aren't customer experience.
- Technology can only contribute so much - it's the content and messaging that sells the unit.
- Stop thinking about automating existing tasks - think about what prospects want.



# THANK YOU

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