



Buildium®



THE 5TH ANNUAL
STATE OF THE

**PROPERTY
MANAGEMENT
INDUSTRY**

REPORT

2020

Table of Contents

Click the page number below to skip to a section

PAGE 4

Introduction

PAGE 6

Chapter I:
**Challenges & Opportunities for the
Property Management Industry**

PAGE 16

Chapter II:
Property Management in Focus

PAGE 16

Property Managers

PAGE 30

Residents

PAGE 44

Rental Owners

PAGE 58

Association Managers

PAGE 63

Association Board Members

PAGE 68

Chapter III:
**U.S. Regions & Local Markets –
What’s Happening on the Ground, and
How Can Property Managers Adapt?**

PAGE 190

Conclusion

INTRODUCTION

In 2020, the role of the property manager and the industry as a whole will face unprecedented change. Property managers who are prepared to refocus their businesses on the rapidly evolving preferences of their residents and clients will be best positioned for success as the industry enters a new chapter.

Over the last five years, we've surveyed thousands of property managers, property owners, and residents to track the evolution of the industry first-hand. Our respondents have seen demand for rentals soar as a broader range of Americans both want and need to rent their homes. They've recounted the impacts that the waxing and waning real estate cycle has had on their local markets and their clients' portfolios. They've told us how technology has fundamentally transformed their interactions and transactions with residents, owners, and employees.

All of this has created a new, constantly changing set of resident and owner expectations that the real estate industry must strategically evolve in order to meet. And at the same time, property managers have found themselves at the center of the collision between rising rental demand, declining profitability, changing regulations, and the nationwide shortage of affordable places to live. It's evident that these socioeconomic forces, along with the very real and immediate demands of their owners and residents, are changing the role of the property manager for good.

The 5th annual edition of the State of the Property Management Industry Report gives property managers the market insights on which they can develop sound strategies for the long-term success of their businesses. The report fuses survey data with in-depth market research to explore the following questions:

- How should property managers adapt their strategies for success in response to changing conditions in the local markets where they operate?
- What role do property managers play for their clients as the nation's largest rental markets face a less profitable, more regulated future?
- How can property managers balance the explosion of proptech options with the vital 'human element' at the heart of our industry?

The report examines how property managers' goals, challenges, and priorities have evolved over time, and reveals their outlook for the year to come. It lays a foundation for what the property manager's role and the greater industry will look like in the not-so-distant future: **The fusion of relationship-centered, technology-powered customer service with the on-the-ground industry expertise that technology can never replace.**

3,676 RESPONDENTS

1,738
PROPERTY
MANAGERS

1,118
RENTERS

603
RENTAL
PROPERTY
OWNERS

217
ASSOCIATION
BOARD
MEMBERS

340 METRO AREAS

Challenges & Opportunities for the Property Management Industry

Which Issues & Opportunities Do Property Managers Foresee?

The Shortage of Affordable Homes

The most pressing issue facing the real estate industry is the crisis-level shortage of housing that Americans can afford. Today, [half of renter households](#) spend more than 30% of their income on housing each month—a common criterion for property managers to determine whether a prospective resident can afford the rent.

The current housing shortage is the result of a number of complex factors: In the homebuilding industry, labor shortages and rising costs force developers to build pricier residences to turn a profit. This has created a mismatch in the type and amount of housing that's being built versus the

housing that a majority of renters and homebuyers need. Across the U.S., wage growth has stagnated at the same time as demand for affordable rentals and houses has pushed prices up.

With 1 in 2 American renters barely able to afford their homes—and with property owners' and managers' own costs rising—a solution that puts residents, owners, and property managers in a better position is both absolutely vital and deeply uncertain.

IN YOUR WORDS: How Property Managers See It

“Property purchase prices will continue to increase, pricing many out of the market. As poverty increases and we head into the next economic recession, I anticipate rent prices may stagnate as people can't afford increases, but they also may increase as more people turn to renting and supply/demand balance shifts.
(Missoula, MT)

“Housing that's affordable will be in drastic need for years to come. 50% of retirees do not have more than \$1,000 in savings and need to live off Social Security.
(Pensacola, FL)

“As costs in the region continue to rise, it will be challenging to keep housing affordable for my tenants. If there are ways to streamline processes and keep costs down, it would help me offer lower rents to a wider range of tenants.
(Seattle, WA)

66
Half of renter households spend more than 30% of their income on housing each month.

As growth stagnates in overheated primary markets, investors are likely to find higher yields and faster growth in secondary markets and their suburbs.



Compressing Cap Rates

As rents, property values, taxes, and interest rates fluctuate, so does the profitability equation for real estate investors. Cap rates for multi-family properties in the U.S. have been steadily decreasing for years, with rates for apartment buildings hovering around [5% since early 2016](#). Some rental owners have chosen to sell their properties due to slowing rent growth, compressed cap rates, and the seller's market we've seen in recent years.

However, real estate remains an attractive investment option for many: Apartment transaction volumes [grew by 9% in 2018](#). As growth stagnates in overheated primary markets, investors are likely to find higher yields and [faster growth in secondary markets](#) and their suburbs; though once-up-and-coming cities like Seattle, Austin, and Nashville are becoming more competitive by the day.

IN YOUR WORDS: How Property Managers See It

“ In general, cap rates are coming down for real estate, especially with single-family properties. It is becoming less attractive to be a long-term real estate investor.
(Nashville, TN)

Institutional Investors & Industry Consolidation

Between 2011 and 2017, a rapidly consolidating group of institutional investors like Invitation Homes and American Homes 4 Rent bought up over [200,000 single-family properties](#) across the U.S. Aided by federal incentives, this large-scale transformation of foreclosed homes into rental properties continues to impact the real estate market today.

On one hand, in the aftermath of the Great Recession, these properties have given countless residents a place to call home without needing to obtain a mortgage. On the other hand, institutional investment has taken a small but growing portion of single-family homes off the market, and has also intensified competition in an ever-consolidating industry. For smaller property management firms, creating an exceptional resident experience is a vital way to maintain a competitive advantage when they can't compete on price.

IN YOUR WORDS: How Property Managers See It

“ I see the market getting tighter and tighter for the little guy as Wall Street big money invests heavily in acquiring portfolios. We will always win on service, though.
(Phoenix, AZ)

“ Institutionalized investors will continue to buy up rental income properties over the private investors, tipping the rent scales out of tenants' reach.
(Atlanta, GA)



Today's hyper-connected, often-stressed residents are searching for amenities that provide convenience, comfort, and connection.

High-End Apartments & the Amenities War

Luxury high-rises and mixed-use developments have been popping up in neighborhoods around the country. They've ushered in a battle to provide the latest amenities in order to fill vacancies and justify higher rents—particularly in markets experiencing a glut of high-end rentals. But today, attracting and retaining residents is less about the flashy appeal of pools and granite countertops, and more about displaying that their needs have been taken into consideration in the place they call home. Whether they rent out of necessity or preference, today's hyper-connected, often-stressed residents are searching for amenities that provide convenience, comfort, and connection.

When asked how residents want their rental to make them feel, some of the most commonly used words were “home,” “secure,” “comfortable,” “welcome,” “valued,” and “at ease.”

IN YOUR WORDS: How Property Managers See It

- “Most of the focus of developers has been in the high-end luxury rental space, and the cost of building in many markets has forced rents to an unsustainably high level. The markets will be oversaturated with luxury apartments. This opens up opportunity to those few who offer quality rentals at a more affordable price. In our management portfolio, we find that the mid-priced rentals are the most stable in terms of turnover, which has huge benefits to the overall cost to operate the property.”
(Pensacola, FL)
- “Older properties are competing with the new business model that the luxury apartment communities now offer.”
(Kansas City, MO)

Demographic Shifts & the Popularity of Renting

The picture of a ‘typical renter’ continues to evolve as a growing population of today’s residents chooses to rent. In recent years, the [largest gains in rentership](#) have been among renter households with annual incomes of \$75,000 or more, and those headed by someone age 55 or older¹—two groups that have been more likely to own their homes in the past. However, though some residents choose to rent for the flexibility and lessened responsibility it provides, a majority of those who rent still do so out of financial necessity. Buying a home remains out of reach for many Americans thanks to factors like high home prices; a shortage of starter homes; tight credit standards to qualify for a home loan; stagnant wages; student loan debt; and high rents that make it difficult to save up for a down payment. In addition, social factors like [young adults’ slower pace](#) in forming households, having children, and buying their first homes, as well [older adults’ desire to downsize](#) and age in place, make renting an appealing option for a more diverse swath of Americans than ever before.

Why Do Renters Rent?

Nearly half of renters would prefer to own their homes, but they don’t feel like they’re in a position to buy right now. 1 in 5 rent because they live in an area where renting is more affordable than buying. Smaller numbers of residents rent because their current rental meets their needs, and they don’t want to deal with the hassle of moving; because they don’t want the responsibility of owning and maintaining a home; or because they like the flexibility that renting provides. These responses depict the complex reasons why today’s residents rent, both out of preference and necessity.

IN YOUR WORDS: How Property Managers See It

- “I see more opportunity than issues. The market has changed drastically over the last 10 years, and I think the transient world we work in today prompts many to rent versus own properties until they get into a settled time of their career or life as an adult/family.”
(Raleigh, NC)
- “More individuals will be looking for rentals and not making the commitment to purchase, but will want the flexibilities they are allowed in owning a home, such as making changes to the property.”
(Shreveport, LA)

Increasing Expectations for Customer Service

In the last decade, technology has granted us access to all of the comforts of modern life in just a few taps, from sharing rides to ordering take-out. However, having these capabilities at our fingertips 24/7 has drastically changed our expectations as customers. Today's renters and owners—particularly Intentional Investors—expect real-time responses and solutions, and are easily dissatisfied when property managers don't have the technology or staff to accommodate this. The property managers who succeed in this era will be those who provide an empathy-driven, tech-enabled experience to their customers.

What Are Owners & Renters Looking for in a Property Manager?

44%

of rental owners agree that quick response times and good communication skills are among the most important qualities that a property manager can possess.

78%

of owners want regular updates from their property manager on their rental properties, of which 43% want to receive updates in real time.

72%

of renters feel that it's very important that their property manager is easy to get ahold of and resolves issues quickly.

60%

of renters say it's very important to them that their property manager provides great customer service and keeps things running smoothly.

IN YOUR WORDS: How Property Managers See It

“The increased immediate gratification mentality of tenants and owners means ALL things will have to be taken care of within 24 hours in the very near future.”
(St. Louis, MO)

Balancing Automation with the Human Element

Technology has enabled property managers to send and receive electronic payments, automate rental listings and showings, coordinate maintenance tickets between renters and vendors, and so much more. However, as landlords have begun to discover these capabilities, property managers have noticed that it's getting harder to make the case for their services when potential clients believe that technology is all they need to manage their own units effectively. Property managers know that the human element of their jobs can never be automated. Now, it's a matter of quantifying the difference that a skilled property manager can make by keeping units filled with great residents, averting expensive maintenance emergencies, and freeing up property owners' time.

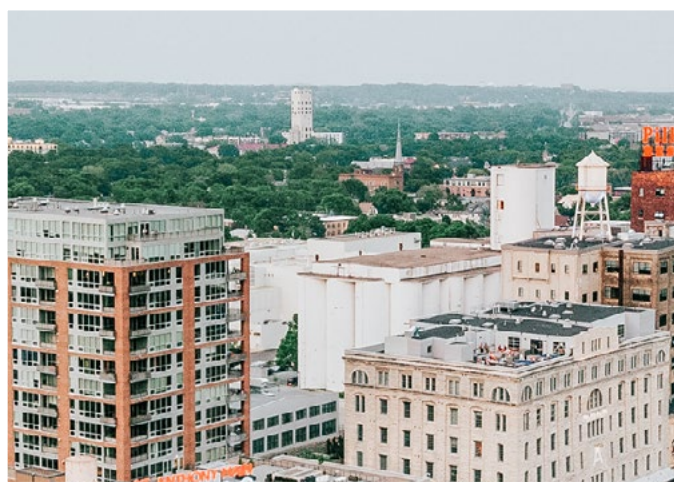
IN YOUR WORDS: How Property Managers See It

“Technology is great, but it also makes everyone a DIY person. They can sell their own house, manage their own rental, etc. This is a challenge, as the intricacies of real estate and property management are complicated.”
(Houston, TX)

“Technology is an enabler to achieve promised results for clients, and is not there to replace relationships.”
(Los Angeles, CA)

Property managers know that the human element of their jobs can never be automated. Now, it's a matter of quantifying the difference that a skilled property manager can make.

“Apps are offering services normally provided by professional property managers to DIY landlords, minimizing the expertise we bring to the picture and thereby attempting to disrupt how property management is currently done.”
(Phoenix, AZ)



In the midst of changing regulations, property managers have an opportunity to market themselves as experts who can help owners navigate an increasingly treacherous legal landscape.

Rapidly Changing Regulations

In response to the rental market's growing affordability crisis, a handful of local governments are considering stricter regulations. Oregon and New York City have passed rent stabilization measures to prevent [unsustainable rent increases](#), and several Californian cities have considered doing the same. However, many share concerns that these laws will make it hard for rental owners to maintain their properties' profitability and [justify capital improvement projects](#), while failing to directly address the need for more low-income and workforce housing. In addition, Minneapolis became the first city to pass a citywide [ban on single-family zoning](#). While many believe that increasing cities' housing density is a key step in addressing housing shortages, opponents worry that a majority of new construction will be at the high end of the market, failing to solve the affordability piece of the equation. On the plus side, in the midst of changing regulations, property managers have an opportunity to market themselves as experts who can help owners navigate an increasingly treacherous legal landscape.

IN YOUR WORDS: How Property Managers See It

“As laws become more restrictive, we are forced to take additional precautions in our leasing processes and resident retention policies. This is not always received well by owners and residents. Our company is currently exploring options for educating our owners on landlord-tenant law and are hoping that by doing this, we will strengthen our relationships with our owners and make their experience with our company something to remember in years to come.
(Eugene, OR)

“Increasingly restrictive laws and ordinances will dissuade many rental property investors from trying to manage their own properties. Well-educated, technically trained, and highly ethical property managers will be in greater demand.
(Kansas City, MO)

A Dwindling Supply of Property Management Staff

As the rental market flourishes and expands, property managers are in high demand. According to the Bureau of Labor Statistics, jobs in property management are expected to [grow by 10% by 2026](#)—faster than the 7% growth that's anticipated for other professions in the coming years. However, the industry is seeing labor shortages related to those that have plagued [trade professions](#) for years.

What's behind this trend? Vendor shortages make managers skilled in property maintenance worth their weight in gold. However, with young people being [encouraged to attend college](#) and enter the knowledge economy, too few are choosing trade professions. In addition, many property managers get into the field by accident; so even if recent graduates would be interested in the profession, they may not know it exists, or have the training and mentoring that they'd need to be successful. Plus, in 2020, a career in property management requires more than the ability to look after properties and residents' needs—many investor clients expect property managers to be experts in asset management.

Our current labor market also presents certain challenges for employers. Because unemployment is so low, small businesses are competing with larger firms and developers for employees, who can often offer higher wages. Since we're late in this real estate cycle, companies' budgets are squeezed by compressed cap rates and portfolio loss, making it harder to pay employees a competitive salary. Due to understaffing, current employees are stretched thin, creating high-stress working conditions that cause [burnout](#) and turnover.

To add to the issue, property managers may soon begin to retire faster than they're entering the industry: [IREM estimates](#) that the average property manager is in their fifties.

This field is changing fast, and property management companies face a dwindling supply of employees and vendors. The current labor shortage underscores the importance of retaining staff with a positive company culture, bolstered with the training and mentorship they need to have successful property management careers in the decades to come.

Property Management in Focus

A Closer Look at Today's Property Managers, Residents, and Owners

Which types of property do you manage?

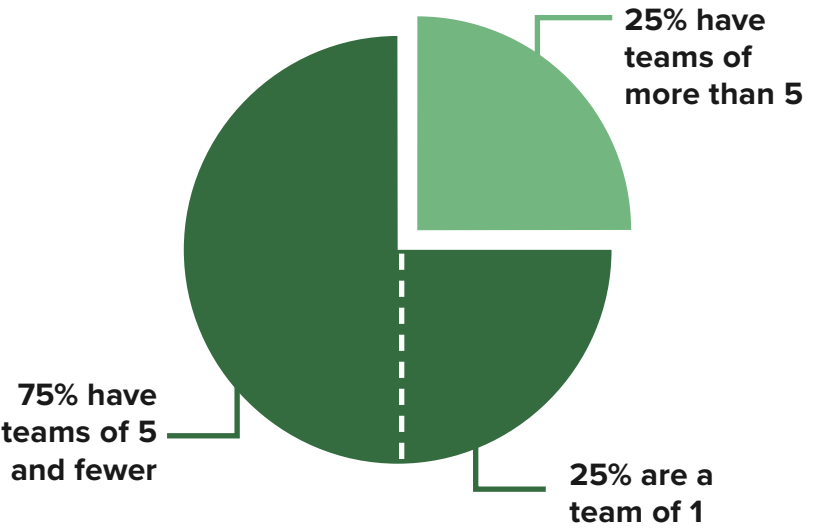


Among the 1,738 rental property and community association managers who took Buildium's 2019 Industry Survey:

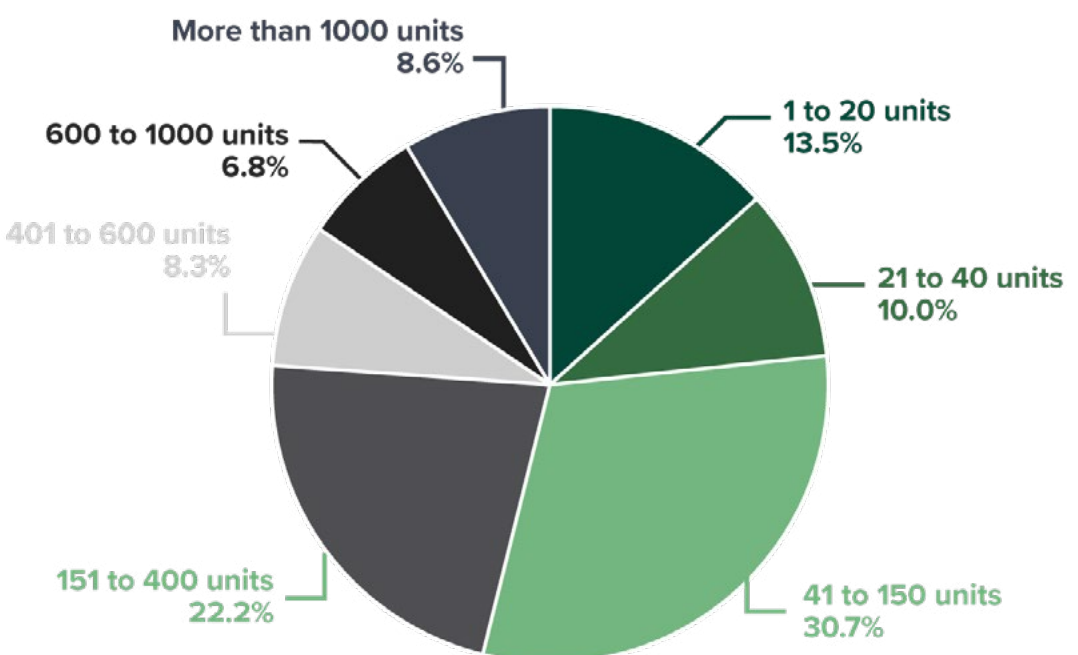
86%
manage other people's properties

45%
manage properties they own

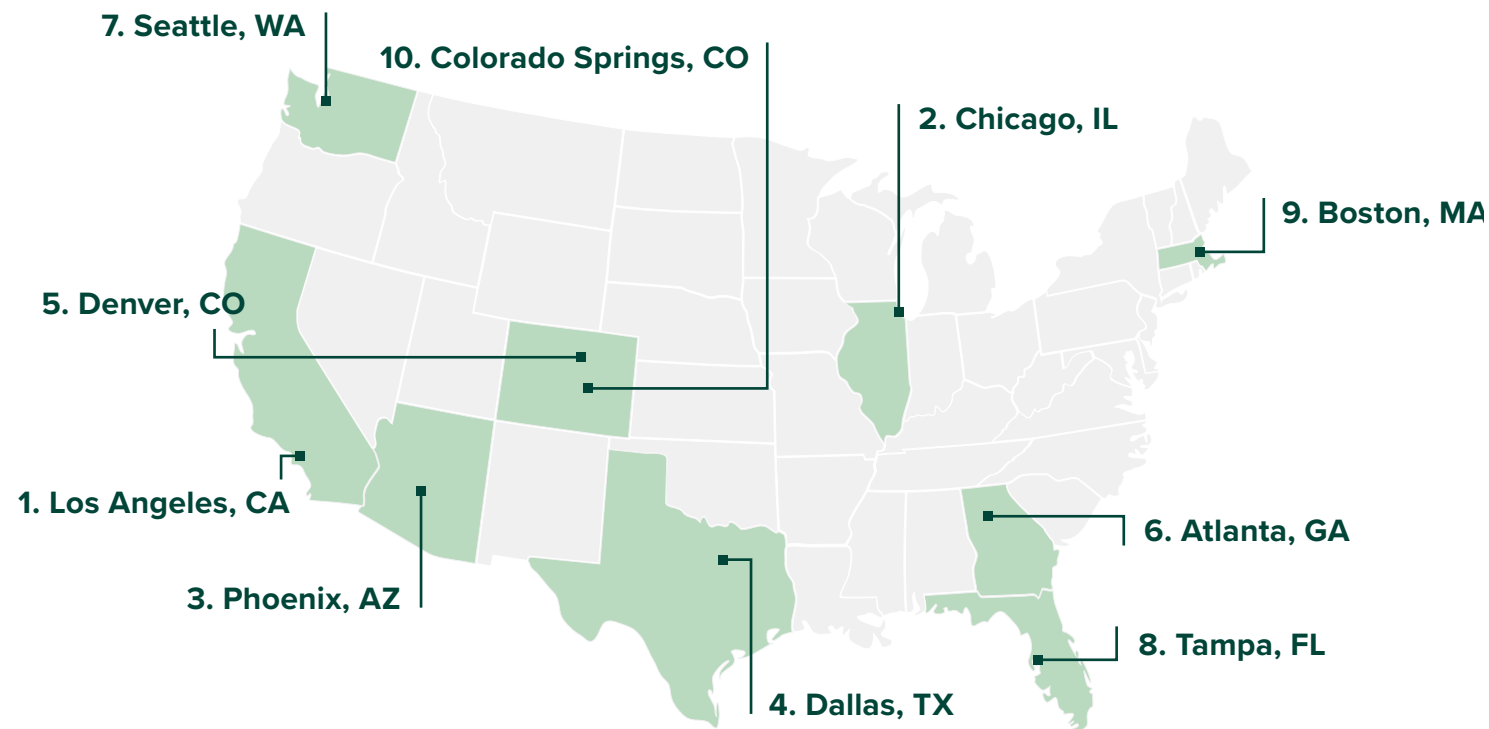
Not including yourself, how many full-time employees does your company have?



How many total units do you manage?



Top Metro Areas Where Property Managers Are Located

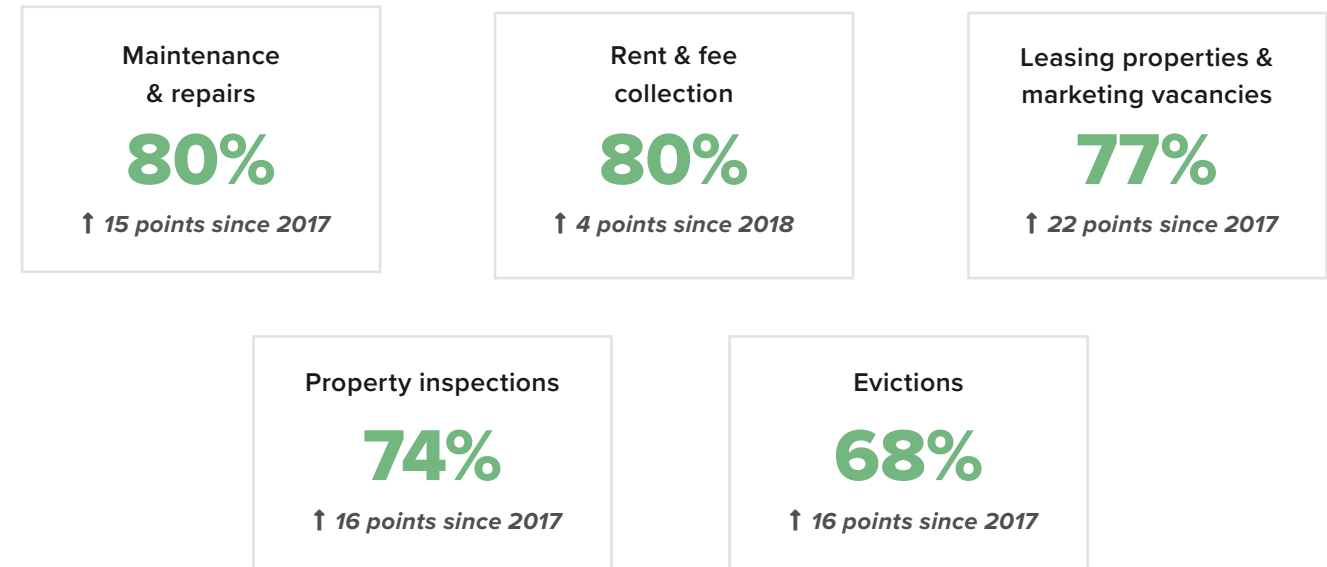


1 in 2
1 in 2 have worked in property management for over a decade

8 in 10
8 in 10 are bringing in more revenue than they were 2 years ago

7 in 10
7 in 10 have expanded their portfolios in the last 2 years

Top 5 Services Property Managers Offer



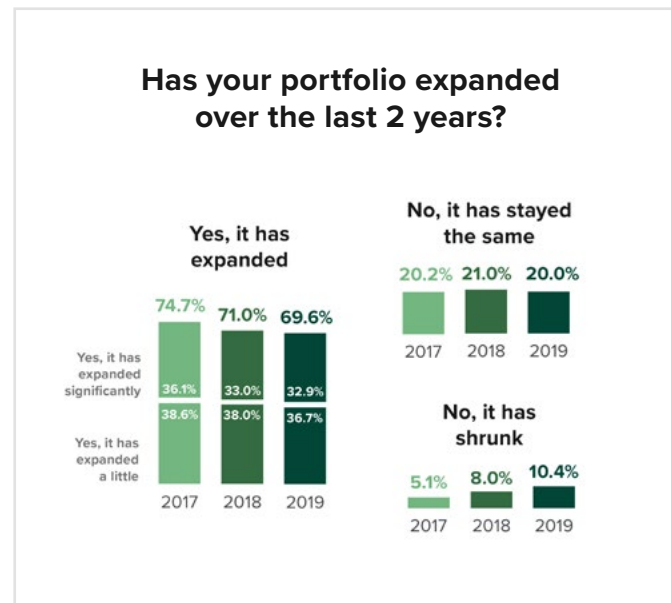
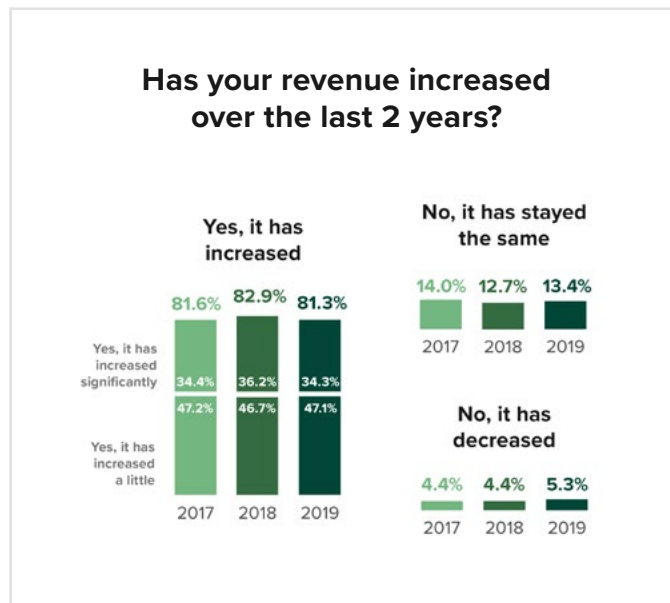
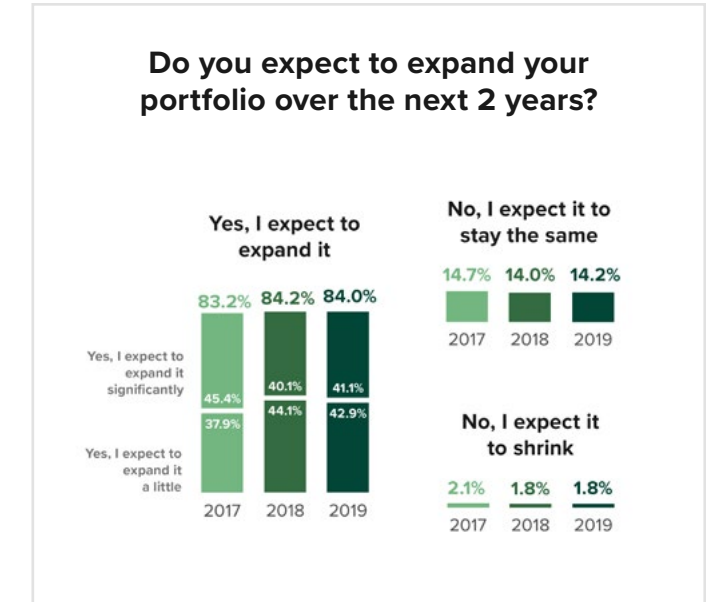
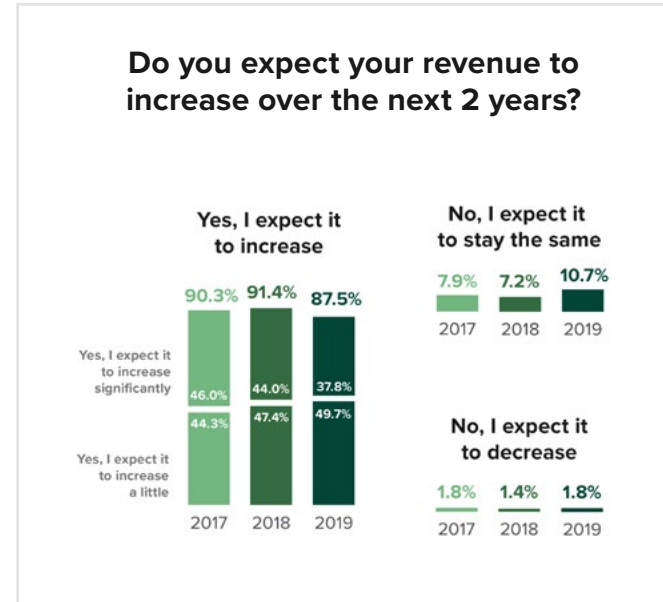
Which services do you offer to your clients?

	2017	2018	2019
Maintenance & repairs	65.5%	74.6%	80.4%
Rent & fee collection	--	76.4%	80.1%
Leasing properties/marketing vacancies	55.2%	69.9%	77.3%
Property inspections	58.4%	68.3%	73.9%
Evictions	52.3%	65.5%	68.4%
Cleaning	44.5%	59.0%	62.2%
Accounting	47.1%	51.1%	57.1%
Financial reporting	35.0%	38.7%	54.8%
Property sales	31.2%	49.5%	52.5%
Outdoor services	35.5%	49.2%	52.3%
Construction/renovation	38.7%	40.2%	47.6%
Financial/investment advice	15.7%	17.4%	22.1%
Insurance services	9.1%	12.6%	15.3%
Interior design/staging	9.4%	12.9%	12.9%
Legal advice	7.1%	9.3%	12.9%

Across the board, property managers are offering more services than ever before. This is a way for property managers to diversify their revenue streams and find new ways to demonstrate their value to clients in a shifting market. Of particular note are services like property sales and brokering, financial reporting, building renovation, and investment advice, which have experienced average gains of 14 points over the last 3 years. These are the type of services that are taking on new importance as landlords sell rentals, investors acquire rentals, and owners of all types keep a close eye on their properties' profitability.

Property Managers' Business Growth

48% of property managers named growth a top priority this year—an increase of 9 points since 2017. Though fewer property managers reported portfolio growth in 2019 than in years past, 70% did add new properties to their portfolios in the last 2 years. Portfolio loss has prevented many property managers from achieving significant growth recently, with a strong seller's market motivating some rental owners to sell their properties. In response, property managers have found innovative ways to generate more revenue without adding new doors, from expanding their services to retooling their fee structures and more.



Property managers are offering more services than ever before. This is a way for them to diversify their revenue streams and demonstrate their value to clients in a shifting market.

Property Managers' Priorities

Today's property managers are laser-focused on growth and efficiency above all else—as they have been for four years straight. In our recent seller's market, growth hasn't come naturally. Property managers have had to fight to maintain their profitability and client base—their third and fourth most-selected priorities for the coming year. In addition, many have renewed their focus on facilitating effective communication with their residents, owners, and employees in this fast-moving era where technology both facilitates and hinders our relationships.

IN YOUR WORDS: How Property Managers See It

What Are Your Top Priorities for the Coming Year?

“ We've shifted from max growth to more controlled growth. We don't want to outgrow our ability to provide good service.
(Atlanta, GA)

“ When we were in start-up mode, we were concentrated on building competency and firming up procedures. Now, we're looking more to efficiency, growth, and picking up some of the features of larger PM companies, such as online access for clients and tenants.
(Duluth, MN)

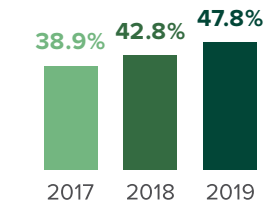
“ Instead of focusing on profits, we are now focused on customer service and finding the right properties to bring the highest growth.
(Denver, CO)

“ When our company first started, we focused on winning business at nearly any cost. Now, we're more intentional in the properties we pitch our services to; and we allocate responsibilities to our staff that play to their individual strengths, resulting in happier, more productive employees.
(Madison, WI)

“ We'll become more profitable by taking care of our property owners, and we can do that by ensuring that our residents are happy—and then they'll stay longer and pay slightly higher rent over time. Everyone wins!
(Austin, TX)

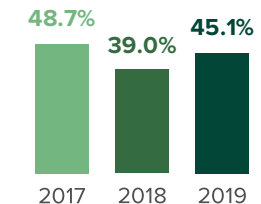
Property Managers' Top 5 Priorities for the Year Ahead

Acquiring new properties & clients



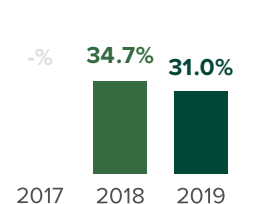
↑ 5 points since 2018

Working more efficiently



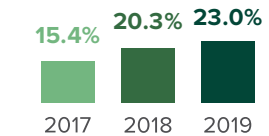
↑ 6 points since 2018

Increasing revenue & profitability



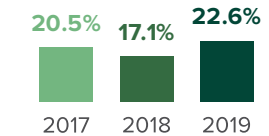
↓ 4 points since 2018

Enhancing client relationships



↑ 3 points since 2018

Improving communications



↑ 6 points since 2018

Property Managers' Top Priorities

	2017	2018	2019
Growth	38.9%	42.8%	47.8%
Efficiency	48.7%	39.0%	45.1%
Profitability	--	34.7%	31.0%
Owners	15.4%	20.3%	23.0%
Communication	20.5%	17.1%	22.6%
Balance	21.4%	12.9%	20.5%
Organization	20.8%	23.4%	19.1%
Marketing	12.8%	16.7%	19.0%
Residents	19.3%	23.8%	16.1%
Property improvements	17.3%	16.0%	12.8%
Staff	12.4%	15.6%	12.3%
Vendors	13.7%	12.1%	11.4%
Technology	9.9%	15.2%	11.2%
Downsizing	1.8%	1.9%	1.6%

Property Managers' Challenges

In addition to being property managers' top priorities, the pursuit of increased efficiency and growth is a top source of stress. Together with Maintenance, these three areas were selected as top challenges by nearly 1 in 3 property managers for the last three years in a row. Now more than ever, property managers are faced with conflicting demands for ever-more-efficient business processes and human-centric customer service—all in a market where profitability and portfolio growth require additional effort.

IN YOUR WORDS:
How Property Managers See It

What Are the Top Challenges That You're Facing Right Now?

“Balancing the goals and objectives of our investor owners with the needs of our tenants, and calculating intentional growth that maximizes revenue while keeping us customer-focused.”

(Madison, WI)

“As experienced vendors age out of their respective businesses, there are not many new and capable younger workers getting into the field. This costs us more time in finding, vetting, and keeping good maintenance contractors—that and the great market we are in right now.”

(Atlanta, GA)

“Sales market = loss of doors = redirecting efforts to make more money on the same number of units or less. We're struggling to maintain our profitability.”

(Raleigh, NC)

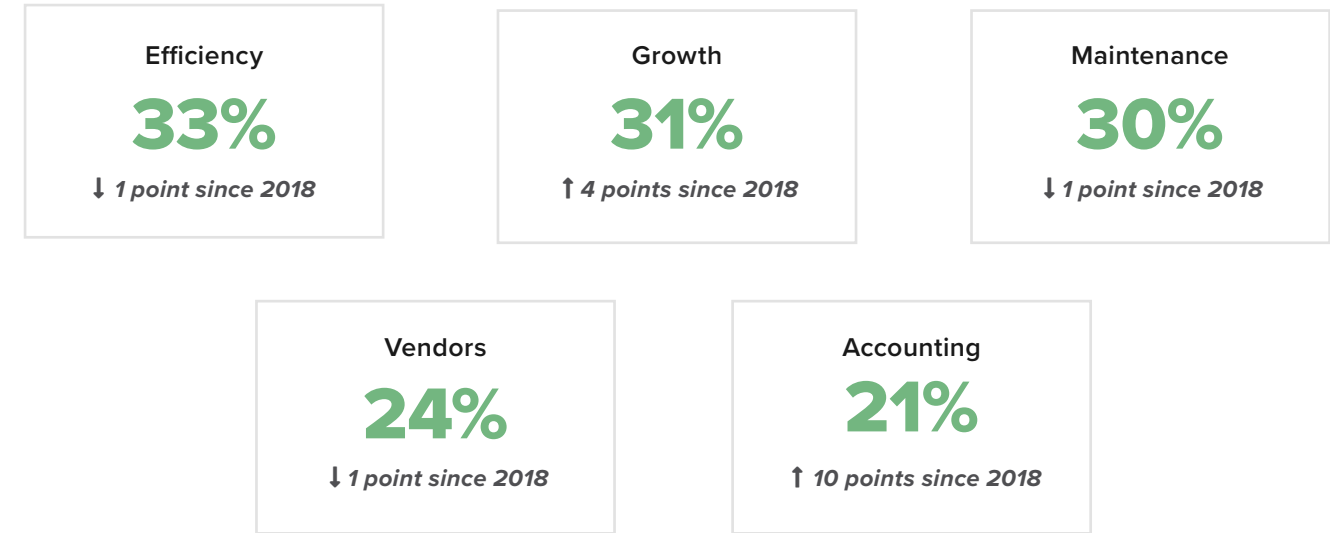
“Changes and additions in building codes and regulations have made renovations and property improvements almost prohibitive. Increased labor costs have made maintaining properties exponentially more expensive. It's more and more difficult to market the concept of real estate investment and becoming a landlord to investors and property owners.”

(Colorado Springs, CO)

“More technology means that clients can do things themselves more. Cash App and Venmo make it easy to accept payments, and they can now also email or text tenants. It's a challenge to sell a service-based product when your service can be mimicked with technology.”

(Houston, TX)

Top 5 Challenges Property Managers Face



Property Managers' Top Challenges

	2017	2018	2019
Efficiency	32.0%	32.3%	32.6%
Growth	24.5%	26.5%	30.6%
Maintenance	34.1%	31.4%	30.2%
Vendors	23.2%	24.6%	23.5%
Accounting	23.9%	11.3%	21.2%
Balance	18.1%	17.3%	19.3%
Staff	15.5%	22.6%	17.9%
Profitability	22.9%	19.0%	17.4%
Marketing	8.9%	11.5%	16.1%
Residents	22.9%	19.6%	15.2%
Portfolio loss	6.4%	13.5%	13.4%
Technology	11.3%	14.0%	12.2%
Communication	12.9%	11.4%	11.8%
Owners	10.2%	11.2%	10.1%
Legal issues	6.7%	6.6%	7.3%
Finances	8.9%	5.8%	5.8%

How Property Managers Use Technology

Though property management has been slower to embrace technology than other sectors of the real estate industry, technology adoption among property managers has increased by an average of 4% over the last year. The tools that experienced the biggest gains in usage were accounting software (+18%), document sharing (+11%), client-facing web portals (+8%), and digital communications (+8%).

IN YOUR WORDS:
How Property Managers See It

How Do You Use Technology as a Property Manager?

“Electronic payments through online portals have given us back days at the beginning of the month.”
(Riverside, CA)

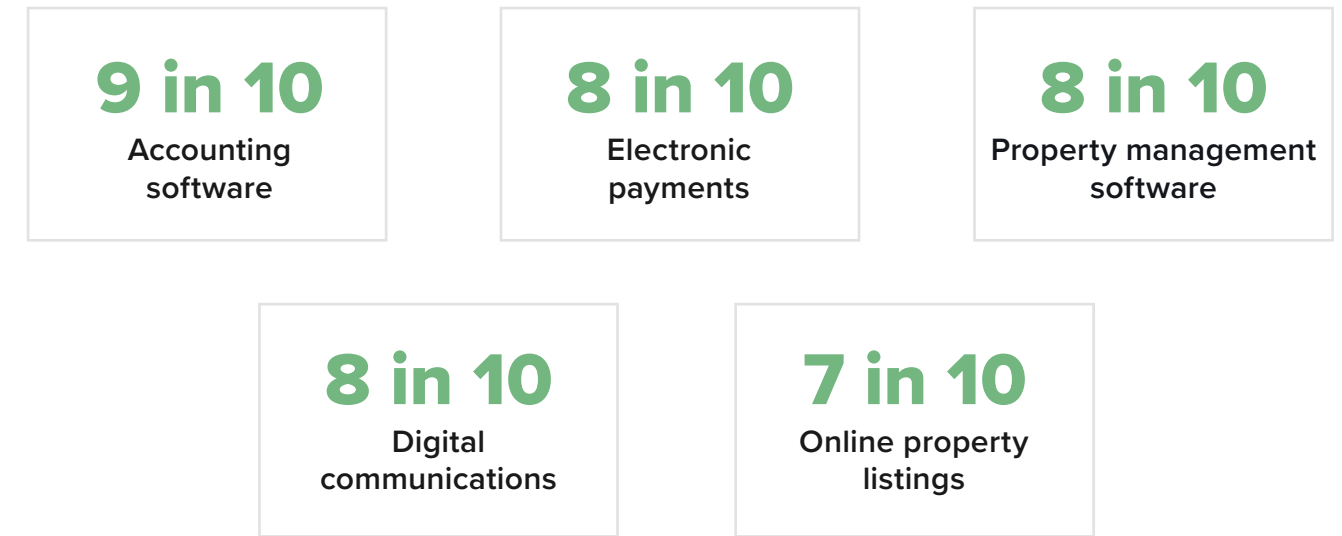
“Inspection software has been a game-changer, as well as showing software. Basically, anything that does not need a human being to be in charge of it, without affecting our customer-obsessed culture, is of the utmost importance to us.”
(Bremerton, WA)

“Online payments have made a huge improvement in my accounts and time spent at my desk. Maintenance task management has positively improved communication between residents, staff, and myself.”
(Cleveland, TN)

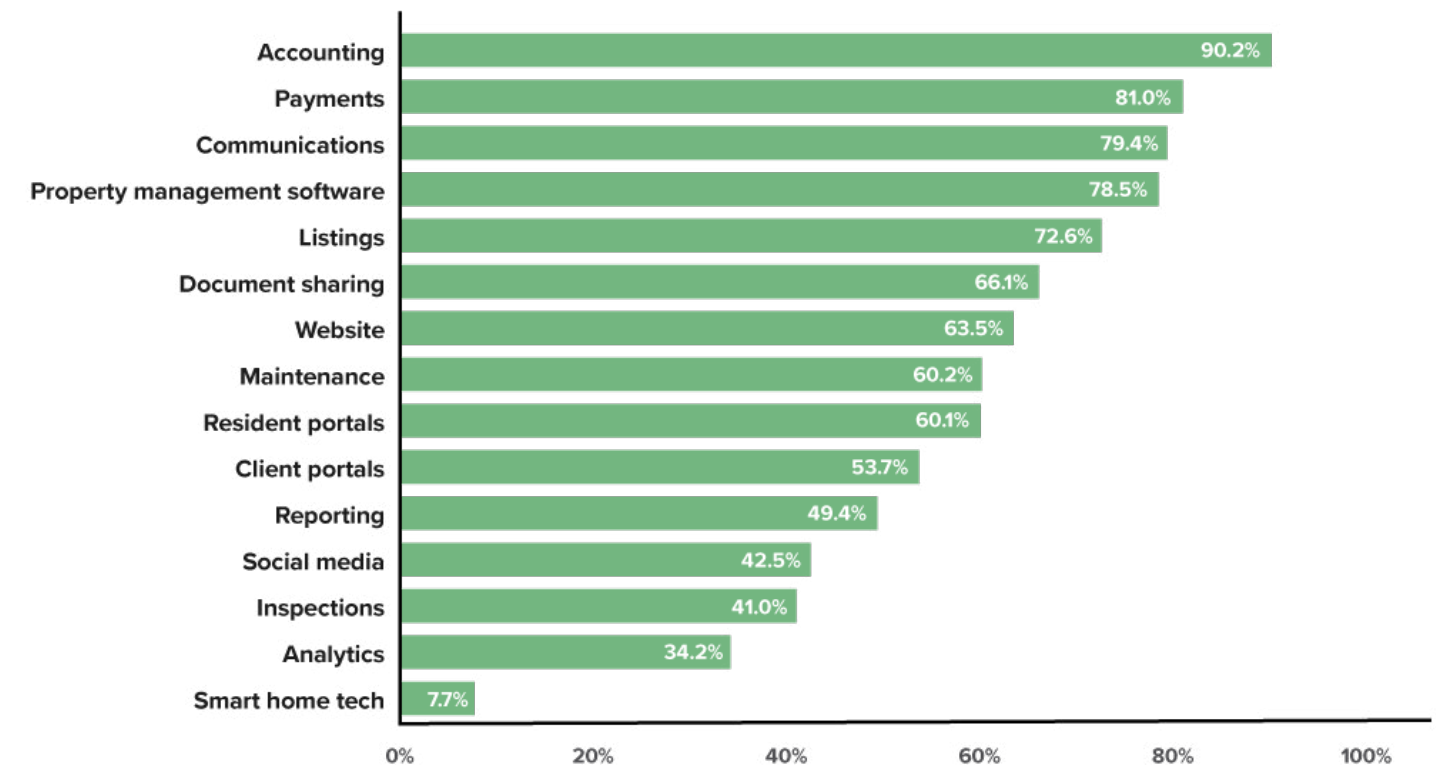
“Electronic lockboxes, electronic signatures, and online payment portals have allowed us to manage a greater number of properties in a larger geographic area with a smaller staff than would have been possible otherwise. When we discuss our range of properties and services with clients, they are astonished to hear what we are able to offer.”
(Richmond, VA)

“Property management software has been the only way we could run our business with efficiency and clear, open communication.”
(Ocala, FL)

5 Technologies Property Managers Rely On



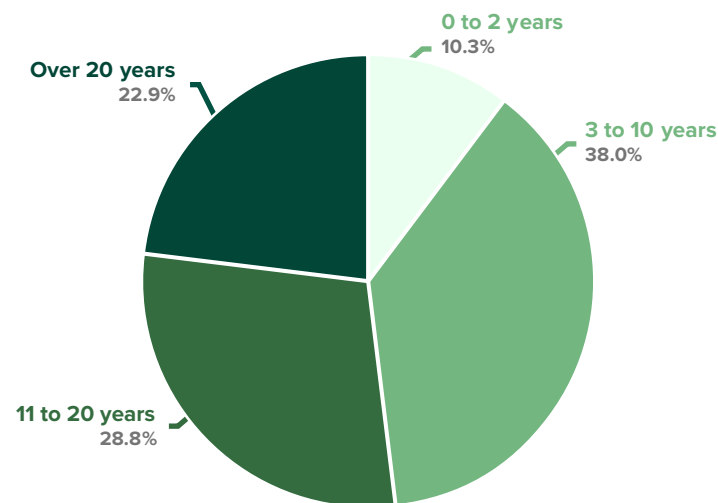
Property Managers' Most-Used Technologies



Property Managers' Career Trajectories

Though property managers often found their way to their current career by accident, it's a profession that many come to love for the independence and day-to-day variety it provides. And it's a good time to be a property manager: The profession is in high demand as renting becomes a way of life for a growing portion of Americans. Whether you entered property management from another part of the real estate industry; from within a family business; or through a passion for housing issues, you're in good company.

How long have you worked in property management?



“ My family owns 20+ rentals, and I used to be an analyst for a Fortune 500 company. This job has allowed me to be my own boss, work within my family's schedule, and get out from behind a desk. This is a long-term business for me. (Omaha, NE)

IN YOUR WORDS: How Property Managers See It

How did you become a property manager?

- “ My parents started the company 59 years ago. My husband and I took over the business in the 1970s. Our daughter has worked for us for the past 23 years, and we are working on her taking over the company. (Seattle, WA)
- “ I chose a career in property management because I have a passion for the world of housing and how it impacts the daily lives of so many people. (Madison, WI)
- “ In the beginning, it was just a job that I obtained. However, it developed into a career that I love. I enjoy the constant change and dynamic nature of property management. I plan to stay in the field until I retire. (Knoxville, TN)

Industry Organizations

Industry organizations are a critical way for property managers to build professional relationships and access the education they need to further their careers as the industry evolves. Half of this year's Industry Survey respondents belong to the National Association of Residential Property Managers; and it's clear from their feedback that members feel strongly about the insights and opportunities that they've gained since joining the organization.

NARPM is the reason my company still exists and is profitable. Before joining, I was just winging it and making mistakes. NARPM taught me how to run my operation legally and efficiently.

(Nashville, TN)



Interested in becoming a NARPM member? Learn more about joining the organization on their website: narpm.org/join

IN YOUR WORDS: How Property Managers See It

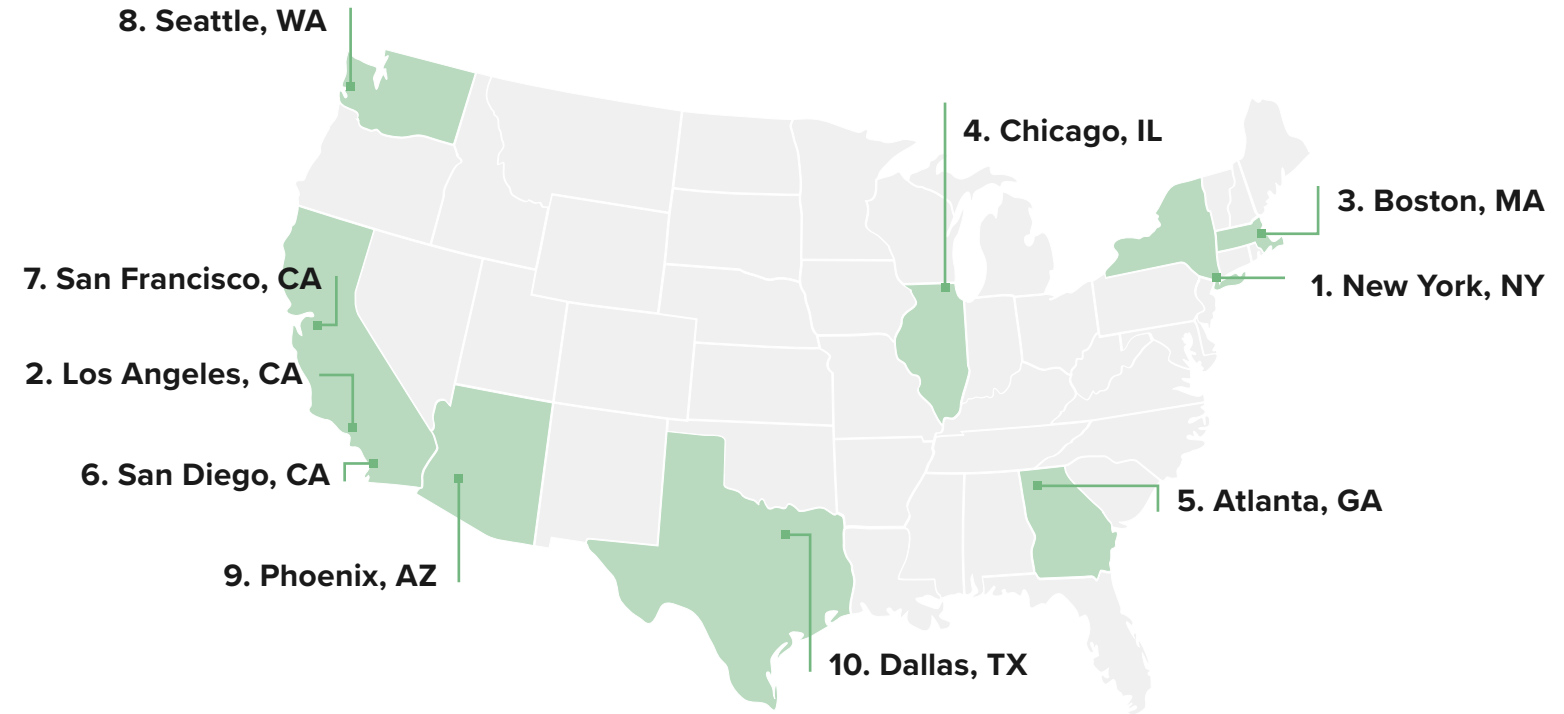
The Value of NARPM® Membership

- “ I have learned so much since becoming a member. The classes are great, and just being with other members at the meetings and finding out that no matter what you face each day, someone else is facing the same thing, you are not alone. (Warner Robins, GA)
- “ The lessons I've learned from networking at NARPM have been incredible. They've far outweighed anything that I have learned in a classroom or on the job! (Nashville, TN)
- “ NARPM has equipped me to triple the size of my firm since becoming a member in 2011. The shared experience of other operators has been the key to my success. (Birmingham, AL)
- “ Membership in NARPM was one of the best decisions I made. It has not only added value by opening up networking with other property managers, but the recognition of my membership and the achievement of the RMP & MPM designations have earned me countless business opportunities. (Austin, TX)

Residents

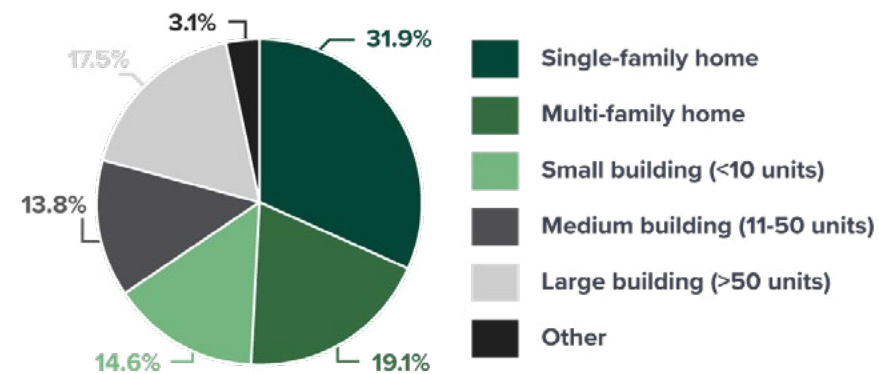
A Snapshot of Today's Renters

Top Areas Where Renters Live



Among the 1,188 renters who took our survey:

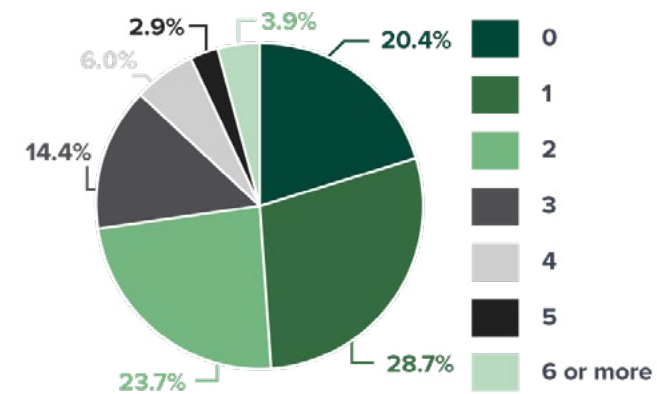
What kind of rental property do you live in?



What kind of neighborhood do you live in?

35.6% urban
49.1% suburban
15.3% rural

How many times have you moved in the last 5 years?



How likely are you to move in the next year?

40.3% renewing their lease
32.7% still on the fence
27.0% moving out

2 in 5 renters definitely plan on renewing their lease for another year—a number that stayed constant from 2018 to 2019.

Why Residents Rent, and How Their Reasons Differ by Generation

In the past, we've thought of renting as a temporary rite of passage for those who haven't yet set down roots or saved enough for a down payment on a home of their own. But for many Americans today, renting is a lifestyle choice, as well as a necessary alternative to homeownership for those whose finances were irreparably altered by the Great Recession. As a result, property managers' strategies for attracting and retaining renters will need to evolve to fit a broader demographic than they've seen in the past.

45% would prefer to own their home, but aren't in a position to buy right now. This reason is most common among Millennial and Gen Z residents, who are least likely to be able to afford a home of their own.

13% say their current rental meets their needs right now, so the hassle of moving doesn't seem worthwhile.

8% like the flexibility of renting. This reason is most common among Gen Z residents and Millennials, who are more likely to need flexibility in their living situation as they attend school, look for work, or pair up with a significant other.

19% say renting is more affordable than buying in the area where they like to live. This reason is most common among Gen Z residents and Millennials, who are more likely to live in urban neighborhoods where higher property values and demand for rentals translate to higher rents.

11% don't want the responsibility of owning and maintaining a home. This reason is most common among Baby Boomers, who are most interested in minimizing the upkeep that their home requires as they age.

4% like the amenities or community that their current rental gives them access to.

The 4 Generations of Residents

- › **Generation Z:**
Born in 1997 or later
- › **Millennials:**
Born between 1981 and 1996
- › **Generation X:**
Born between 1965 and 1980
- › **Baby Boomers:**
Born between 1946 and 1964

Renters' desire to own a home of their own varies logically by age: Gen Z residents are happy renting for now, but assume that they'll want to become homeowners down the road. Millennials and Gen X renters are highly interested in homeownership, but are waiting for the right time to buy. Baby Boomer residents are largely former homeowners who either prefer to rent or have financial reasons for doing so at this time in their lives.

What is the primary reason that you rent?

By Generation

	I'd prefer to own my own home, but I'm not in a position to buy a place right now	Renting is more affordable than buying in the area where I like to live	My current rental meets my needs for now, and I don't want to deal with the hassle of moving	I don't want the responsibility of owning and maintaining a home	I like the flexibility of renting	I like the amenities or community that my current rental gives me access to
Overall	44.5%	19.3%	12.7%	11.2%	7.9%	4.4%
Generation Z	38.6%	22.8%	15.8%	10.9%	7.6%	4.4%
Millennials	47.6%	20.6%	11.1%	7.4%	9.3%	4.1%
Generation X	46.5%	15.2%	12.2%	14.4%	7.0%	4.8%
Baby Boomers	37.0%	16.7%	14.5%	23.9%	4.4%	3.6%

What is your level of interest in homeownership?

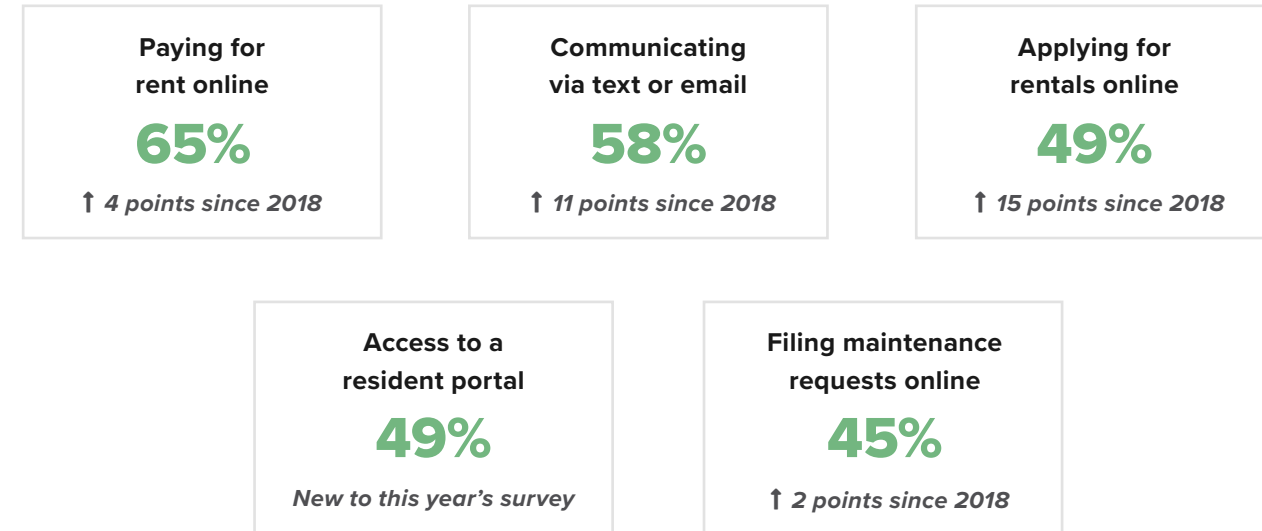
By Generation

	I'm highly interested in homeownership, but the timing isn't right just yet	I'm happy renting for now, but expect that I'll want to become a homeowner someday	I plan on buying my own home in the near future	I have little or no interest in becoming a homeowner in the foreseeable future
Overall	34.2%	30.3%	21.4%	14.2%
Generation Z	27.6%	37.6%	21.6%	13.3%
Millennials	38.6%	31.4%	22.2%	7.9%
Generation X	33.9%	28.2%	22.5%	15.4%
Baby Boomers	24.3%	22.1%	16.9%	36.8%

Today's Most-Wanted Technologies & Amenities

Over the last year, residents' interest in rental technologies has grown by an average of 7 points. The biggest gains in interest among renters were in applying for rentals online (+15 points), communicating with their property manager via text or email (+11 points), and signing leases and other documents electronically (+8 points).

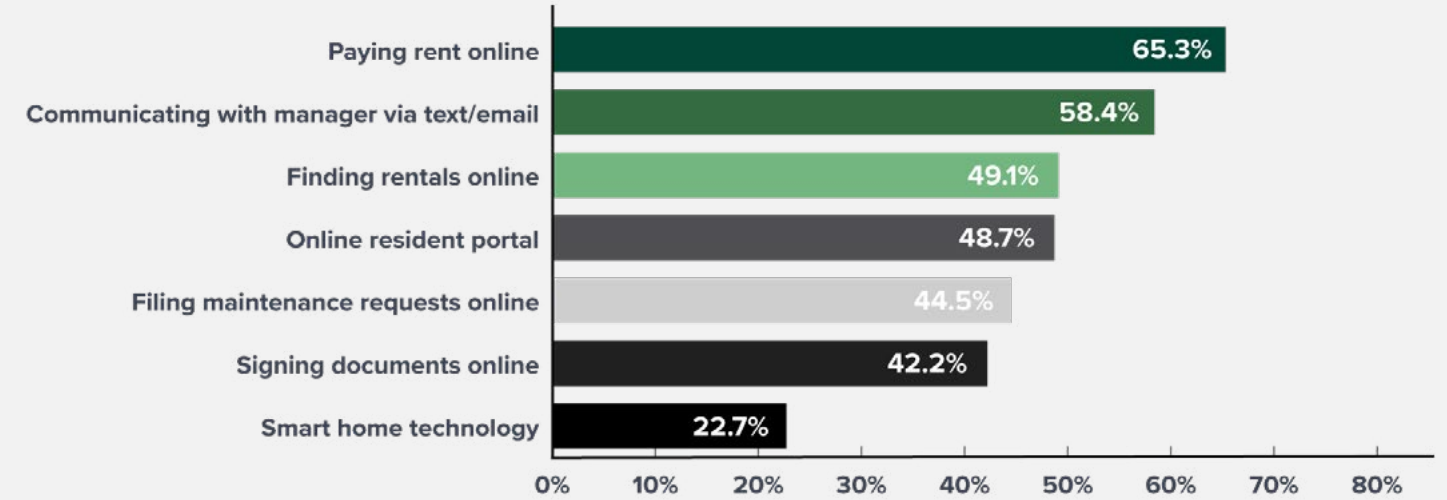
Top 5 Technologies Renters Want



Though interest has stayed roughly constant among Gen Z and Millennial renters over time, Gen X residents and Baby Boomers are far more interested in technology than they were just a year ago: On average, interest in rental technologies has grown by 8 points among Gen Xers and 10 points among Baby Boomers.

Though Millennials are the most enthusiastic about technology overall, more than half of Gen Z, Millennial, Gen X, and Baby Boomer renters want the ability to pay rent online and communicate with their property manager via text or email.

Which technological capabilities are important to you as a renter?



By Generation

	Paying rent online	Communicating via text/email	Finding rentals online	Online resident portal	Filing maintenance requests online	Signing documents online	Smart home technology
Generation Z	60.8%	48.8%	46.4%	47.6%	42.2%	42.8%	25.3%
Millennials	71.6%	62.0%	53.8%	50.2%	49.8%	47.0%	24.8%
Generation X	61.5%	58.7%	48.6%	49.0%	38.0%	38.5%	17.3%
Baby Boomers	53.3%	55.0%	36.7%	45.0%	37.5%	29.2%	19.2%

Top 3 Ways Residents Want to Pay Rent

42%

Credit or debit card

37%

Electronic payment

35%

Electronic bank transfer

Gen Z, Millennial, and Gen X renters all agree that they prefer to pay their rent via electronic payment, electronic bank transfer, or credit/debit card over writing a check. Though most Baby Boomers still feel more comfortable paying by check, nearly 1 in 3 would rather pay online. Residents of all ages appreciate having the option to pay their rent online, and their expectation to be able to handle this and other tasks digitally increases with every year.

Top 3 Ways Residents Search for Rentals

5 in 10

National rental listing websites

5 in 10

Property managers' websites

4 in 10

'For Rent' signs

3 in 10

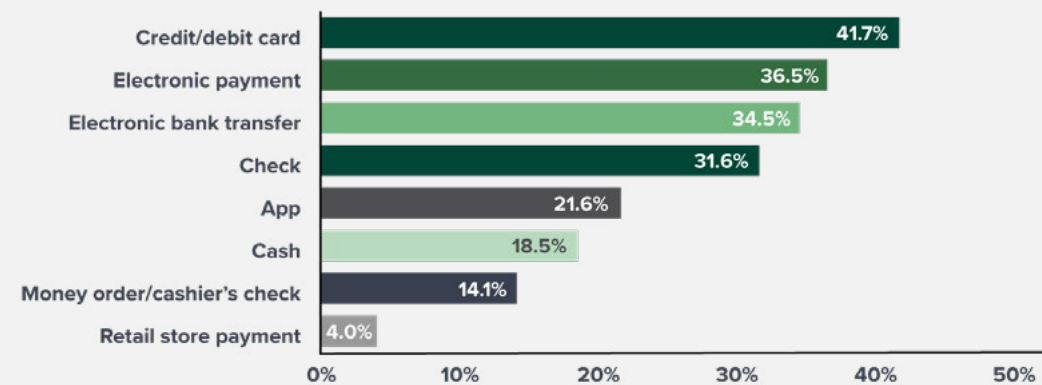
Social media community groups

4 in 10

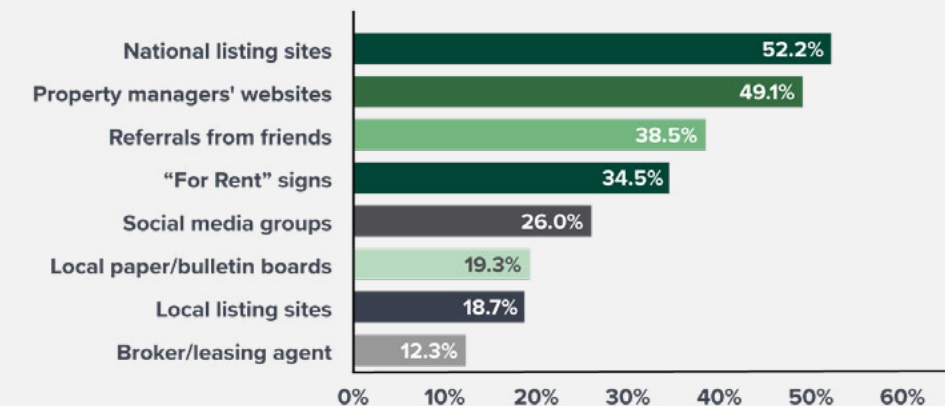
Tips from friends

When they're searching for a place to live, residents look at rental listings on the websites of local property managers or apartment communities nearly as often as they visit national listing sites. In fact, Gen Z and Baby Boomer renters are more apt to look at listings on property managers' websites than on Zillow or Craigslist. This underscores the importance of maintaining up-to-date listings on your site when you're trying to fill vacancies in the properties you manage.

How do you prefer to pay your rent?



How do you look for a place to rent?



By Generation

	Credit/debit card	Electronic payment	Electronic bank transfer	Check	App	Cash	Money order	Retail store payment
Generation Z	49.1%	32.5%	28.8%	27.6%	28.8%	28.2%	12.9%	6.8%
Millennials	47.3%	42.7%	39.3%	30.4%	25.2%	17.1%	11.6%	3.8%
Generation X	30.3%	31.7%	30.8%	29.8%	18.3%	19.2%	20.7%	2.4%
Baby Boomers	29.5%	26.4%	28.7%	42.6%	4.7%	10.9%	15.5%	3.1%

By Generation

	National listing sites	Property managers' websites	Tips from friends	'For Rent' signs	Social media groups	Local paper/bulletin boards	Local listing sites	Broker/leasing agent
Generation Z	37.9%	49.1%	41.0%	28.0%	26.1%	19.3%	21.7%	10.6%
Millennials	61.1%	49.3%	38.5%	31.9%	27.6%	13.0%	20.4%	12.8%
Generation X	49.8%	45.4%	34.8%	44.4%	28.5%	28.0%	15.0%	12.6%
Baby Boomers	38.6%	55.1%	40.2%	38.6%	16.5%	29.1%	15.0%	11.8%

Top 5 Neighborhood Qualities Renters Look For

7 in 10

Safe

6 in 10

Convenient to work, school, or transportation

5 in 10

Close to stores and restaurants

5 in 10

Quiet

4 in 10

Family-friendly



Which of the following neighborhood characteristics would influence your choice of one rental property over another?

Safe	73.2%
Close to work/school/transportation	62.0%
Close to stores/restaurants	54.4%
Quiet	49.9%
Family-friendly	38.7%
Scenic	27.6%
Fun/lively	25.4%
Strong resident community	19.4%

Residents of all ages agree that safety is their top consideration in choosing a neighborhood, even more than proximity to work, transportation, stores, or restaurants.

5 Most Desirable Building Amenities

5 in 10

High-speed internet

5 in 10

Garbage pick-up

5 in 10

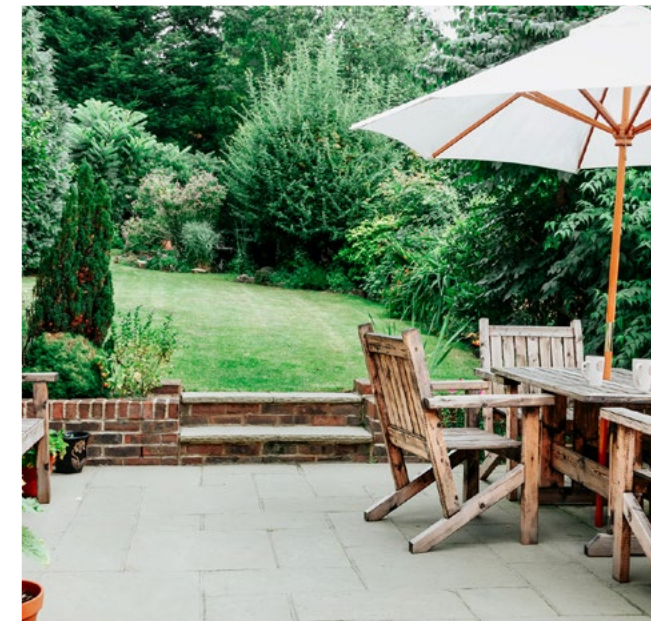
Laundry room

4 in 10

Reserved parking

4 in 10

Backyard



High-speed internet has remained the most popular building amenity for the last three years.

Which of the following building or community amenities would influence your choice of one rental property over another?

High-speed internet	53.5%
Garbage pick-up	49.0%
Laundry room	45.7%
Reserved parking	42.9%
Backyard	40.9%
Patio/roof deck	38.1%
Pool	37.1%
Fitness center	36.9%
Attractive/modern property	35.0%
Recycling/composting	28.9%
Storage space	27.1%
Eco-friendly property	23.6%
Package lockers	23.4%
Dog park	22.5%
Community garden	18.9%
Doorman/security guard	18.8%
Playground	17.9%
Emergency generator	16.5%
Events for residents	13.8%
Pet services	12.7%
Sports facilities	12.2%
Bike racks	11.4%
Communal space	10.2%
Dry-cleaning services	9.6%
Co-working space	7.1%

5 Amenities Renters Want Most in Their Unit

6 in 10

Washer and dryer

6 in 10

Central air

5 in 10

Dishwasher

5 in 10

Having a pet

5 in 10

Balcony, porch, or private patio



In-unit laundry and central air conditioning have topped the list of residents' most-wanted amenities for three years in a row.

Which of the following unit amenities would influence your choice of one rental property over another?

In-unit washer/dryer	59.3%
Central air conditioning	58.4%
Dishwasher	52.0%
Being allowed to have a pet	50.5%
Balcony/porch/private patio	50.2%
New appliances	42.9%
Walk-in closet	42.7%
Extra storage space	40.0%
Sound-proofed unit	39.5%
Attractive/modern unit	39.0%
Remodeled kitchen	38.4%
Hardwood floors	36.9%
Flexible lease terms	34.5%
Ability to personalize unit	32.3%
Remodeled bathroom	31.6%
Security system	29.5%
Smart home technology	23.0%
Child-friendly unit	20.0%
Fully furnished unit	14.8%
ADA-accessible unit	7.1%

How Do Residents Want to Feel in Their Rentals?

Most Common Words Respondents Used

HAPPY
COZY
WELCOME
STABLE
PEACEFUL
AFFORDABLE
FREE

AT EASE
PRIVACY
NEIGHBORHOOD
COMFORTABLE
BELONG
SECURE
COMMUNITY
RELAXED
SAFE

HOME

IN YOUR WORDS: How Renters See It

How Do Residents Want to Feel in Their Rentals?

“ Like I'm in a home of my own. I don't want to feel like it's transient—something I'm just 'living with' until I buy something.

“ Individual and unique, like my own space and not a hotel room.

“ Like I'm not just someone that can be replaced as a renter who pays on time every month and actually cares about the property. Help me help you improve the property!

“ Like I have a place where I can relax in a community that has events that give everyone a reason to meet each other.

“ Like it's our home, but provides the flexibility to shift to a home we own when the time is right.

“ Like I belong here. I want to come home and just feel welcomed and relaxed. I want to be able to make my rental a stress-free zone.

“ Like it's truly my home, with neighbors who also care about their homes.

“ Like I'm in a home of my own, with plenty of privacy, yet connected to my community.

“ Like it's possible to live on my own without being stressed out over how I'm going to afford everything.

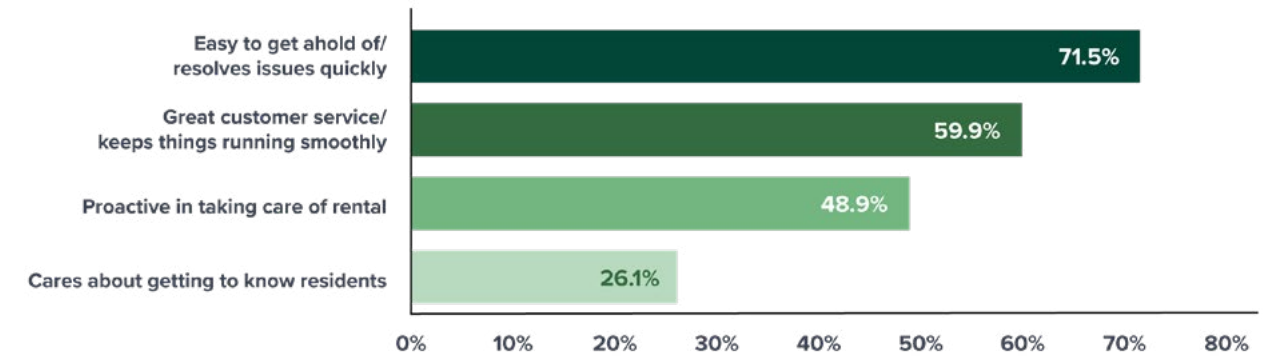
What Influences Residents' Decision to Renew Their Lease?

Most Common Words Respondents Used



Residents' Relationships with Their Property Managers

Which qualities do you feel it is very important for your property manager to exemplify?



IN YOUR WORDS: How Renters See It

Which Factors Do Renters Consider in the Decision to Stay Put or Move Out?

- “ The landlord’s compassion for listening to issues with the rental property.
- “ The rent is fair and moving is expensive, so we have no compelling reason to change homes until we’re ready to buy.
- “ I would like more space, but am worried about the maintenance and financial burden of homeownership.
- “ How much the rent goes up. It’s already on the upper limit of my price range, but I really like where I live.
- “ The hassle of moving vs. benefits of having more space or a better commute.
- “ The amount of rent weighed against the amenities I enjoy.
- “ It’s safe, private, without worry, the price is OK, the landlord is friendly, and the location is useful.
- “ Whether I have the freedom to redecorate the house.
- “ Whether or not I win the lottery and can afford a better place!

IN YOUR WORDS: How Renters See It

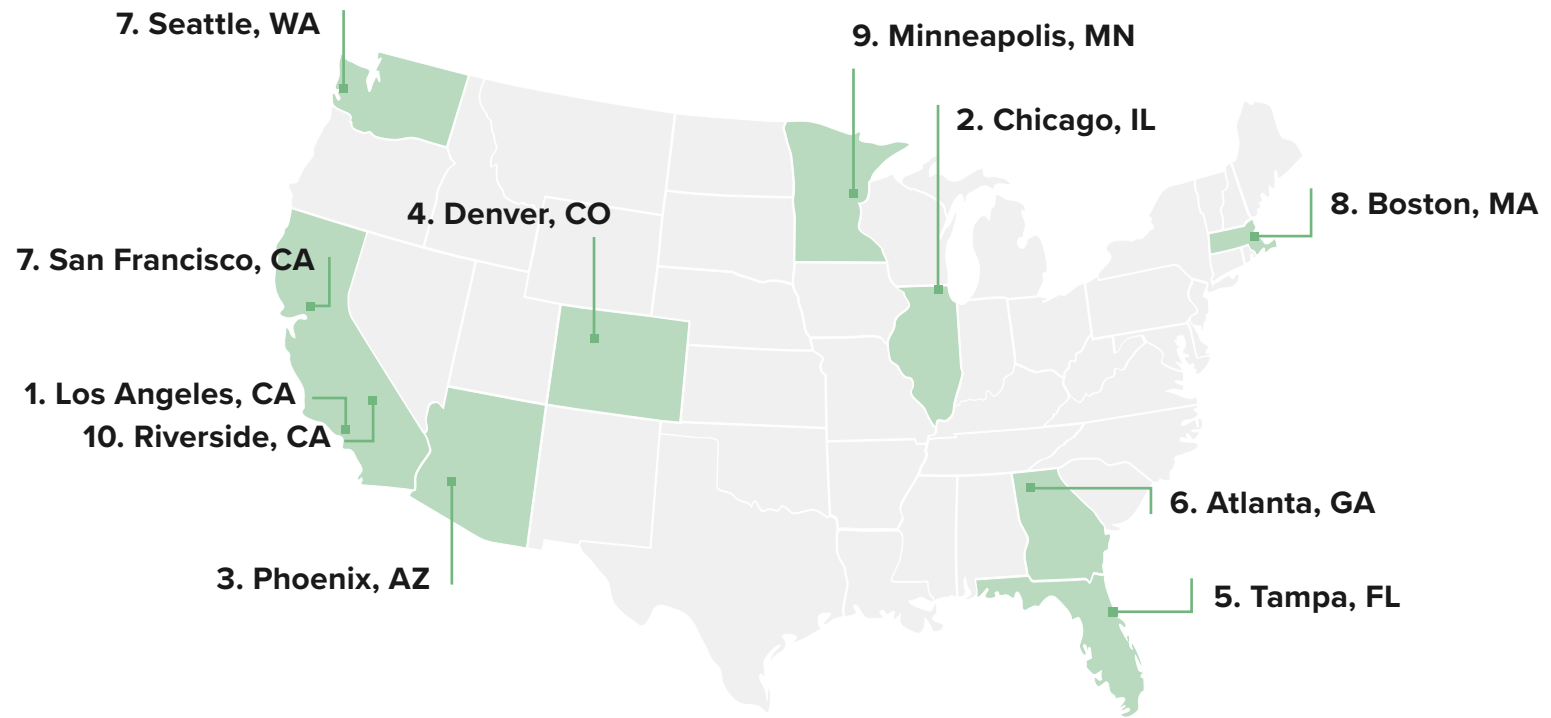
What Advice Do Residents Have for Their Property Managers?

- “ Always be willing to listen to what your tenant is asking for or suggestions they have. You don’t necessarily have to take the advice or make changes, but it’s the willingness to at least listen that is appreciated. We live in these apartments, and sometimes know the ins and outs of the properties more than the owner does, so a little goes a long way.
- “ Take care of your tenants, and they will take care of your property.
- “ Get to know your renters. Some people require more communication, while other residents prefer you to be more hands-off. Figure out their expectations of their working relationship with you.
- “ Be empathetic, and do what is in your power to do.
- “ Listen to residents’ opinions. Don’t shoot down an idea immediately, especially if it might make a residence more accessible or comfortable.
- “ Employ top-notch maintenance staff. I live in a mega-complex and base my relationship with my ‘landlord’ off of the responsiveness and knowledge of their maintenance staff.
- “ Always keep in contact about any changes that will impact the renters. Texting is a fast and easy way of getting information out. Don’t be a stranger, and let them know you’re on their side.

Rental Property Owners

A Snapshot of Property Managers' Client Base

Top Areas Where Rental Owners' Properties Are Located



Among the 603 rental owners who took our survey:



6 in 10

own single-family rentals



3 in 10

own multi-family rentals

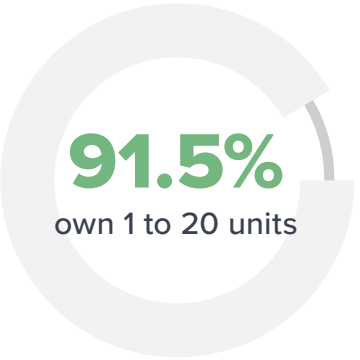


4 in 10

own association properties

How many total rental units do you own?

1 to 20 units	91.5%
21 to 40 units	4.9%
41 to 150 units	1.7%
151 to 400 units	1.3%
More than 400 units	0.6%



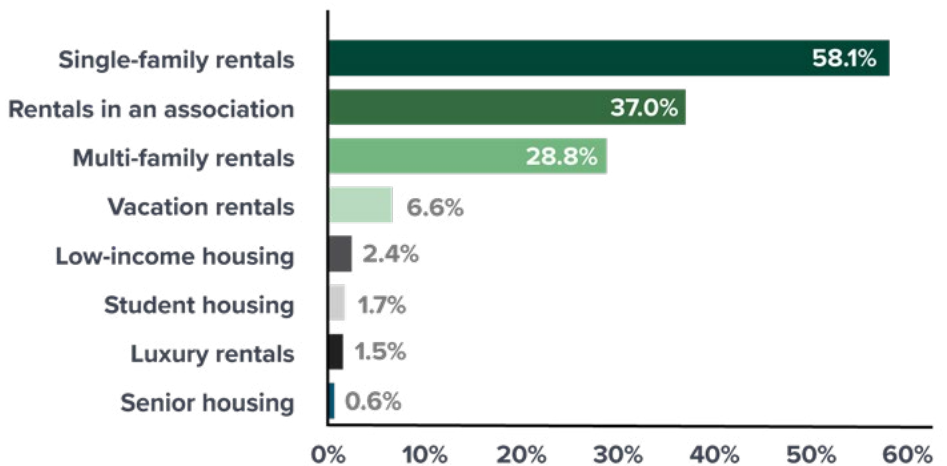
30%

are actively growing their portfolios

1 in 2

have owned rental property for more than a decade

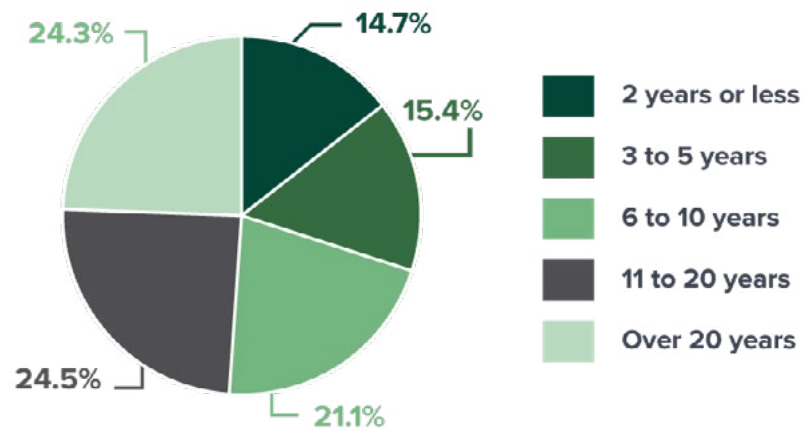
What kind of rental property do you own?



Are you actively growing your rental property portfolio?

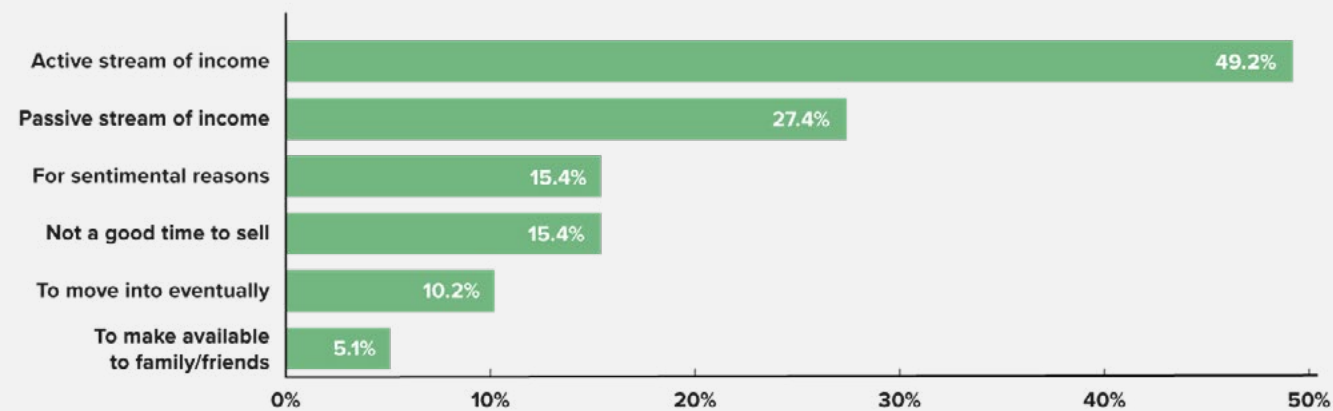


How long have you owned rental property?



1 in 2 own rental property to provide an active stream of income

Why do you own rental property?



Rental Owners' Top 3 Sources of Stress

Emergency repairs & preventative maintenance
45%

Finding a property manager & working with them
31%

Filling vacancies with high-quality residents
30%

'Finding a property manager and working with them' is a consistent source of stress for rental owners, illustrating the importance of providing excellent customer service from the very first interaction with a prospective client.

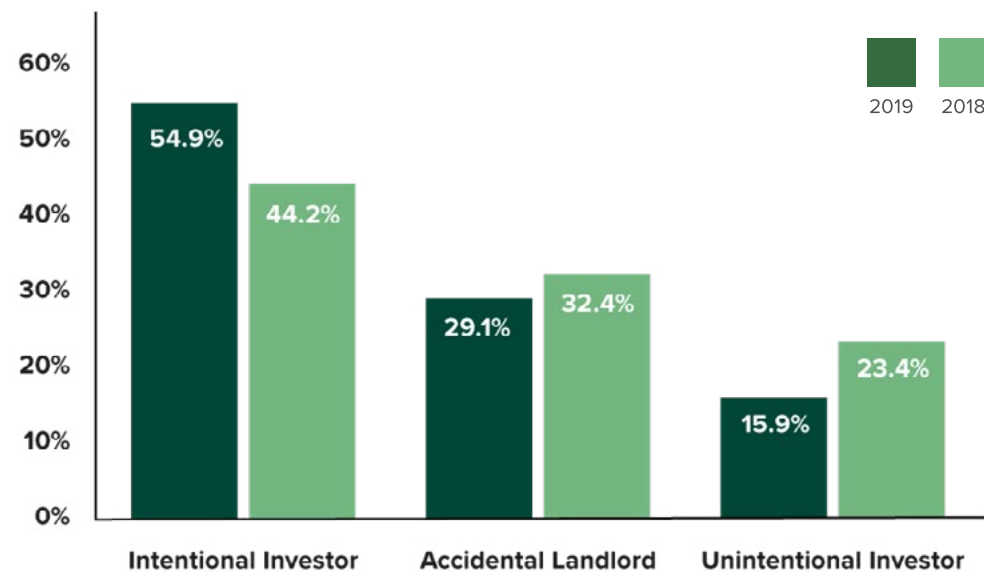
What are the most stressful aspects of owning rental property?

	Intentional Investor	Accidental Landlord	Unintentional Investor
Maintenance	42.7%	51.4%	43.2%
Finding a manager	30.8%	30.4%	29.6%
Filling vacancies	31.9%	27.7%	24.7%
Residents	26.5%	28.4%	29.6%
Vendors	19.4%	18.9%	14.8%
Accounting	18.3%	14.2%	25.9%
Renovations	16.9%	19.6%	14.8%
Legal issues	16.5%	15.5%	9.9%
Rent collection	13.6%	14.2%	8.6%
Growth	13.3%	0.7%	14.8%
Finances	6.5%	9.5%	12.4%
Balance	7.9%	6.8%	8.6%
Communication	6.1%	8.8%	4.9%
Efficiency	4.7%	3.4%	3.7%

The 3 Types of Rental Property Owners

In recent years, the seller's market has caused a noticeable shift in property managers' client base: Intentional Investors now represent more than 1 in 2 rental owners seeking property managers' services. Why is this the case? After holding onto their former homes from the onset of the Great Recession until it made sense to sell, Accidental Landlords have now been given a chance to exit the rental market. Meanwhile, as home prices have begun to recede from the peaks they've reached over the last two years, interest is growing among a new generation of investors. Property managers will benefit from an ability to prove their value to not only the Accidental Landlords and Intentional Investors they've served in the past, but also to a new group of DIY landlords tempted to manage their rentals with apps.

Which type of rental owner do you consider yourself to be?



Intentional Investors purchased rental property as an investment from the start.

Accidental Landlords fell into rental property ownership due to circumstance, and they don't plan on growing their portfolios.

Unintentional Investors fell into rental property ownership due to circumstance, then decided to invest in additional properties.

Intentional Investors

39% own multi-family rentals



57% own single-family rentals



35% own association rentals



Intentional Investors represent **55%** of rental owners in 2019, an increase of **11 points** since 2018.

Intentional Investors are more likely than other owner types to own multiple properties, though **88%** own between 1 and 20 units.

39% are actively growing their portfolios, a decrease of 7 points since 2018

98% own rental property as an active or passive source of income

Top 3 Sources of Stress

43% Maintenance **32%** Filling vacancies

31% Finding a good property manager and working with them

45% hire a property manager because they don't live near their rental property

15% want an expert's help in increasing their rentals' profitability

Accidental Landlords represent 29% of rental owners in 2019, a decrease of 3 points since 2018.

35%
are holding onto rental property for sentimental reasons

33%
own rental property as an active or passive source of income

31%
own rental property because they're waiting for a good time to sell

Accidental Landlords

14%
own multi-family rentals



55%
own single-family rentals



42%
own association rentals



Unintentional Investors

20%
own multi-family rentals



68%
own single-family rentals



37%
own association rentals



Unintentional Investors emerged from Buildium's survey data as a category of rental owners distinct from Intentional Investors and Accidental Landlords. They represent 16% of rental owners, a decrease of 7 points over the last year.

Top 3 Sources of Stress

51% Maintenance
28% Residents

30%
Finding a good property manager and working with them

96%
own between 1 and 20 units

97%
are not looking to grow their portfolios, an increase of 1 point since 2018

82%
own rental property as an active or passive source of income

20%
are holding onto rental property for sentimental reasons

Top 3 Sources of Stress

43% Maintenance
30% Residents

30%
Finding a good property manager and working with them

51%
hire a property manager because they don't live near their rental property

26%
hire one because they don't have the expertise to manage their property effectively

43%
hire a property manager because they don't live near their rental property

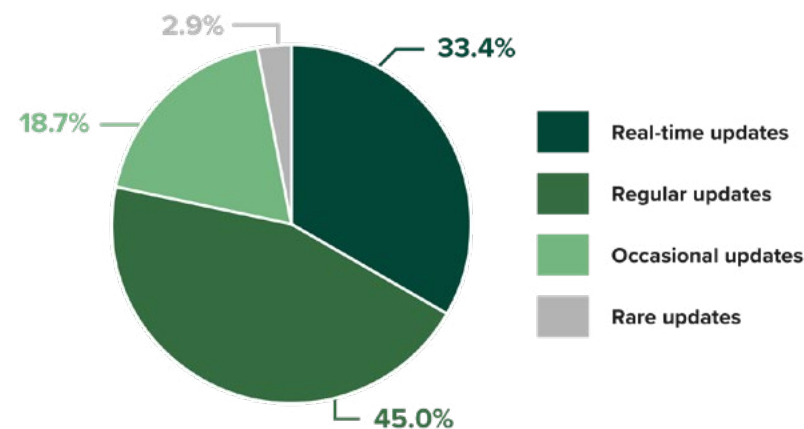
17%
want a property manager to help them increase their rentals' profitability

Why Rental Owners Hire Property Managers

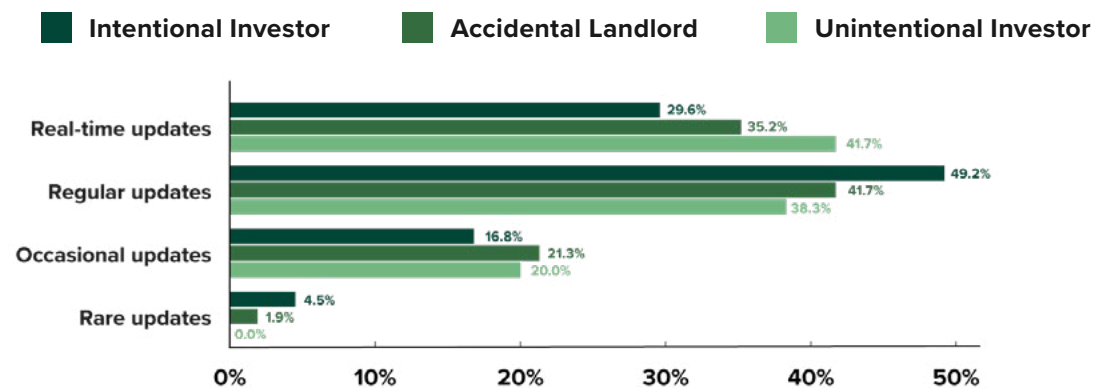
What is or was your primary motivation for hiring a property manager?



To what degree would you like your property manager to keep you in the loop about what's going on with your properties?



By Investor Type



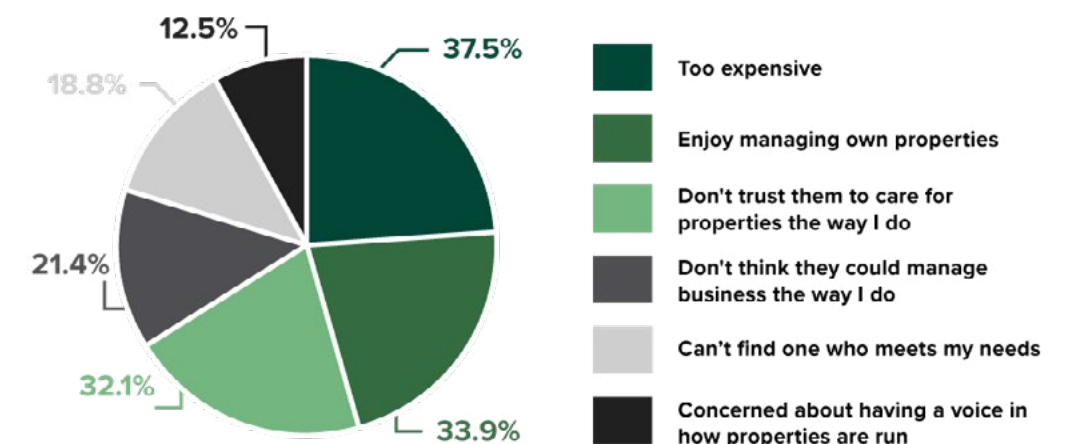
What is or was your primary motivation for hiring a property manager?

	Don't live near property	Don't have expertise to manage effectively	Wanted an expert's help in increasing profitability	Maintaining property is too time-consuming	Managing residents is too time-consuming	Want to focus on acquiring more properties
Intentional Investor	45.3%	8.4%	14.5%	12.9%	12.3%	6.7%
Accidental Landlord	50.9%	25.9%	5.6%	11.1%	6.5%	0.0%
Unintentional Investor	43.3%	15.0%	16.7%	10.0%	13.3%	1.7%

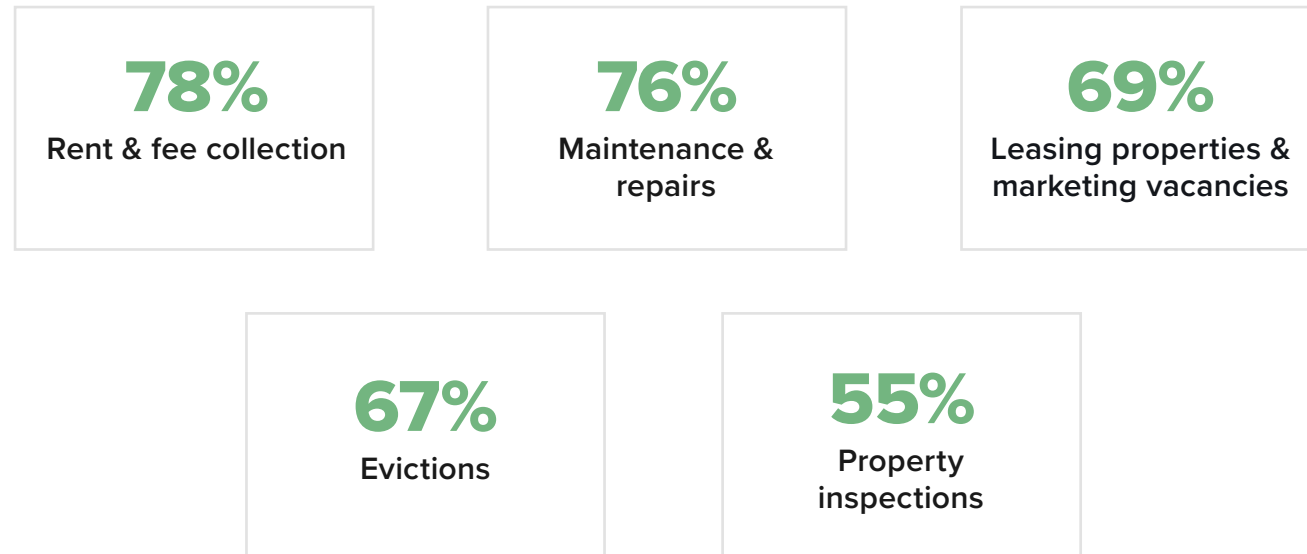
What value do you expect a property manager to provide?

	Peace of mind, knowing that properties are in good hands	Fill vacancies faster with high-quality residents	Take care of maintenance and emergencies	Professional partner with industry expertise	Help increase profitability of properties	Handle accounting and finances	Let me focus on growing my portfolio
Intentional Investor	71.0%	66.5%	67.6%	22.9%	26.8%	11.2%	7.8%
Accidental Landlord	76.9%	66.7%	67.6%	23.2%	11.1%	13.0%	0.0%
Unintentional Investor	71.7%	76.7%	61.7%	28.3%	33.3%	15.0%	8.3%

Why don't you have a property manager?



Top 5 Services Owners Want Property Managers to Offer



Which services would you like a property manager to provide?

	Rent & fee collection	Maintenance & repairs	Leasing properties & marketing vacancies	Evictions	Property inspections	Cleaning	Accounting, bookkeeping, or tax preparation	Outdoor services (e.g. landscaping, snow removal)
Intentional Investor	77.5%	74.2%	73.0%	68.0%	49.4%	43.3%	30.9%	26.4%
Accidental Landlord	79.6%	78.7%	58.3%	68.5%	60.2%	37.0%	33.3%	23.2%
Unintentional Investor	77.6%	74.1%	74.1%	62.1%	63.8%	46.6%	24.1%	25.9%
Overall	78.2%	75.6%	68.6%	67.2%	55.2%	41.9%	30.5%	25.3%

	Construction & renovation	Legal advice	Analytics to understand properties' profitability	Financial reporting & benchmarking	Financial or investment advice	Purchasing, selling, or brokering property sales	Insurance services	Interior design or staging
Intentional Investor	28.1%	21.4%	22.5%	16.3%	7.9%	7.3%	6.7%	6.7%
Accidental Landlord	14.8%	17.6%	6.5%	9.3%	4.6%	5.6%	3.7%	0.9%
Unintentional Investor	22.4%	29.3%	31.0%	15.5%	15.5%	12.1%	12.1%	6.9%
Overall	23.0%	21.5%	18.9%	14.0%	8.1%	7.6%	6.7%	4.9%

Why Rental Owners Hire Property Managers

Most Common Words Respondents Used



IN YOUR WORDS: How Rental Owners See It

Why Rental Owners Hire Property Managers

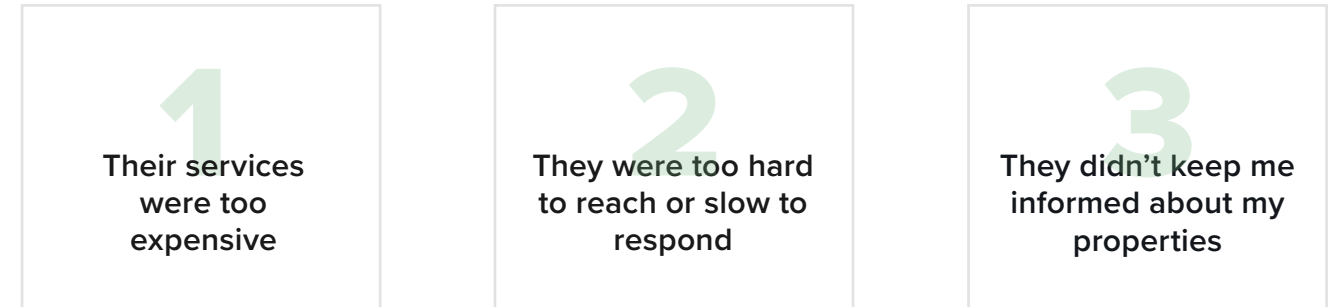
- “ I am distant from my property and rely on the property manager to act in my best interest and keep me informed of relevant local issues.”
- “ I am a soft-hearted person and need a manager to take a more assertive, professional approach. Plus, my property manager knows laws and regulations and will enforce them.”
- “ I handle the maintenance, but need a property manager to help me minimize liability.”
- “ I’ve been managing by myself for 15+ years, but I’m trying to take more time for myself.”
- “ I want expert advice; to know that my property is being maintained; to deal with a good communicator who is prompt, detail-oriented, reliable, trustworthy, efficient, and pleasant to work with.”
- “ I have my primary career from 9 to 5, and I still want to manage my rental property on the side.”
- “ My portfolio became so large I couldn’t manage it myself, so I hired a manager to handle some of the properties.”
- “ I coordinate all repairs and renovations; however, I don’t have the time to advertise for a rental or want to deal with handling the finances. Hiring a management company is worth it to deal with taking payments and coordinating rental services.”

What Advice Do Rental Owners Have for Property Managers?

Most Common Words Respondents Used



Rental Owners' Top 3 Complaints About Property Managers



IN YOUR WORDS: How Rental Owners See It

What Advice Do Rental Owners Have for Property Managers?

- “ Be a quick communicator, be thorough, and follow up when the owner reaches out. Trust can be broken, but if fostered, can build a great portfolio and relationship.
- “ Make my property inviting to good tenants, and keep them there with good service.
- “ I want quality renters who will stay for as long as possible. I'm much more willing to pay a longevity fee than a bonus for finding someone new.
- “ Stay on top of market conditions to understand rent and vacancy rates. Be prepared to inspect the houses regularly to ensure they're being cared for properly. Keep accurate financial records for cash flow and tax purposes.
- “ Show in dollars how a property manager will save me money over doing it myself.
- “ Please be open and honest with your communications. Be comfortable saying 'I don't know' and that you need to research something. In addition, team up with vendors to give your properties discounts, furthering the owner's profitability.
- “ Follow up in person on work completed by vendors/contractors, and hold them to a standard that you would if it was your home.

Which qualities are most important to you in a property manager?

	Intentional Investor	Accidental Landlord	Unintentional Investor	Overall
Reliable & trustworthy	74.4%	75.9%	76.3%	75.2%
Knowledgeable & experienced	47.2%	50.9%	50.9%	49.0%
Quick to respond & quick communicator	40.9%	51.9%	40.7%	44.3%
Keeps me informed on properties	40.9%	46.3%	44.1%	43.2%
Takes care of all my needs	30.1%	43.5%	35.6%	35.3%
Provides good value	35.8%	25.9%	44.1%	34.1%
Detail-oriented & thorough	25.0%	25.9%	32.2%	26.5%
Kind & pleasant to work with	14.8%	18.5%	11.9%	15.5%

3 in 4 owners agree that reliability and trustworthiness are the most important qualities a property manager can have

Community Association Management

How Do Community Association Managers' Businesses Differ from Rental Property Managers'?

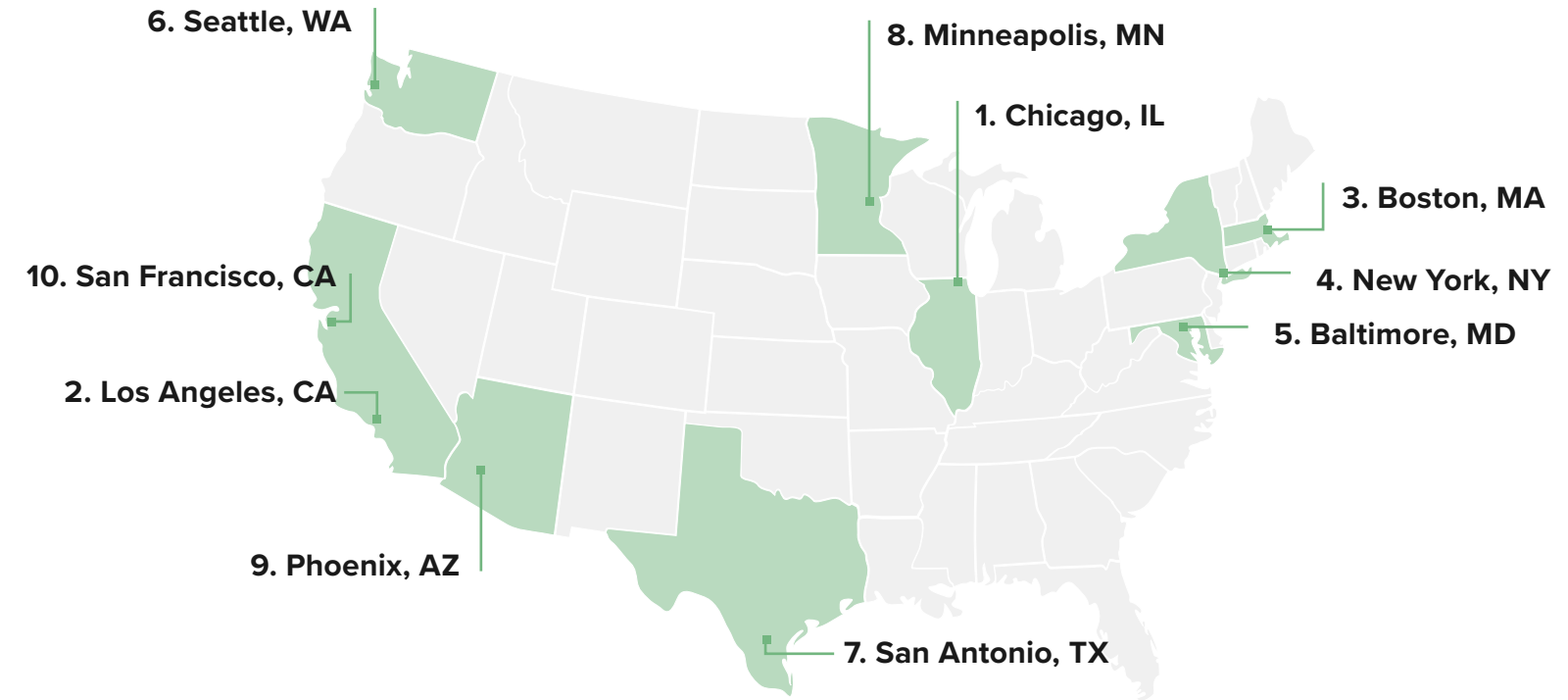
78% of community association managers have grown their portfolios in the last 2 years, in comparison with 70% of rental property managers. This may reflect the impressive growth that the community association industry has seen in recent years: Of the 840,000 single-family homes that were completed in 2018, [64% were built](#) within homeowners associations. In fact, more homes have been built within community associations than outside of them every year since 2011, particularly in Texas, the Rocky Mountains, and the southern Atlantic coast.

1 in 3
property managers have community association properties in their portfolio

1 in 2
community association managers have more than 400 properties in their portfolios

In comparison, just 22% of rental property managers manage more than 400 units.

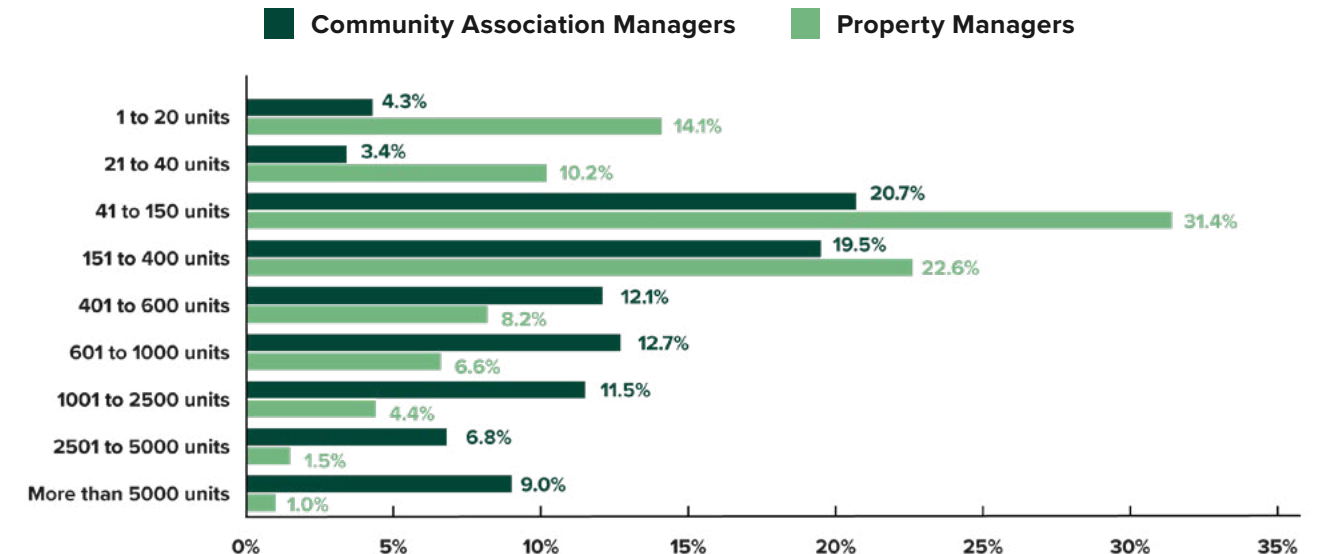
Top Metro Areas Where Association Managers Are Located



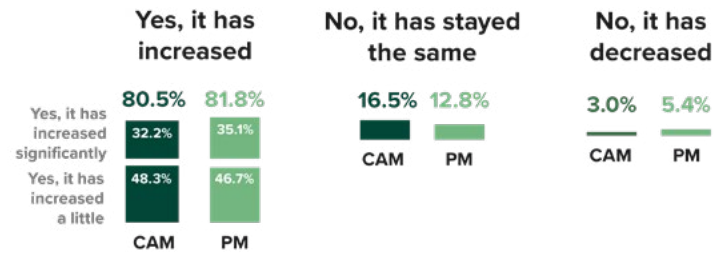
55%
of properties managed by CAMs are located in the suburbs

39%
of properties managed by CAMs are located downtown

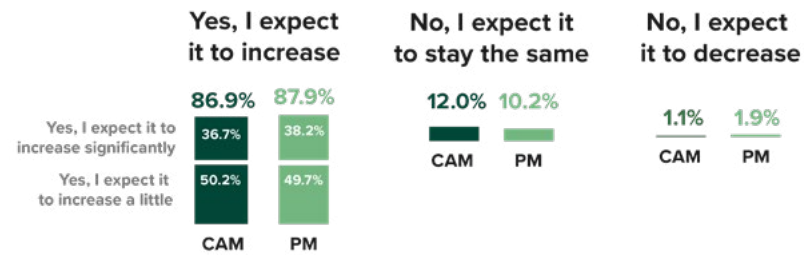
How many units do you manage?



Has your revenue increased over the last 2 years?



Do you expect your revenue to increase over the next 2 years?

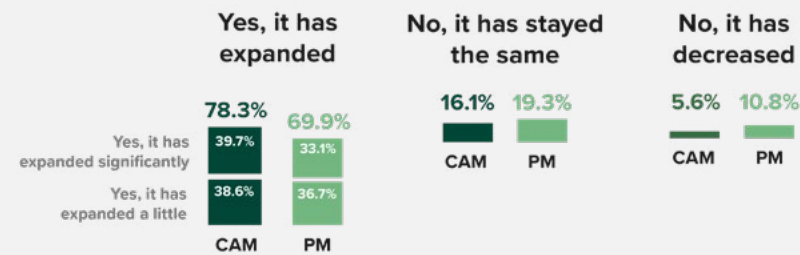


What are your top business priorities for the coming year?

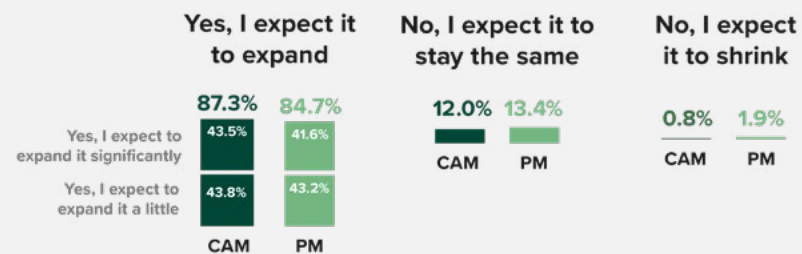
	Community Association Managers	Rental Property Managers
Growth	48.6%	48.4%
Efficiency	43.4%	45.2%
Profitability	31.9%	31.6%
Owners	32.3%	22.3%
Communication	29.1%	22.0%
Balance	18.3%	20.8%
Organization	16.3%	19.0%
Marketing	18.7%	19.2%
Residents	10.0%	16.5%
Property improvements	10.4%	12.6%
Staff	14.7%	11.9%
Vendors	11.2%	11.4%
Technology	12.0%	10.9%
Downsizing	1.2%	1.6%

Community association managers were 12% more likely to report portfolio growth over the last 2 years than property managers overall.

Has your portfolio expanded over the last 2 years?



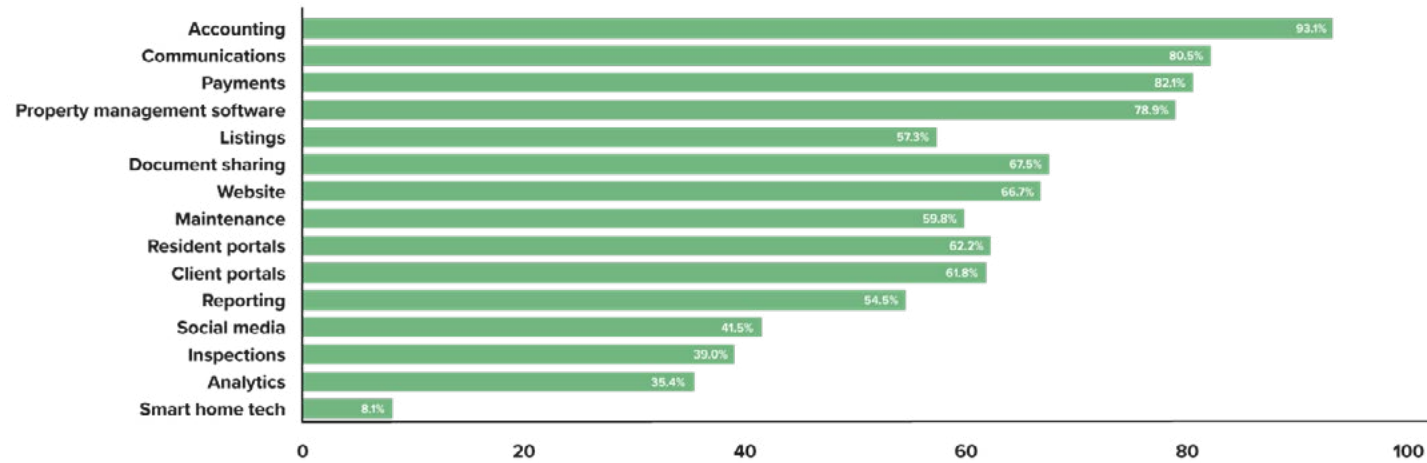
Do you expect to expand your portfolio over the next 2 years?



What are the top business challenges that you're facing right now?

	Community Association Managers	Rental Property Managers
Efficiency	30.8%	32.4%
Growth	32.0%	30.7%
Maintenance	23.2%	30.9%
Vendors	22.0%	23.5%
Accounting	19.6%	21.3%
Balance	20.4%	19.3%
Staff	24.0%	17.8%
Profitability	17.6%	17.5%
Marketing	16.0%	16.3%
Residents	10.0%	15.3%
Portfolio loss	14.0%	13.9%
Technology	12.4%	12.0%
Communication	17.2%	11.0%
Owners	15.6%	9.2%
Legal issues	8.4%	7.3%
Finances	4.8%	5.8%

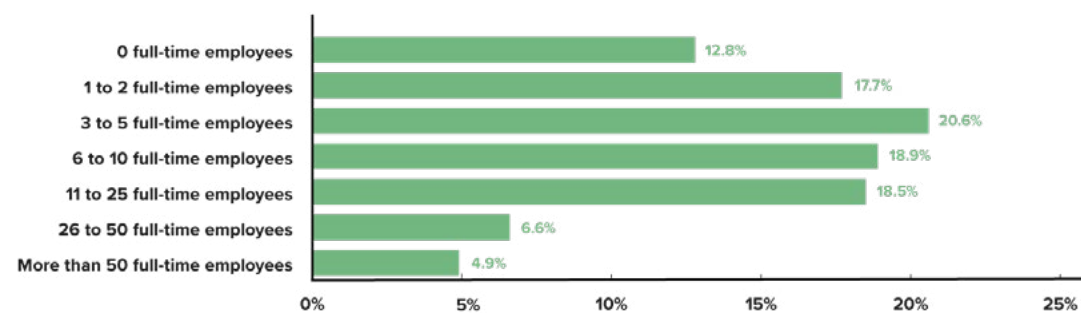
How do you use technology as a community association manager?



Which services do you offer to your clients?

	Community Association Managers	Rental Property Managers
Maintenance	85.5%	80.6%
Rent/fee collection	75.1%	82.6%
Leasing properties	69.7%	80.5%
Property inspections	79.7%	74.3%
Evictions	60.2%	71.1%
Cleaning	59.3%	63.9%
Accounting	73.0%	56.2%
Financial reporting	70.1%	54.0%
Property sales	52.3%	54.6%
Outdoor services	55.6%	52.9%
Construction/renovation	49.4%	48.6%
Financial/investment advice	27.0%	22.4%
Insurance services	26.6%	14.5%
Interior design/staging	13.7%	13.1%
Legal advice	20.8%	11.8%

How many full-time employees does your company have?



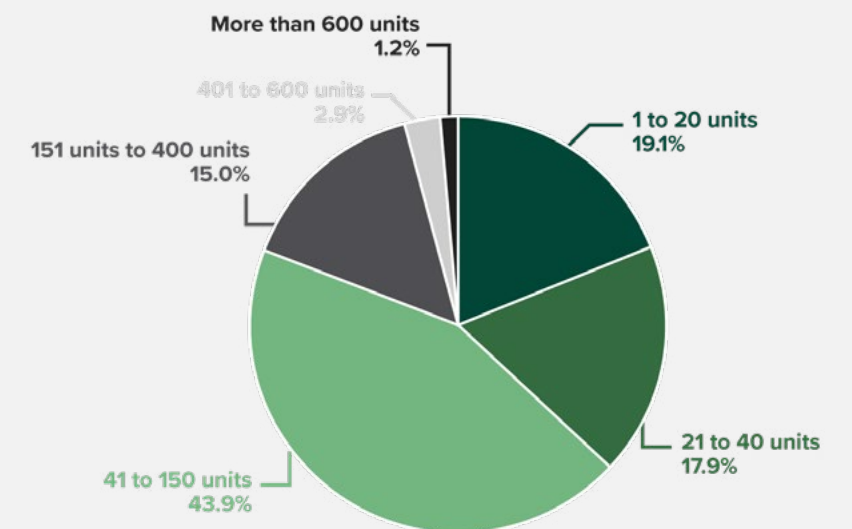
Community Association Board Members

Among the 217 association board members who took our survey:

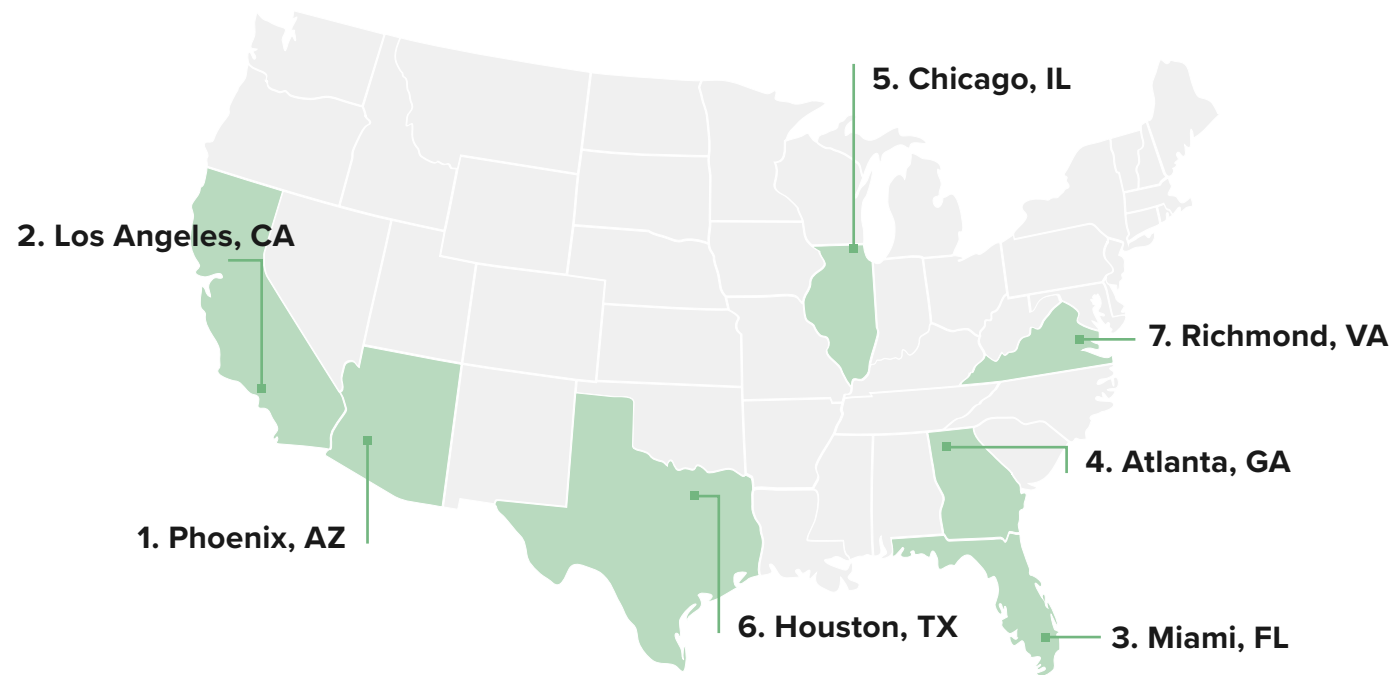
96% live in community associations with 400 or fewer homes

67% currently have a community association manager

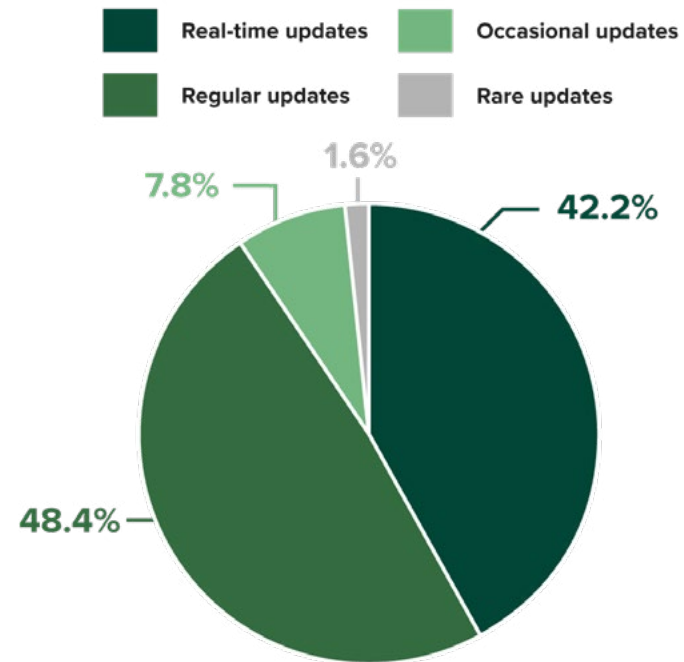
How many homes or units are there in your association?



Top Metro Areas Where Association Board Members Live



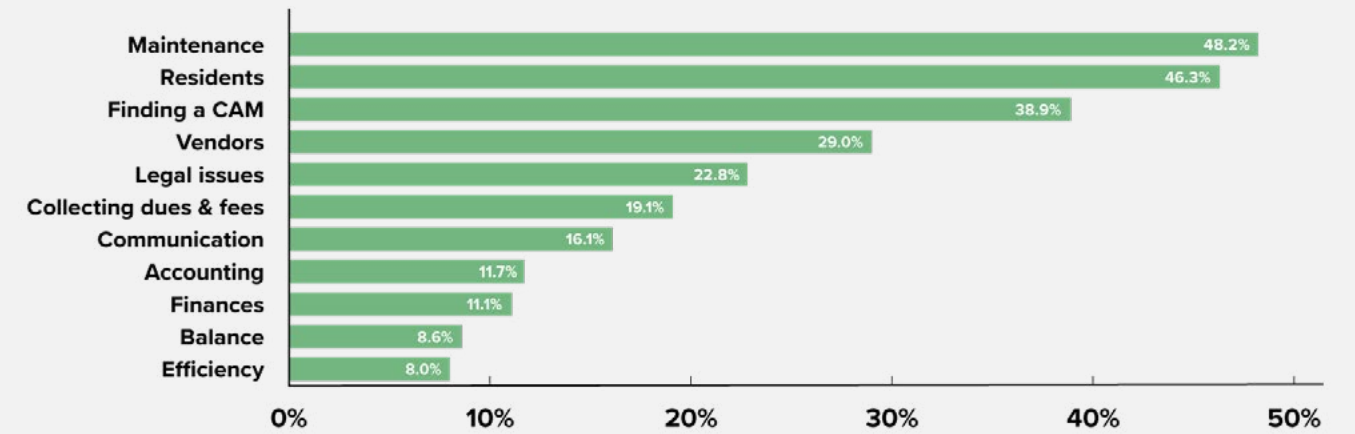
To what degree would your board like your community association manager to keep you in the loop about what's going on in your association?



Association Board Members' Top 3 Sources of Stress



What are the most stressful aspects of running a community association?



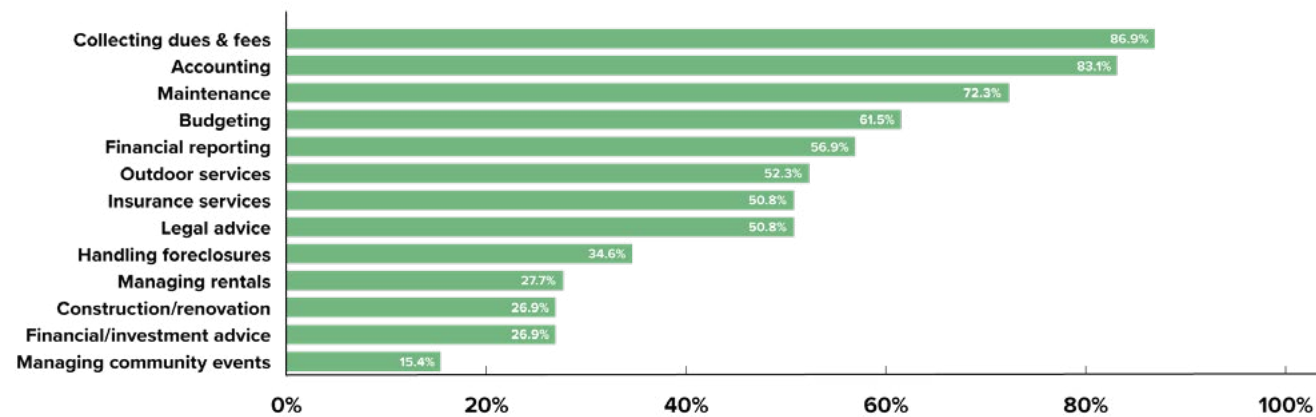
Association Boards' Top Complaints About Community Association Managers



Top 5 Services That Boards Want Community Association Managers to Provide



Which services would you like a community association manager to provide?



What Advice Do Board Members Have for Community Association Managers?

Most Common Words Respondents Used



IN YOUR WORDS How Board Members See It

What Advice Do Board Members Have for CAMs?

- “ Be direct, firm, and succinct—‘lay down the law.’ Assert confidence backed up by experience and factual support. ”
- “ Providing experience and expertise in dealing with problems that arise is important. At the same time, I expect the property manager to understand that the Board represents the residents/owners, and there may be times when we do not take the advice of the manager. This is not personal but is the politics of running the association. ”
- “ Keep abreast of what is going on with our account from every aspect—accounting, community, homeowner concerns—and have a reliable, competitively priced vendor base for maintenance and emergencies that the association can truly depend on. ”
- “ Be professional, forthright, honest, knowledgeable, innovative, and proactive. ”
- “ Take action with a get-it-done attitude. Take responsibility while recognizing the shared responsibility of the Board. Ensure timely, reliable, informed, and complete communications. ”

U.S. Regions & Local Markets: What's Happening on the Ground, and How Property Managers Can Adapt

Where Are Residents Flocking to and Fleeing?

Surprising cities are gaining and losing residents in today's economy—and it has everything to do with the cost of housing.

In primary markets like New York City, San Francisco, and Boston, the cost of living continues to rise out of residents' reach as the supply of affordable homes fails to keep up with the demand. With no simple solution in sight, a subset of renters and homebuyers are leaving expensive coastal markets for smaller cities and the suburbs—though overall, migration within the U.S. has been on the decline for decades.

Just 20% of renters and [10% of Americans](#) overall changed residences between 2017 and 2018—down from 28% ten years ago,¹ and 33% twenty years ago.¹³ This makes it all the more meaningful when residents begin leaving places at noticeable rates—and particularly when the cities they're fleeing are the United States' most influential real estate markets.

All six [primary markets](#) are losing residents to domestic migration. Three cities—Boston, San Francisco, and Washington, D.C.—are attracting enough new residents from other countries to outweigh these losses, though their rate of population growth is dwarfed by a number of [up-and-coming real estate markets](#). However, in the other three primary markets—Chicago, Los Angeles, and New York—international migration isn't enough to outweigh the population loss. As a result, these three cities are actually shrinking: Chicago is losing 230 residents per day to domestic migration; Los Angeles is losing 325; and New York is losing 545. In comparison, Phoenix gains 170 residents per day from [domestic migration](#); Dallas gains 127; and Las Vegas gains 97.

A [recent analysis](#) by real estate listing site Redfin examined the 25% of its users who were searching for homes outside of their current metro area. All 10 of the most-searched cities—with Phoenix, Dallas, and Las Vegas all making the list—were primarily being considered by residents looking to move out of Los Angeles, San Francisco, and New York.

Who's leaving primary markets? [One analysis](#) found that as the cost of living rises in major cities like New York and Los Angeles, the residents who move out tend to have lower incomes and less education

than the new residents who are moving in. New residents also tend to be younger, and are more likely to rent their homes than to own them.

Intuitively, this makes sense: Long-term residents are being priced out of major cities as high-paying jobs attract a more affluent demographic. A vicious cycle begins: As wealthier residents move in, the city becomes more expensive as the equation of what's considered 'affordable' shifts upward. As a result, the city begins to attract more high earners who can afford to pay more for housing and other necessities; and the cost of living continues to rise. (This is how a household making six figures can be [considered 'low-income'](#) in San Francisco.)

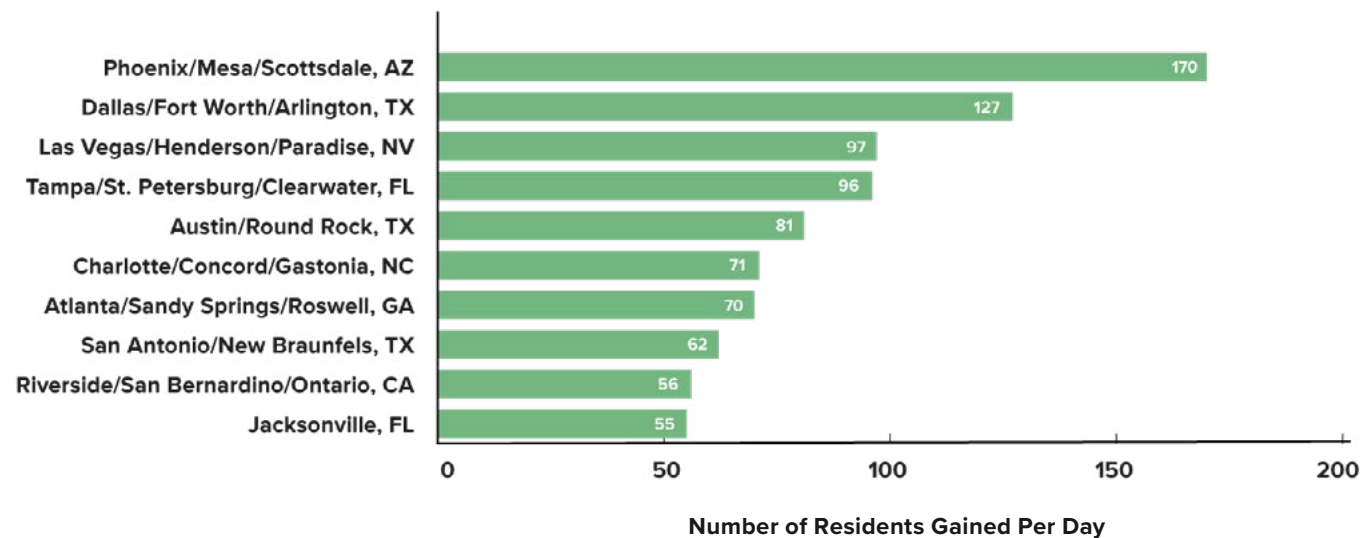
“A subset of renters and homebuyers are leaving expensive coastal markets for smaller cities and the suburbs—though overall, migration within the U.S. has been on the decline for decades.”

“Since 2016, population growth in certain mid-sized cities has outpaced growth in powerhouse cities long considered cornerstones of the U.S. real estate market.”

Since 2016, population growth in certain mid-sized cities has outpaced growth in powerhouse cities long considered cornerstones of the U.S. real estate market. These [thriving secondary markets](#) have certain characteristics in common: They have strong job growth that’s not restricted to a single industry, which helps cities to survive a recession; and often includes an emerging tech sector that attracts young, educated professionals. Though home and rent prices show robust growth, the cost of living stays affordable for the average resident because the supply of housing is less constrained than in [primary markets](#). Workers, families, and businesses take notice of this growth and start moving in.

That’s why Dallas, Phoenix, and Las Vegas experienced the largest net [increase in new residents](#) moving from other cities, states, and countries over the last year as New York City, Los Angeles, and Chicago shrank.

10 U.S. Metros Gaining the Most Residents from Domestic Migration



Source: Analysis of [U.S. Census Bureau](#) data from 2017-2018

10 U.S. Metros Losing the Most Residents to Domestic Migration



Source: Analysis of [U.S. Census Bureau](#) data from 2017-2018

Moving Trends Among Renters of Different Generations

Generation	Top Reason for Living in Current City	# of Moves in Last 5 Years	Year of Most Recent Move	% Who Plan on Renewing Their Lease	% Who Plan on Moving Out of Current Rental
Generation Z	Education	1	2012	39%	33%
Millennials	Employment & Relationships	2	2015	35%	29%
Generation X	Relationships	1	2010	46%	23%
Baby Boomers	Relationships	1	2008	53%	17%

What is the primary reason why you moved to (or continue to live in) the metro area where you currently reside?

Generation	Affordability	Education	Employment	Lifestyle	Relationships
Generation Z	21.1%	37.2%	11.1%	13.3%	17.2%
Millennials	10.8%	15.1%	28.9%	16.5%	28.8%
Generation X	17.7%	7.5%	21.7%	15.9%	37.2%
Baby Boomers	21.6%	2.2%	24.6%	22.4%	29.1%

How many times have you moved in the last 5 years?

	0	1	2	3	4	5	More than 5 times
Generation Z	18.9%	33.9%	23.9%	9.4%	6.7%	3.3%	3.9%
Millennials	13.2%	28.3%	26.0%	16.3%	7.6%	3.6%	5.0%
Generation X	24.3%	28.8%	22.6%	16.4%	4.0%	2.2%	1.8%
Baby Boomers	42.5%	24.6%	16.4%	11.2%	2.2%	0.8%	2.2%

What was the distance of your most recent move?

	I moved to a different home within the same city	I moved to a different city within the same metro area	I moved to a different metro area within the same region	I moved to a different region
Generation Z	47.5%	19.2%	15.6%	17.7%
Millennials	44.8%	24.0%	14.7%	16.5%
Generation X	50.9%	23.0%	10.3%	15.8%
Baby Boomers	41.6%	20.8%	15.6%	22.1%

How likely are you to move in the next year?

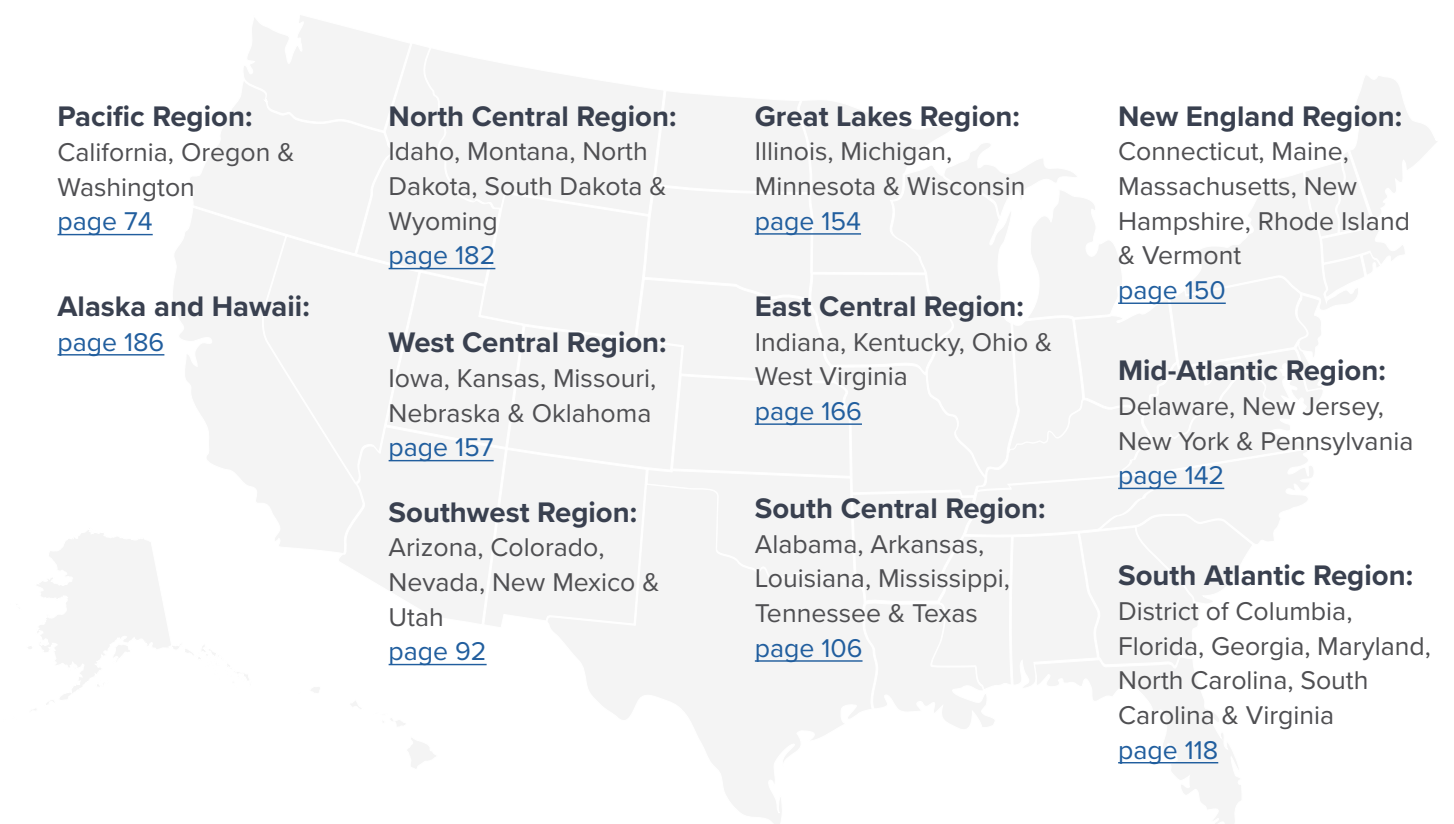
	I plan on renewing my lease for another year	I am on the fence about whether I will move or stay put	I plan on moving when my lease is up
Generation Z	39.1%	27.6%	33.3%
Millennials	34.8%	36.4%	28.8%
Generation X	46.3%	30.3%	23.4%
Baby Boomers	53.0%	29.6%	17.4%

What does this mean for property managers?

Success in today's climate requires staying informed on rapidly shifting conditions in your local market. That's why Buildium gathered property management intel on every U.S. region, as well as 50 major cities across the country. Our local market resources answer the following questions:

- How are property managers' businesses faring in each location?
- How affordable are the rental and housing markets for residents?
- What can property managers do to attract and retain renters in their local market?

To find out which trends are impacting your specific region, flip to the page listed below:



Pacific Region – California, Oregon & Washington

How the Pacific Region Stacks Up Against the Rest of the Country

	Pacific	U.S.	
Median 1-bedroom rent	\$1,206	\$960	26% higher than the U.S. overall
Median 2-bedroom rent	\$1,514	\$1,191	27% higher than the U.S. overall
Year-over-year rent growth	1.2%	1.6%	25% lower than the U.S. overall
Rental vacancy rate	4.7%	6.9%	32% lower than the U.S. overall
Median home value	\$427,767	\$229,000	87% higher than the U.S. overall
Year-over-year home value growth	2.8%	5.2%	46% lower than the U.S. overall
Median home list price	\$527,460	\$318,100	66% higher than the U.S. overall
Annual mean wage	\$56,853	\$51,960	9% higher than the U.S. overall

Source: Rent data from Rentonomics, vacancy data from the U.S. Census Bureau, median home value growth data from Zillow, median home list price data from Redfin, wage data from the Bureau of Labor Statistics

PROPERTY MANAGERS' TOP BUSINESS PRIORITY FOR 2020

48.7%
Efficiency

TOP BUSINESS CHALLENGE PROPERTY MANAGERS FACE

34.4%
Efficiency

Managing Rental Properties in the Pacific Region

	Pacific	U.S.	
PMs whose revenue grew over the last 2 years	84.3%	81.3%	4% higher than the U.S. overall
PMs who anticipate revenue growth in the next 2 years	89.4%	87.5%	2% higher than the U.S. overall
PMs whose portfolio grew over the last 2 years	74.0%	69.6%	6% higher than the U.S. overall
PMs who anticipate portfolio growth in the next 2 years	83.9%	84.0%	0% higher than the U.S. overall

75.2%
manage single-family rentals

70.0%
manage multi-family rentals

TOP PROPERTY MANAGEMENT SERVICES

Maintenance & repairs
85.4%

Leasing properties & marketing vacancies
82.2%

Rent & fee collection
81.7%

Renting in the Pacific Region

Most common property type for renters	Single-family home
Most common neighborhood type for renters	Suburban
Renters' top reason for renting their home	49% would prefer to own their home, but aren't in a position to buy a place right now
Renters' level of interest in homeownership	40% are highly interested in homeownership, but the timing isn't right just yet
Renters' top reason for living in this area	31% live here to be close to the people they care about
Average number of moves in last 5 years	1
Average distance of most recent move	51% moved to a different home within the same city
Renters' likelihood of moving in the next year	39% plan on renewing their lease for another year
Most-desired neighborhood characteristic	Safe
Most-desired building/community amenities	High-speed internet, reserved parking, laundry room, garbage pick-up
Most-desired unit amenities	In-unit washer & dryer, being allowed to have a pet, central air conditioning
Rental technology renters want most	Paying rent online
Most common rental search method	National listing sites

Los Angeles/Long Beach/Anaheim, CA



METRO POPULATION:
13,291,486

RESIDENTS LOST TO DOMESTIC
MIGRATION PER DAY:
-325

MEDIAN 1-BEDROOM RENT
(Rentonomics)
\$1,370

MEDIAN 2-BEDROOM RENT
(Rentonomics)
\$1,761

RENTAL VACANCY
RATE
4.0%

MEDIAN HOME VALUE
(Zillow)
\$689,700

MEDIAN HOME LIST PRICE
(Redfin)
\$964,999

**YEAR-OVER-YEAR
RENT GROWTH**
(Rentonomics)
0.5%

**YEAR-OVER-YEAR
HOME VALUE GROWTH**
(Zillow)
2.1%

**ANNUAL
MEAN WAGE**
(Bureau of Labor Statistics)
\$57,890

IN YOUR WORDS:
Reports from Local Property Managers

“Extreme rise in rents, shortage of affordable housing.”

“Taxes, increased costs of compliance with state and local regulations.”

“Too many apartment complexes being built. Therefore, too much inventory.”

“Google offices moved here, greater demand for apartments, higher rent increases.”

“Rent control is expanding and getting stricter. Our insurance has gone up substantially due to this factor.”

FAST FACTS ABOUT LOS ANGELES

PROPERTY MANAGERS

IN THE LAST 2 YEARS:

74%
experienced revenue growth

66%
experienced portfolio growth

IN THE NEXT 2 YEARS:

88%
anticipate revenue growth

84%
anticipate portfolio growth

WHAT'S IN THEIR PORTFOLIOS:

66%
multi-family rentals

59%
single-family rentals

43%
association properties

TOP PRIORITIES FOR 2020:

1. Efficiency
2. Growth
3. Profitability

TOP SERVICES PROVIDED:

1. Maintenance
2. Rent collection
3. Leasing

FAST FACTS ABOUT LOS ANGELES

RENTERS

WHY THEY RENT

42%
aren't in a position to buy a home right now

32%
find it's cheaper to rent than own in their area

MOST COMMON YEAR THEY MOVED TO THE AREA

2011

HOW MANY TIMES THEY'VE MOVED IN THE PAST 5 YEARS

1

WHY THEY CHOOSE TO LIVE IN THIS AREA

1. To be close to the people they care about
2. To have the lifestyle they want

HOW THEY SEARCH FOR RENTALS

1. Property managers' websites
2. National listing sites
3. "For Rent" signs

THEIR LIKELIHOOD OF MOVING THIS YEAR

41% renewing their lease **29%** moving out **29%** still on the fence

Riverside/San Bernardino/Ontario, CA



METRO POPULATION:
4,622,361

RESIDENTS GAINED FROM
DOMESTIC MIGRATION PER DAY:
56

MEDIAN 1-BEDROOM RENT
(Rentonomics)
\$1,076

MEDIAN 2-BEDROOM RENT
(Rentonomics)
\$1,345

RENTAL VACANCY RATE
5.1%

MEDIAN HOME VALUE
(Zillow)
\$410,500

HOME VALUE GROWTH
(Zillow)
2.9%

YEAR-OVER-YEAR RENT GROWTH
(Rentonomics)
1.2%

ANNUAL MEAN WAGE
(Bureau of Labor Statistics)
\$49,100

IN YOUR WORDS:
Reports from Local Property Managers

“Rent prices increasing. Multiple applications on each property, especially the lower-priced ones.”

“The rental market has drastically increased rental income, thus increasing the owner’s profits.”

“More rental owners are selling their homes, creating a larger demand for other single-family home rentals.”

“Lots of industry moving here, creating demand for housing.”

“Increased sales prices.”

FAST FACTS ABOUT RIVERSIDE PROPERTY MANAGERS

IN THE LAST 2 YEARS:

88%
experienced revenue growth

75%
experienced portfolio growth

IN THE NEXT 2 YEARS:

69%
anticipate revenue growth

75%
anticipate portfolio growth

WHAT'S IN THEIR PORTFOLIOS:

63%
multi-family rentals

81%
single-family rentals

44%
association properties

TOP PRIORITIES FOR 2020:

1. Growth
2. Efficiency
3. Profitability

TOP SERVICES PROVIDED:

1. Rent collection
2. Maintenance
3. Inspections

FAST FACTS ABOUT RIVERSIDE RENTERS

WHY THEY RENT

50%
aren't in a position to buy a home right now

33%
find it's cheaper to rent than own in their area

MOST COMMON YEAR THEY MOVED TO THE AREA

2014

HOW MANY TIMES THEY'VE MOVED IN THE PAST 5 YEARS

2

WHY THEY CHOOSE TO LIVE IN THIS AREA

1. To attend school
2. To be close to the people they care about

HOW THEY SEARCH FOR RENTALS

1. Property managers' websites
2. "For Rent" signs
3. National listing sites

THEIR LIKELIHOOD OF MOVING THIS YEAR

33% renewing their lease **33%** moving out **33%** still on the fence

Sacramento/Roseville/Arden-Arcade, CA



METRO POPULATION:
2,345,210

RESIDENTS GAINED FROM
DOMESTIC MIGRATION PER DAY:
29

MEDIAN 1-BEDROOM RENT
(Rentonomics)
\$970

MEDIAN 2-BEDROOM RENT
(Rentonomics)
\$1,230

**RENTAL VACANCY
RATE**
5.1%

MEDIAN HOME VALUE
(Zillow)
\$326,600

MEDIAN HOME LIST PRICE
(Redfin)
\$388,250

**YEAR-OVER-YEAR
RENT GROWTH**
(Rentonomics)
1.5%

**YEAR-OVER-YEAR
HOME VALUE GROWTH**
(Zillow)
2.6%

**ANNUAL
MEAN WAGE**
(Bureau of Labor Statistics)
\$56,430

IN YOUR WORDS:
Reports from Local Property Managers

"Housing shortages, government regulations, rent control, increased rents, tenant monthly income, homelessness."

"Owners selling to Bay Area investors."

"Good sales market caused a loss of inventory."

"Renters migrating from the Bay Area."

FAST FACTS ABOUT SACRAMENTO

PROPERTY MANAGERS

IN THE LAST 2 YEARS:

82%
experienced revenue growth

73%
experienced portfolio growth

IN THE NEXT 2 YEARS:

91%
anticipate revenue growth

82%
anticipate portfolio growth

TOP PRIORITIES FOR 2020:

1. Growth
2. Efficiency
3. Profitability

TOP SERVICES PROVIDED:

1. Rent collection
2. Maintenance
3. Inspections

WHAT'S IN THEIR PORTFOLIOS:

36%
multi-family rentals

100%
single-family rentals

18%
association properties

FAST FACTS ABOUT SACRAMENTO

RENTERS

WHY THEY RENT

44%
aren't in a position to buy a home right now

33%
find it's cheaper to rent than own in their area

MOST COMMON YEAR THEY MOVED TO THE AREA

2011

HOW MANY TIMES THEY'VE MOVED IN THE PAST 5 YEARS

2

WHY THEY CHOOSE TO LIVE IN THIS AREA

1. To have the lifestyle they want
2. To pursue career opportunities

HOW THEY SEARCH FOR RENTALS

1. Property managers' websites
2. National listing sites
3. "For Rent" signs

THEIR LIKELIHOOD OF MOVING THIS YEAR

41% renewing their lease **29%** moving out **29%** still on the fence

San Diego/Carlsbad, CA



METRO POPULATION:
3,343,364

RESIDENTS LOST TO DOMESTIC
MIGRATION PER DAY:
-30

MEDIAN 1-BEDROOM RENT
(Rentonomics)
\$1,574

MEDIAN 2-BEDROOM RENT
(Rentonomics)
\$2,042

**RENTAL VACANCY
RATE**
4.5%

MEDIAN HOME VALUE
(Zillow)
\$634,600

MEDIAN HOME LIST PRICE
(Redfin)
\$785,145

**YEAR-OVER-YEAR
RENT GROWTH**
(Rentonomics)
0.3%

**YEAR-OVER-YEAR
HOME VALUE GROWTH**
(Zillow)
1.7%

**ANNUAL
MEAN WAGE**
(Bureau of Labor Statistics)
\$58,090

IN YOUR WORDS:
Reports from Local Property Managers

"Many owners who have been underwater sold. Loss of rental properties."

"Droughts and rising water costs."

"Rents have increased and rentals are in high demand."

"Building of new condos/ apartment buildings; rising rents."

"Increased legislation, i.e. 1206, possible rent control, state of emergency rent caps."

FAST FACTS ABOUT SAN DIEGO

PROPERTY MANAGERS

IN THE LAST 2 YEARS:

86%
experienced revenue growth

86%
experienced portfolio growth

IN THE NEXT 2 YEARS:

96%
anticipate revenue growth

96%
anticipate portfolio growth

WHAT'S IN THEIR
PORTFOLIOS:

68%
multi-family
rentals

80%
single-family
rentals

52%
association
properties

TOP PRIORITIES FOR 2020:

1. Growth
2. Efficiency
3. Profitability

TOP SERVICES PROVIDED:

1. Leasing
2. Rent collection
3. Maintenance

FAST FACTS ABOUT SAN DIEGO

RENTERS

WHY THEY RENT

59%
aren't in a position to buy
a home right now

32%
find it's cheaper to rent
than own in their area

MOST COMMON
YEAR THEY MOVED
TO THE AREA

2012

HOW MANY TIMES
THEY'VE MOVED IN
THE PAST 5 YEARS

2

WHY THEY CHOOSE TO
LIVE IN THIS AREA

1. To be close to the people they care about
2. To live in a place they can afford

HOW THEY SEARCH
FOR RENTALS

1. Property managers' websites
2. National listing sites
3. Referrals from friends

THEIR LIKELIHOOD OF MOVING THIS YEAR

39% renewing their lease **22%** moving out **39%** still on the fence

San Francisco/Oakland/Hayward, CA



METRO POPULATION:
4,729,484

RESIDENTS LOST TO DOMESTIC
MIGRATION PER DAY:
-67

MEDIAN 1-BEDROOM RENT
(Rentonomics)
\$2,494

MEDIAN 2-BEDROOM RENT
(Rentonomics)
\$3,133

RENTAL VACANCY
RATE
5.4%

MEDIAN HOME VALUE
(Zillow)
\$1,351,900

MEDIAN HOME LIST PRICE
(Redfin)
\$1,480,000

**YEAR-OVER-YEAR
RENT GROWTH**
(Rentonomics)
1.0%

**YEAR-OVER-YEAR
HOME VALUE GROWTH**
(Zillow)
0.5%

**ANNUAL
MEAN WAGE**
(Bureau of Labor Statistics)
\$72,400

IN YOUR WORDS:
Reports from Local Property Managers

“High real estate prices and new regulations on rentals.”

“Rent control. Tech companies. Job growth.”

“High home prices have led a lot of investment property owners to sell their rentals.”

“Super strong economy and not enough housing, driving rents up.”

FAST FACTS ABOUT SAN FRANCISCO

PROPERTY MANAGERS

IN THE LAST 2 YEARS:

91%
experienced revenue growth

86%
experienced portfolio growth

IN THE NEXT 2 YEARS:

82%
anticipate revenue growth

96%
anticipate portfolio growth

WHAT'S IN THEIR
PORTFOLIOS:

68%
multi-family
rentals

92%
single-family
rentals

88%
association
properties

TOP PRIORITIES FOR 2020:

1. Efficiency
2. Growth
3. Profitability

TOP SERVICES PROVIDED:

1. Leasing
2. Rent collection
3. Maintenance

FAST FACTS ABOUT SAN FRANCISCO

RENTERS

WHY THEY RENT

41%
aren't in a position to buy
a home right now

41%
find it's cheaper to rent
than own in their area

MOST COMMON
YEAR THEY MOVED
TO THE AREA

2007

HOW MANY TIMES
THEY'VE MOVED IN
THE PAST 5 YEARS

1

THEIR LIKELIHOOD OF MOVING THIS YEAR

29% renewing their lease **29%** moving out **43%** still on the fence

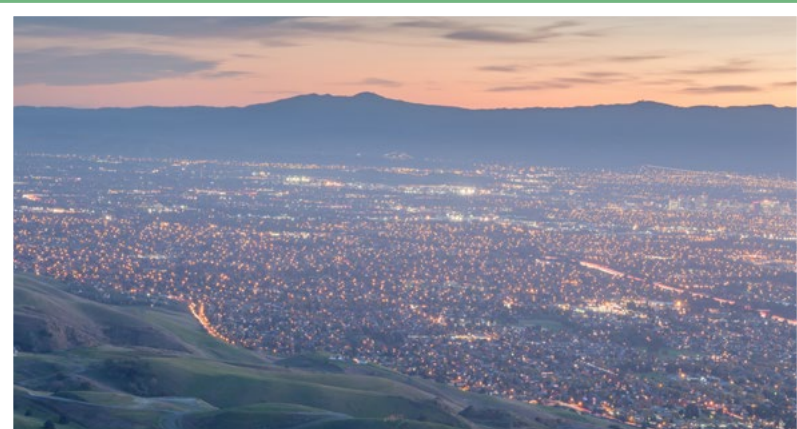
WHY THEY CHOOSE TO
LIVE IN THIS AREA

1. To pursue career opportunities
2. To be close to the people they care about

HOW THEY SEARCH
FOR RENTALS

1. National listing sites
2. Property managers' websites
3. Referrals from friends

San Jose/Sunnyvale/Santa Clara, CA



METRO POPULATION:
1,999,107

RESIDENTS LOST TO DOMESTIC
MIGRATION PER DAY:
-65

MEDIAN 1-BEDROOM RENT
(Rentonomics)
\$2,136

MEDIAN 2-BEDROOM RENT
(Rentonomics)
\$2,677

RENTAL VACANCY
RATE
4.6%

MEDIAN HOME VALUE
(Zillow)
\$991,200

MEDIAN HOME LIST PRICE
(Redfin)
\$988,888

**YEAR-OVER-YEAR
RENT GROWTH**
(Rentonomics)
1.3%

**YEAR-OVER-YEAR
HOME VALUE GROWTH**
(Zillow)
-9.4%

**ANNUAL
MEAN WAGE**
(Bureau of Labor Statistics)
\$80,480

IN YOUR WORDS:
Reports from Local Property Managers

“Increased regulation to combat the housing crisis.”

“Substantial cost increases to purchase property.”

“Traffic. Plumbers and service tech can only do so many service calls as they spend hours in their vehicles. It’s the same for property managers.”

“Rent control makes it hard to make a profit from investments.”

“Extreme housing shortage.”

FAST FACTS ABOUT SAN JOSE

PROPERTY MANAGERS

IN THE LAST 2 YEARS:

77%
experienced revenue growth

85%
experienced portfolio growth

IN THE NEXT 2 YEARS:

77%
anticipate revenue growth

77%
anticipate portfolio growth

WHAT'S IN THEIR
PORTFOLIOS:

64%
multi-family
rentals 

71%
single-family
rentals 

43%
association
properties 

TOP PRIORITIES FOR 2020:

1. Growth
2. Efficiency
3. Balance

TOP SERVICES PROVIDED:

1. Leasing
2. Rent collection
3. Maintenance

FAST FACTS ABOUT SAN JOSE

RENTERS

WHY THEY RENT

67%
aren't in a position to buy
a home right now

17%
don't want to deal with
the hassle of moving

MOST COMMON
YEAR THEY MOVED
TO THE AREA

2016

HOW MANY TIMES
THEY'VE MOVED IN
THE PAST 5 YEARS

2

WHY THEY CHOOSE TO
LIVE IN THIS AREA

1. To pursue career opportunities
2. To live in a place they can afford

HOW THEY SEARCH
FOR RENTALS

1. National listing sites
2. Referrals from friends
3. Social media communities

THEIR LIKELIHOOD OF MOVING THIS YEAR

25% renewing their lease **25%** moving out **50%** still on the fence

Portland/Vancouver/Hillsboro, OR



METRO POPULATION:
2,478,810

RESIDENTS GAINED FROM
DOMESTIC MIGRATION PER DAY:
18

MEDIAN 1-BEDROOM RENT
(Rentonomics)
\$1,137

MEDIAN 2-BEDROOM RENT
(Rentonomics)
\$1,342

RENTAL VACANCY
RATE
3.8%

MEDIAN HOME VALUE
(Zillow)
\$416,900

MEDIAN HOME LIST PRICE
(Redfin)
\$499,970

**YEAR-OVER-YEAR
RENT GROWTH**
(Rentonomics)
0.4%

**YEAR-OVER-YEAR
HOME VALUE GROWTH**
(Zillow)
-1.9%

**ANNUAL
MEAN WAGE**
(Bureau of Labor Statistics)
\$56,160

IN YOUR WORDS:
Reports from Local Property Managers

"Influx of renters from out of town, steep rent increase, hot sales market that we lose renters to."

"Rent control. High rent growth. High property value growth. It's all been good for business."

"Renter protection laws and rent control are causing many property owners to either sell or hire a management company because it is too difficult to keep up with these ever-changing laws."

"Rent control and mandatory relocation fees are causing clients to sell. Less inventory on the market causes a bigger shortage of rentals and causes rents to increase, creating more of a housing crisis."

FAST FACTS ABOUT PORTLAND

PROPERTY MANAGERS

IN THE LAST 2 YEARS:

90%
experienced revenue growth

63%
experienced portfolio growth

IN THE NEXT 2 YEARS:

100%
anticipate revenue growth

84%
anticipate portfolio growth

WHAT'S IN THEIR PORTFOLIOS:

55%
multi-family
rentals 

100%
single-family
rentals 

30%
association
properties 

TOP PRIORITIES FOR 2020:

1. Efficiency
2. Growth
3. Profitability

TOP SERVICES PROVIDED:

1. Leasing
2. Rent collection
3. Maintenance

FAST FACTS ABOUT PORTLAND

RENTERS

WHY THEY RENT

58%
aren't in a position to buy
a home right now

33%
don't want the
responsibility of owning
and maintaining a home

MOST COMMON YEAR THEY MOVED TO THE AREA

2012

HOW MANY TIMES THEY'VE MOVED IN THE PAST 5 YEARS

2

WHY THEY CHOOSE TO LIVE IN THIS AREA

1. To attend school
2. To have the lifestyle they want

HOW THEY SEARCH FOR RENTALS

1. National listing sites
2. Property managers' websites
3. "For Rent" signs

THEIR LIKELIHOOD OF MOVING THIS YEAR

36% renewing their lease **18%** moving out **46%** still on the fence

Seattle/Tacoma/Bellevue, WA



METRO POPULATION:
3,939,363

RESIDENTS GAINED FROM
DOMESTIC MIGRATION PER DAY:
21

MEDIAN 1-BEDROOM RENT
(Rentonomics)
\$1,362

MEDIAN 2-BEDROOM RENT
(Rentonomics)
\$1,696

RENTAL VACANCY
RATE
4.8%

MEDIAN HOME VALUE
(Zillow)
\$714,100

MEDIAN HOME LIST PRICE
(Redfin)
\$699,000

**YEAR-OVER-YEAR
RENT GROWTH**
(Rentonomics)
1.3%

**YEAR-OVER-YEAR
HOME VALUE GROWTH**
(Zillow)
-4.3%

**ANNUAL
MEAN WAGE**
(Bureau of Labor Statistics)
\$65,400

IN YOUR WORDS:
Reports from Local Property Managers

“Rapid population growth, limited housing supply, rapid tightening of state and local regulations.”

“Strong economy and rapid growth of employment in the tech industry, primarily Amazon.”

“Lots of new apartment construction. Lots of tech job growth in the area, bringing people here that need housing. Lots of legal changes governing the rental housing industry in our state.”

“Huge influx of people moving to the area, creating a housing shortage. Not enough affordable housing so now we are having an emergent homelessness crisis.”

“Housing shortage leading to higher rents and very fast rentals.”

FAST FACTS ABOUT SEATTLE

PROPERTY MANAGERS

IN THE LAST 2 YEARS:

85%
experienced revenue growth

70%
experienced portfolio growth

IN THE NEXT 2 YEARS:

88%
anticipate revenue growth

76%
anticipate portfolio growth

WHAT'S IN THEIR PORTFOLIOS:

77%
multi-family rentals

50%
single-family rentals

38%
association properties

TOP PRIORITIES FOR 2020:

1. Balance
2. Growth
3. Efficiency

TOP SERVICES PROVIDED:

1. Maintenance
2. Inspections
3. Rent collection

FAST FACTS ABOUT SEATTLE

RENTERS

WHY THEY RENT

46%
aren't in a position to buy a home right now

17%
find it's cheaper to rent than own in their area

MOST COMMON YEAR THEY MOVED TO THE AREA

2010

HOW MANY TIMES THEY'VE MOVED IN THE PAST 5 YEARS

2

WHY THEY CHOOSE TO LIVE IN THIS AREA

1. To pursue career opportunities
2. To be close to the people they care about

HOW THEY SEARCH FOR RENTALS

1. Referrals from friends
2. National listing sites
3. “For Rent” signs

THEIR LIKELIHOOD OF MOVING THIS YEAR

48% renewing their lease **14%** moving out **38%** still on the fence

Southwest Region: Arizona, Colorado, Nevada, New Mexico & Utah

How the Southwest Region Stacks Up Against the Rest of the Country

	Southwest	U.S.	
Median 1-bedroom rent	\$858	\$960	11% lower than the U.S. overall
Median 2-bedroom rent	\$1,074	\$1,191	10% lower than the U.S. overall
Year-over-year rent growth	2.3%	1.6%	44% higher than the U.S. overall
Rental vacancy rate	6.0%	6.9%	13% lower than the U.S. overall
Median home value	\$292,760	\$229,000	28% higher than the U.S. overall
Year-over-year home value growth	5.5%	5.2%	6% higher than the U.S. overall
Median home list price	\$389,950	\$318,100	23% higher than the U.S. overall
Annual mean wage	\$48,920	\$51,960	6% lower than the U.S. overall

Source: Rent data from Rentonomics, vacancy data from the U.S. Census Bureau, median home value growth data from Zillow, median home list price data from Redfin, wage data from the Bureau of Labor Statistics

PROPERTY MANAGERS' TOP BUSINESS PRIORITY FOR 2020

54.7%
Growth

TOP BUSINESS CHALLENGE PROPERTY MANAGERS FACE

32.0%
Growth

Managing Rental Properties in the Southwest Region

	Southwest	U.S.	
PMs whose revenue grew over the last 2 years	82.6%	81.3%	2% higher than the U.S. overall
PMs who anticipate revenue growth in the next 2 years	83.7%	87.5%	4% lower than the U.S. overall
PMs whose portfolio grew over the last 2 years	66.9%	69.6%	4% lower than the U.S. overall
PMs who anticipate portfolio growth in the next 2 years	81.5%	84.0%	3% lower than the U.S. overall

89.9%
manage single-family rentals

TOP PROPERTY MANAGEMENT SERVICES

Rent & fee collection
86.3%

Leasing properties & marketing vacancies
84.4%

Maintenance & repairs
83.8%

Renting in the Southwest Region

Most common property type for renters	Single-family home
Most common neighborhood type for renters	Suburban
Renters' top reason for renting their home	54% would prefer to own their home, but aren't in a position to buy a place right now
Renters' level of interest in homeownership	37% are happy renting for now, but expect that they'll want to become a homeowner someday
Renters' top reason for living in this area	25% live here to be close to the people they care about
Average number of moves in last 5 years	1
Average distance of most recent move	51% moved to a different home within the same city
Renters' likelihood of moving in the next year	38% plan on moving when their lease is up
Most-desired neighborhood characteristic	Safe
Most-desired building/community amenities	High-speed internet, reserved parking, a pool
Most-desired unit amenities	In-unit washer and dryer, central air conditioning, dishwasher
Rental technology renters want most	Paying rent online
Most common rental search method	National listing sites

Phoenix/Mesa/Scottsdale, AZ



METRO POPULATION:
4,857,962

RESIDENTS GAINED FROM
DOMESTIC MIGRATION PER DAY:
170

MEDIAN 1-BEDROOM RENT
(Rentonomics)
\$874

MEDIAN 2-BEDROOM RENT
(Rentonomics)
\$1,089

RENTAL VACANCY RATE
6.2%

MEDIAN HOME VALUE
(Zillow)
\$242,400

MEDIAN HOME LIST PRICE
(Redfin)
\$349,945

YEAR-OVER-YEAR RENT GROWTH
(Rentonomics)
3.7%

YEAR-OVER-YEAR HOME VALUE GROWTH
(Zillow)
4.1%

ANNUAL MEAN WAGE
(Bureau of Labor Statistics)
\$50,520

IN YOUR WORDS:
Reports from Local Property Managers

“Low inventory, low turnover, less leasing. Values have risen, so investors have been selling rather than buying more.”

“Prices have risen past their pre-Recession levels, and owners are selling properties. We’re having to work harder to replace accounts.”

“So many of the homes are selling, therefore, our inventory is going down. There is a lot of competition with hedge funds purchasing so many properties in the Phoenix area, and they self-manage.”

“Lower property prices and escalation in rent values. Strong leasing potential and low vacancy.”




“Influx of population moving to Arizona has increased demand without supply keeping up.”

FAST FACTS ABOUT PHOENIX PROPERTY MANAGERS

IN THE LAST 2 YEARS:
75%
experienced revenue growth
64%
experienced portfolio growth

IN THE NEXT 2 YEARS:
89%
anticipate revenue growth
83%
anticipate portfolio growth

WHAT'S IN THEIR PORTFOLIOS:

- 51%** multi-family rentals 
- 87%** single-family rentals 
- 26%** association properties 

- TOP PRIORITIES FOR 2020:**
1. Growth
 2. Efficiency
 3. Profitability

- TOP SERVICES PROVIDED:**
1. Leasing
 2. Rent collection
 3. Inspections

FAST FACTS ABOUT PHOENIX RENTERS

WHY THEY RENT
44%
aren't in a position to buy a home right now

MOST COMMON YEAR THEY MOVED TO THE AREA
2015

22%
find it's cheaper to rent than own in their area

HOW MANY TIMES THEY'VE MOVED IN THE PAST 5 YEARS
3

THEIR LIKELIHOOD OF MOVING THIS YEAR

- 33%** renewing their lease
- 28%** moving out
- 39%** still on the fence

WHY THEY CHOOSE TO LIVE IN THIS AREA

1. To pursue career opportunities
2. To have the lifestyle they want

HOW THEY SEARCH FOR RENTALS

1. National listing sites
2. Property managers' websites
3. Referrals from friends

Tucson, AZ



METRO POPULATION:
1,039,073

RESIDENTS GAINED FROM
DOMESTIC MIGRATION PER DAY:
22

MEDIAN 1-BEDROOM RENT
(Rentonomics)
\$711

MEDIAN 2-BEDROOM RENT
(Rentonomics)
\$945

RENTAL VACANCY RATE
4.4%

MEDIAN HOME VALUE
(Zillow)
\$191,300

MEDIAN HOME LIST PRICE
(Redfin)
\$254,900

YEAR-OVER-YEAR RENT GROWTH
(Rentonomics)
1.8%

YEAR-OVER-YEAR HOME VALUE GROWTH
(Zillow)
5.7%

ANNUAL MEAN WAGE
(Bureau of Labor Statistics)
\$47,610

IN YOUR WORDS:
Reports from Local Property Managers

“Business growth. More demand for rentals. Rents have increased.”

“Rising real estate market has affected rents in the last couple years. The University building a number of new student apartment buildings around U of A has affected rentals targeted at students.”

“Rental inventory reduction; more home sales volume.”

FAST FACTS ABOUT TUCSON

PROPERTY MANAGERS

IN THE LAST 2 YEARS:

91%
experienced revenue growth


82%
experienced portfolio growth


IN THE NEXT 2 YEARS:


91%
anticipate revenue growth

91%
anticipate portfolio growth

WHAT'S IN THEIR PORTFOLIOS:

46%
multi-family rentals 

55%
single-family rentals 

55%
association properties 

TOP PRIORITIES FOR 2020:

1. Growth
2. Owners
3. Efficiency

TOP SERVICES PROVIDED:

1. Maintenance
2. Inspections
3. Accounting



Colorado Springs, CO



METRO POPULATION:
738,939

RESIDENTS GAINED FROM
DOMESTIC MIGRATION PER DAY:
23

MEDIAN 1-BEDROOM RENT
(Rentonomics)
\$979

MEDIAN 2-BEDROOM RENT
(Rentonomics)
\$1,263

MEDIAN HOME VALUE
(Zillow)
\$294,600

MEDIAN HOME LIST PRICE
(Redfin)
\$372,500

**YEAR-OVER-YEAR
RENT GROWTH**
(Rentonomics)
2.5%

**YEAR-OVER-YEAR
HOME VALUE GROWTH**
(Zillow)
6.7%

**ANNUAL
MEAN WAGE**
(Bureau of Labor Statistics)
\$51,430

IN YOUR WORDS:
Reports from Local Property Managers

“Home prices have gone up a lot, so buying investments is tough, and people are selling their properties to cash out.”

“Good selling market has caused rent prices to follow. Rental prices are up 10-20% over the past 3-5 years.”

“Shortage in housing, especially lower income housing, has made the market very competitive, and rental rates have increased significantly.”

“People moving here from all over has affected our area. Rental rates have increased.”


“Good economy and military bases keep homes in demand.”


FAST FACTS ABOUT COLORADO SPRINGS PROPERTY MANAGERS


IN THE LAST 2 YEARS:
89%
experienced revenue growth
68%
experienced portfolio growth

IN THE NEXT 2 YEARS:
68%
anticipate revenue growth
82%
anticipate portfolio growth

WHAT'S IN THEIR PORTFOLIOS:

60%
multi-family rentals 

100%
single-family rentals 

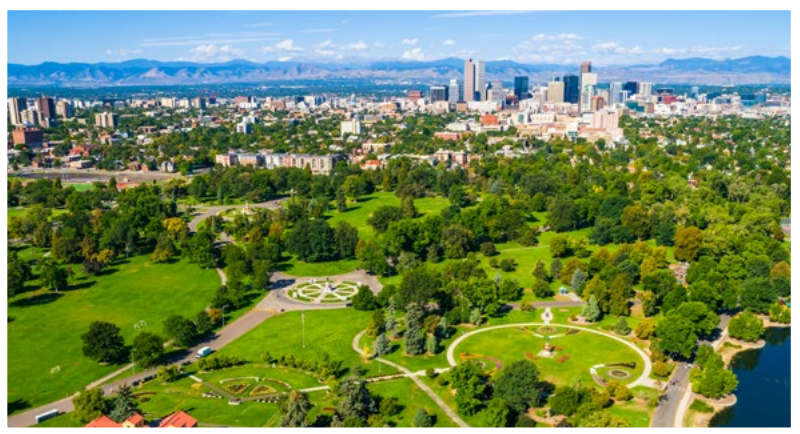
27%
association properties 

- TOP PRIORITIES FOR 2020:**
1. Efficiency
 2. Growth
 3. Communication

- TOP SERVICES PROVIDED:**
1. Rent collection
 2. Maintenance
 3. Leasing



Denver/Aurora/Lakewood, CO



METRO POPULATION:
2,932,415

RESIDENTS GAINED FROM
DOMESTIC MIGRATION PER DAY:
47

MEDIAN 1-BEDROOM RENT
(Rentonomics)
\$1,078

MEDIAN 2-BEDROOM RENT
(Rentonomics)
\$1,365

**RENTAL VACANCY
RATE**
3.8%

MEDIAN HOME VALUE
(Zillow)
\$421,400

MEDIAN HOME LIST PRICE
(Redfin)
\$515,000

**YEAR-OVER-YEAR
RENT GROWTH**
(Rentonomics)
1.1%

**YEAR-OVER-YEAR
HOME VALUE GROWTH**
(Zillow)
1.5%

**ANNUAL
MEAN WAGE**
(Bureau of Labor Statistics)
\$59,440

IN YOUR WORDS:
Reports from Local Property Managers

“Construction of thousands of luxury apartments; average rents increased, but glut of new housing may put downward pressure on all markets, not just luxury. High cost of buying shifting more to renting. Building boom makes it difficult to find and keep 1099 tradespeople.”

“The shortage of homes for sale and the influx of new people have driven our rentals up. Now that people are not coming in such high numbers and we have had a major increase in new apartments built, we find the market slowing or more regulating.”

“State legislation related to demand notice timing, warranty of habitability, etc.”




“Very high home prices have led to an increase in rentals because it is hard for people to qualify to buy a home.”

FAST FACTS ABOUT DENVER PROPERTY MANAGERS

IN THE LAST 2 YEARS:
79%
experienced revenue growth
67%
experienced portfolio growth

IN THE NEXT 2 YEARS:
88%
anticipate revenue growth
91%
anticipate portfolio growth

**WHAT'S IN THEIR
PORTFOLIOS:**

- 57%** multi-family rentals 
- 94%** single-family rentals 
- 40%** association properties 

- TOP PRIORITIES FOR 2020:**
1. Growth
 2. Efficiency
 3. Organization

- TOP SERVICES PROVIDED:**
1. Rent collection
 2. Leasing
 3. Inspections



Las Vegas/Henderson/Paradise, NV



METRO POPULATION:
2,231,647

RESIDENTS GAINED FROM
DOMESTIC MIGRATION PER DAY:
97

MEDIAN 1-BEDROOM RENT
(Rentonomics)
\$957

MEDIAN 2-BEDROOM RENT
(Rentonomics)
\$1,187

RENTAL VACANCY RATE
6.8%

MEDIAN HOME VALUE
(Zillow)
\$274,300

MEDIAN HOME LIST PRICE
(Redfin)
\$310,000

YEAR-OVER-YEAR RENT GROWTH
(Rentonomics)
3.9%

YEAR-OVER-YEAR HOME VALUE GROWTH
(Zillow)
4.9%

ANNUAL MEAN WAGE
(Bureau of Labor Statistics)
\$45,600

IN YOUR WORDS:
Reports from Local Property Managers

“Not enough properties on the market for investors to buy and make a decent cap rate.”

“Recent Bill 256 will affect us in the future.”

“Very much becoming a retirement community. More people fleeing California and Las Vegas. Owners selling their units, leaving fewer rentals available for an increasing population. Rents are going up because of scarcity.”

“Great market, increased volume & business.”

“Sudden growth and influx of Californians leaving for Nevada.”

FAST FACTS ABOUT LAS VEGAS

PROPERTY MANAGERS

IN THE LAST 2 YEARS:

92%
experienced revenue growth


92%
experienced portfolio growth


IN THE NEXT 2 YEARS:


77%
anticipate revenue growth

92%
anticipate portfolio growth

WHAT'S IN THEIR PORTFOLIOS:

33%
multi-family rentals 

100%
single-family rentals 

67%
association properties 

TOP PRIORITIES FOR 2020:

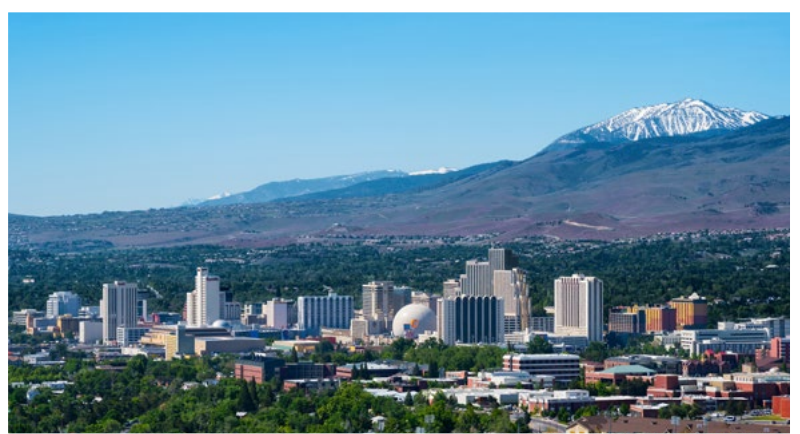
1. Growth
2. Efficiency
3. Profitability

TOP SERVICES PROVIDED:

1. Leasing
2. Rent collection
3. Maintenance



Reno/Sparks, NV



METRO POPULATION:
469,764

RESIDENTS GAINED FROM
DOMESTIC MIGRATION PER DAY:
19

MEDIAN 1-BEDROOM RENT
(Rentonomics)
\$901

MEDIAN 2-BEDROOM RENT
(Rentonomics)
\$1,173

MEDIAN HOME VALUE
(Zillow)
\$369,600

MEDIAN HOME LIST PRICE
(Redfin)
\$449,000

**YEAR-OVER-YEAR
RENT GROWTH**
(Rentonomics)
0.7%

**YEAR-OVER-YEAR
HOME VALUE GROWTH**
(Zillow)
3.7%

**ANNUAL
MEAN WAGE**
(Bureau of Labor Statistics)
\$47,380

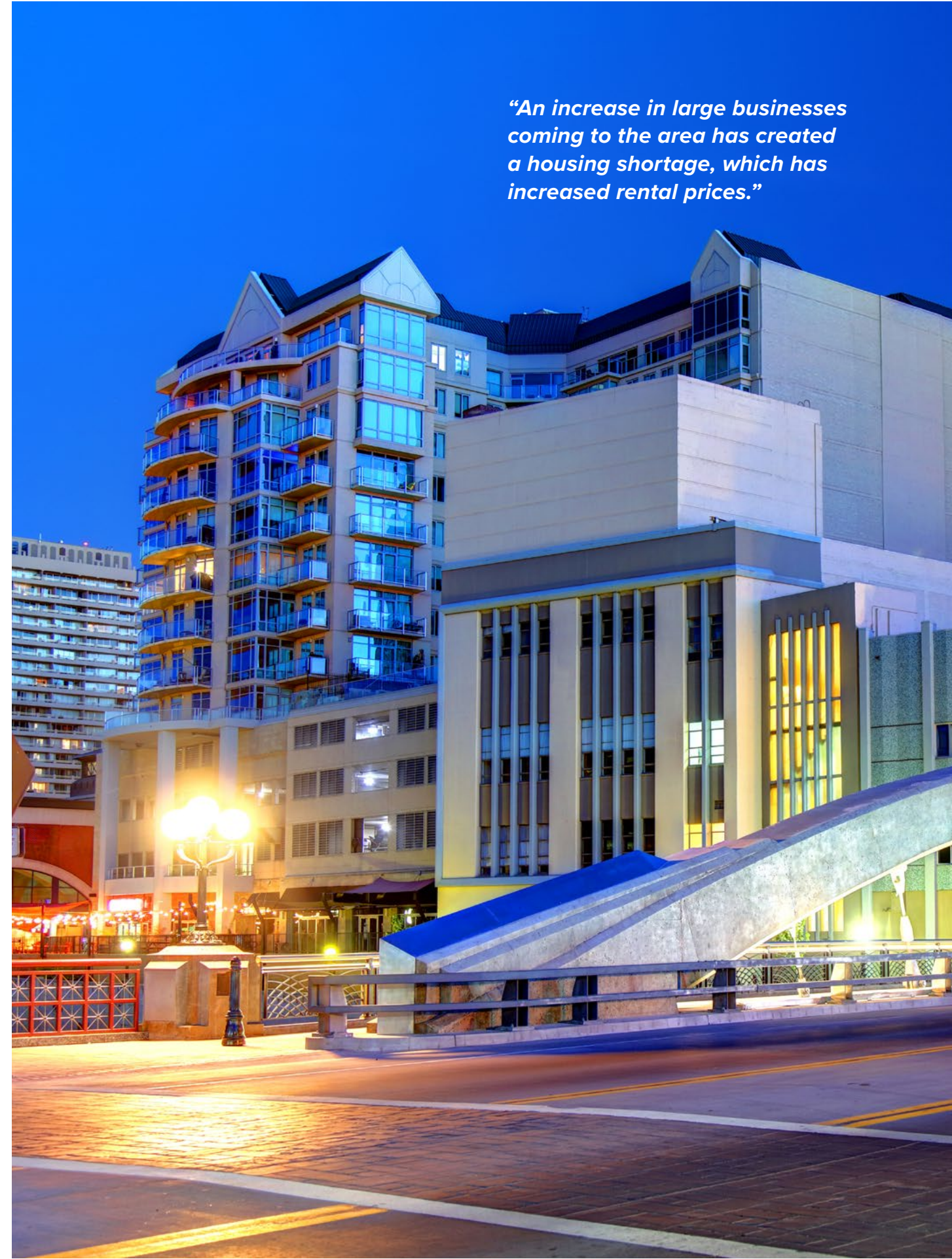
IN YOUR WORDS:
Reports from Local Property Managers

“Strong growth due to Tesla Gigafactory and California escapees.”

“Low inventory.”

“We are experiencing a shortage of rentals and then a significant increase in supply with almost a 20% increase in the number of apartment units. This increased our rents in the beginning and now we see a softening in demand.”

“Employment opportunities > growth > inventory in short supply > lack of affordable housing.”



“An increase in large businesses coming to the area has created a housing shortage, which has increased rental prices.”

South Central Region:

Alabama, Arkansas, Louisiana, Mississippi, Tennessee & Texas

How the South Central Region Stacks Up Against the Rest of the Country

	South Central	U.S.	
Median 1-bedroom rent	\$695	\$960	28% lower than the U.S. overall
Median 2-bedroom rent	\$856	\$1,191	28% lower than the U.S. overall
Year-over-year rent growth	1.3%	1.6%	19% lower than the U.S. overall
Rental vacancy rate	10.1%	6.9%	46% higher than the U.S. overall
Median home value	\$150,167	\$229,000	34% lower than the U.S. overall
Year-over-year home value growth	4.2%	5.2%	19% lower than the U.S. overall
Median home list price	\$263,253	\$318,100	17% lower than the U.S. overall
Annual mean wage	\$43,632	\$51,960	16% lower than the U.S. overall

Source: Rent data from Rentonomics, vacancy data from the U.S. Census Bureau, median home value growth data from Zillow, median home list price data from Redfin, wage data from the Bureau of Labor Statistics

PROPERTY MANAGERS' TOP BUSINESS PRIORITY FOR 2020

49.5%
Growth

TOP BUSINESS CHALLENGE PROPERTY MANAGERS FACE

35.0%
Growth

Managing Rental Properties in the South Central Region

	South Central	U.S.	
PMs whose revenue grew over the last 2 years	82.7%	81.3%	2% higher than the U.S. overall
PMs who anticipate revenue growth in the next 2 years	90.6%	87.5%	3% higher than the U.S. overall
PMs whose portfolio grew over the last 2 years	68.3%	69.6%	2% lower than the U.S. overall
PMs who anticipate portfolio growth in the next 2 years	86.1%	84.0%	3% higher than the U.S. overall

81.2%
manage single-family rentals

TOP PROPERTY MANAGEMENT SERVICES

Maintenance & repairs
83.2%

Leasing properties & marketing vacancies
83.2%

Rent & fee collection
82.6%

Renting in the South Central Region

Most common property type for renters	Single-family home
Most common neighborhood type for renters	Suburban
Renters' top reason for renting their home	53% would prefer to own their home, but aren't in a position to buy a place right now
Renters' level of interest in homeownership	42% are highly interested in homeownership, but the timing isn't right just yet
Renters' top reason for living in this area	35% live here to be close to the people they care about
Average number of moves in last 5 years	1
Average distance of most recent move	44% moved to a different home within the same city
Renters' likelihood of moving in the next year	36% are on the fence about whether they will renew their lease
Most-desired neighborhood characteristic	Safe
Most-desired building/community amenities	High-speed internet, garbage pick-up, a pool
Most-desired unit amenities	Central air conditioning, being allowed to have a pet, a walk-in closet
Rental technology renters want most	Paying rent online
Most common rental search method	Property managers' websites

Nashville/Murfreesboro/Franklin, TN



METRO POPULATION:
1,930,961

RESIDENTS GAINED FROM
DOMESTIC MIGRATION PER DAY:
45

MEDIAN 1-BEDROOM RENT
(Rentonomics)
\$944

MEDIAN 2-BEDROOM RENT
(Rentonomics)
\$1,159

RENTAL VACANCY RATE
7.5%

MEDIAN HOME VALUE
(Zillow)
\$262,900

MEDIAN HOME LIST PRICE
(Redfin)
\$349,900

YEAR-OVER-YEAR RENT GROWTH
(Rentonomics)
2.8%

YEAR-OVER-YEAR HOME VALUE GROWTH
(Zillow)
2.7%

ANNUAL MEAN WAGE
(Bureau of Labor Statistics)
\$48,370

IN YOUR WORDS:
Reports from Local Property Managers

“Owners selling units off due to prices rising. Not as many people buying rental units due to higher prices.”

“Vast growth has increased rents in our area.”

“Lots of growth in the Greater Nashville area, bringing many residents in from out-of-state. Appreciation of the real estate market as a whole has influenced a lot of investors to purchase rental property in the area.”

“Nashville has experienced major growth in the last five years and a large amount of construction.”

“The days on the market are longer. Lots of new construction—apartments/condos with free rent, etc.”

FAST FACTS ABOUT NASHVILLE

PROPERTY MANAGERS

IN THE LAST 2 YEARS:

91%
experienced revenue growth

82%
experienced portfolio growth

IN THE NEXT 2 YEARS:

82%
anticipate revenue growth

82%
anticipate portfolio growth

WHAT'S IN THEIR PORTFOLIOS:

46%
multi-family rentals

85%
single-family rentals

31%
association properties

TOP PRIORITIES FOR 2020:

1. Profitability
2. Growth
3. Efficiency

TOP SERVICES PROVIDED:

1. Maintenance
2. Evictions
3. Rent collection

FAST FACTS ABOUT NASHVILLE

RENTERS

WHY THEY RENT

50%
aren't in a position to buy a home right now

14%
like the flexibility that renting provides

MOST COMMON YEAR THEY MOVED TO THE AREA

2017

HOW MANY TIMES THEY'VE MOVED IN THE PAST 5 YEARS

2

WHY THEY CHOOSE TO LIVE IN THIS AREA

1. To be close to the people they care about
2. To pursue career opportunities

HOW THEY SEARCH FOR RENTALS

1. Social media communities
2. National listing sites
3. Property managers' websites

THEIR LIKELIHOOD OF MOVING THIS YEAR

31% renewing their lease **31%** moving out **39%** still on the fence

Austin/Round Rock, TX



METRO POPULATION:
2,168,316

RESIDENTS GAINED FROM
DOMESTIC MIGRATION PER DAY:
81

MEDIAN 1-BEDROOM RENT
(Rentonomics)
\$1,186

MEDIAN 2-BEDROOM RENT
(Rentonomics)
\$1,465

**RENTAL VACANCY
RATE**
7.0%

MEDIAN HOME VALUE
(Zillow)
\$371,900

MEDIAN HOME LIST PRICE
(Redfin)
\$475,000

**YEAR-OVER-YEAR
RENT GROWTH**
(Rentonomics)
3.2%

**YEAR-OVER-YEAR
HOME VALUE GROWTH**
(Zillow)
6.0%

**ANNUAL
MEAN WAGE**
(Bureau of Labor Statistics)
\$53,810

IN YOUR WORDS:
Reports from Local Property Managers

“Austin is a popular place to move to, and since 2007, the rental market has been strong, with rents rising pretty steadily over the past decade. Great for business!”

“Price appreciation in Austin has diminished my cap rate.”

“A lot of tech companies are migrating from California to Texas and have brought a lot of jobs to the area. There are a lot of 25- to 35-year-old professionals looking to rent the first year or two before they buy.”

“We are seeing enormous growth, and more people are renting in Austin than buying. Business is good and there is plenty of opportunity.”

“Explosive population and business growth have led to steady lease rate increases and investors investing.”

FAST FACTS ABOUT AUSTIN

PROPERTY MANAGERS

IN THE LAST 2 YEARS:

86%
experienced revenue growth


77%
experienced portfolio growth


IN THE NEXT 2 YEARS:


96%
anticipate revenue growth

91%
anticipate portfolio growth

WHAT'S IN THEIR PORTFOLIOS:

56%
multi-family
rentals 

92%
single-family
rentals 

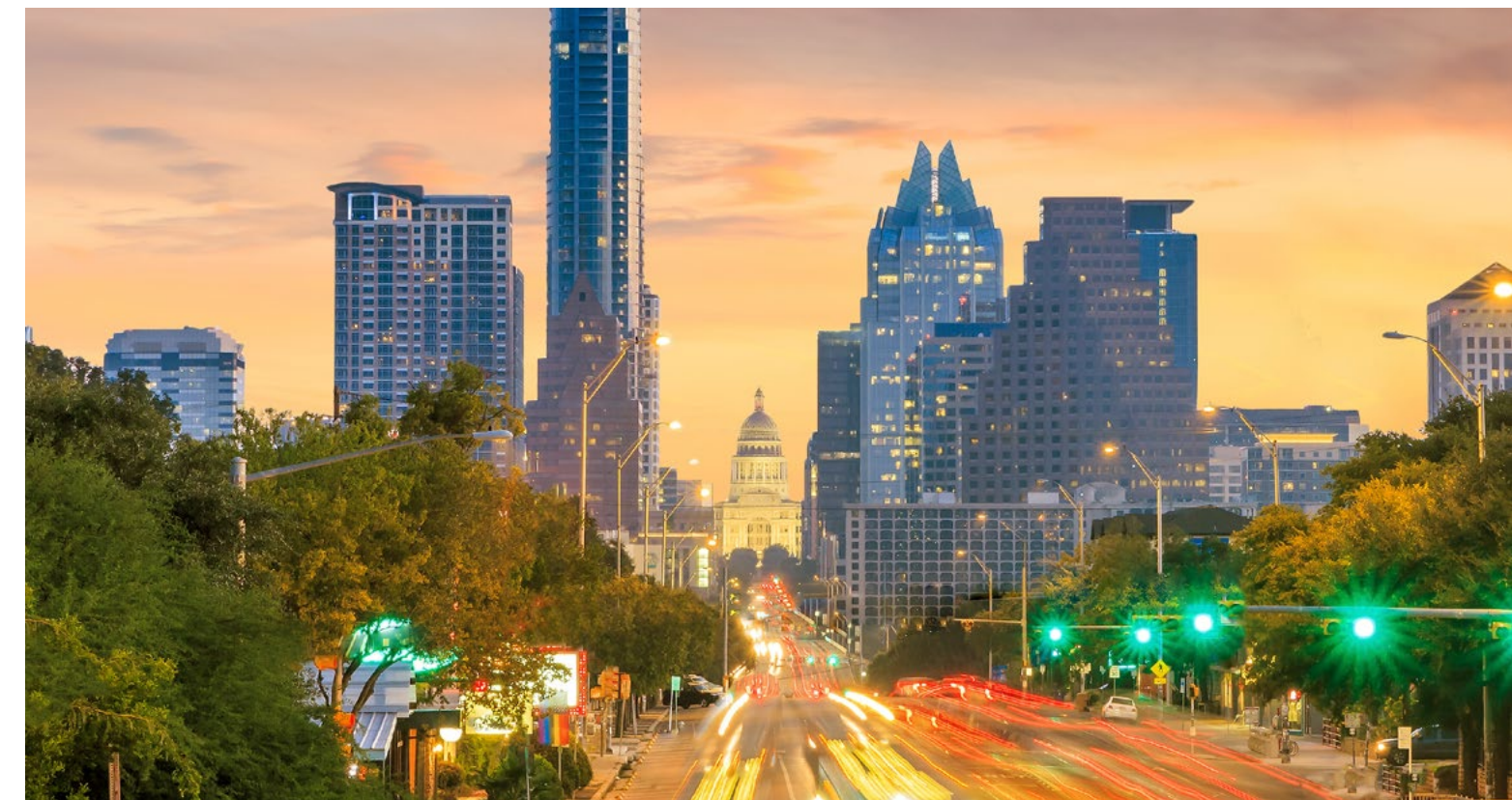
24%
association
properties 

TOP PRIORITIES FOR 2020:

1. Growth
2. Efficiency
3. Profitability

TOP SERVICES PROVIDED:

1. Rent collection
2. Leasing
3. Maintenance



Dallas/Fort Worth/Arlington, TX



METRO POPULATION:
7,539,711

RESIDENTS GAINED FROM
DOMESTIC MIGRATION PER DAY:
127

MEDIAN 1-BEDROOM RENT
(Rentonomics)
\$912

MEDIAN 2-BEDROOM RENT
(Rentonomics)
\$1,134

**RENTAL VACANCY
RATE**
7.4%

MEDIAN HOME VALUE
(Zillow)
\$213,300

MEDIAN HOME LIST PRICE
(Redfin)
\$409,999

**YEAR-OVER-YEAR
RENT GROWTH**
(Rentonomics)
2.0%

**YEAR-OVER-YEAR
HOME VALUE GROWTH**
(Zillow)
9.6%

**ANNUAL
MEAN WAGE**
(Bureau of Labor Statistics)
\$52,590

IN YOUR WORDS:
Reports from Local Property Managers

“Tremendous population growth in Texas, fueling our economy and demand for housing. Plans look solid for this to continue for years.”

“Job growth and large companies relocating to North Texas are fueling demand for housing.”

“Influx of residents has created a housing shortage, driving up property values due to supply vs. demand. Lots of owners opted to sell due to soaring values, thus a loss of properties to manage, as well as many more companies providing property management.”

“Massive increase in jobs has tightened the rental market. Very short time on market and higher rents. Self-showings are an integral part of quick lease turn-arounds.”

“Major influx of California buyers paying cash for rentals.”

FAST FACTS ABOUT DALLAS

PROPERTY MANAGERS

IN THE LAST 2 YEARS:

82%
experienced revenue growth

66%
experienced portfolio growth

IN THE NEXT 2 YEARS:

90%
anticipate revenue growth

87%
anticipate portfolio growth

TOP PRIORITIES FOR 2020:

1. Efficiency
2. Growth
3. Profitability

TOP SERVICES PROVIDED:

1. Maintenance
2. Leasing
3. Evictions

WHAT'S IN THEIR
PORTFOLIOS:

49%
multi-family
rentals

80%
single-family
rentals

23%
association
properties

FAST FACTS ABOUT DALLAS

RENTERS

WHY THEY RENT

63%
aren't in a position to buy
a home right now

25%
don't want to deal with
the hassle of moving

MOST COMMON
YEAR THEY MOVED
TO THE AREA

2016

HOW MANY TIMES
THEY'VE MOVED IN
THE PAST 5 YEARS

2

WHY THEY CHOOSE TO
LIVE IN THIS AREA

1. To attend school
2. To pursue career opportunities

HOW THEY SEARCH
FOR RENTALS

1. Property managers' websites
2. National listing sites
3. “For Rent” signs

THEIR LIKELIHOOD OF MOVING THIS YEAR

38% renewing their lease **13%** moving out **50%** still on the fence

Houston/The Woodlands/Sugar Land, TX



METRO POPULATION:
6,997,384

RESIDENTS LOST TO DOMESTIC
MIGRATION PER DAY:
-25

MEDIAN 1-BEDROOM RENT
(Rentonomics)
\$844

MEDIAN 2-BEDROOM RENT
(Rentonomics)
\$1,032

**RENTAL VACANCY
RATE**
8.8%

MEDIAN HOME VALUE
(Zillow)
\$188,700

MEDIAN HOME LIST PRICE
(Redfin)
\$325,000

**YEAR-OVER-YEAR
RENT GROWTH**
(Rentonomics)
0.6%

**YEAR-OVER-YEAR
HOME VALUE GROWTH**
(Zillow)
5.0%

**ANNUAL
MEAN WAGE**
(Bureau of Labor Statistics)
\$54,290

IN YOUR WORDS:
Reports from Local Property Managers

“Growth in the economy. More people continue to move here. New multi-family buildings are being built at the rate of 15,000 to 18,000 annually.”

“Large real estate tax increases.”

“Hurricane Harvey. Available rentals have increased.”

“Many long-term investors are selling because the selling market is strong.”

“Flooding affected some areas, mostly south of Houston. The areas north of Houston were not as adversely affected. We have also had a lot of new people moving in from other states.”

FAST FACTS ABOUT HOUSTON

PROPERTY MANAGERS

IN THE LAST 2 YEARS:

81%
experienced revenue growth

69%
experienced portfolio growth

IN THE NEXT 2 YEARS:

81%
anticipate revenue growth

94%
anticipate portfolio growth

WHAT'S IN THEIR
PORTFOLIOS:

37%
multi-family
rentals

90%
single-family
rentals

16%
association
properties

TOP PRIORITIES FOR 2020:

1. Growth
2. Profitability
3. Efficiency

TOP SERVICES PROVIDED:

1. Leasing
2. Rent collection
3. Evictions

FAST FACTS ABOUT HOUSTON

RENTERS

WHY THEY RENT

63%
like the flexibility that
renting offers

25%
aren't in a position to buy
a home right now

MOST COMMON
YEAR THEY MOVED
TO THE AREA

2013

HOW MANY TIMES
THEY'VE MOVED IN
THE PAST 5 YEARS

2

WHY THEY CHOOSE TO
LIVE IN THIS AREA

1. To be close to the people they care about
2. To have the lifestyle they want

HOW THEY SEARCH
FOR RENTALS

1. National listing sites
2. “For Rent” signs
3. Property managers’ websites

THEIR LIKELIHOOD OF MOVING THIS YEAR

30% renewing their lease **30%** moving out **40%** still on the fence

San Antonio/New Braunfels, TX



METRO POPULATION:
2,518,036

RESIDENTS GAINED FROM
DOMESTIC MIGRATION PER DAY:
62

MEDIAN 1-BEDROOM RENT
(Rentonomics)
\$862

MEDIAN 2-BEDROOM RENT
(Rentonomics)
\$1,084

**RENTAL VACANCY
RATE**
7.4%

MEDIAN HOME VALUE
(Zillow)
\$178,000

MEDIAN HOME LIST PRICE
(Redfin)
\$260,000

**YEAR-OVER-YEAR
RENT GROWTH**
(Rentonomics)
2.3%

**YEAR-OVER-YEAR
HOME VALUE GROWTH**
(Zillow)
5.3%

**ANNUAL
MEAN WAGE**
(Bureau of Labor Statistics)
\$46,650

IN YOUR WORDS:
Reports from Local Property Managers

“Too many apartments being built all at one time or in slow season. Owners leave or sell because units sit too long.”

“Major highway construction has had a negative impact on some areas. Influx of people from other states to San Antonio good for the single-family rental business.”

“They’re building a ton of houses and duplexes in New Braunfels. It affected our occupancy rate for the last 2 years due to competition, but seems to be leveling out.”

“Higher tax appraisals. Large numbers of people relocating to our area for retirement or work.”

“Lots of growth in Schertz, Cibolo, and New Braunfels areas.”

“Market rents are higher than in the past.”

FAST FACTS ABOUT SAN ANTONIO

PROPERTY MANAGERS

IN THE LAST 2 YEARS:

81%
experienced revenue growth


50%
experienced portfolio growth


IN THE NEXT 2 YEARS:

92%
anticipate revenue growth

89%
anticipate portfolio growth

WHAT'S IN THEIR PORTFOLIOS:

56%
multi-family rentals 

93%
single-family rentals 

44%
association properties 

TOP PRIORITIES FOR 2020:

1. Efficiency
2. Growth
3. Communication

TOP SERVICES PROVIDED:

1. Maintenance
2. Inspections
3. Property sales



South Atlantic Region:

District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina & Virginia

How the South Atlantic Region Stacks Up Against the Rest of the Country

	South Atlantic	U.S.	
Median 1-bedroom rent	\$959	\$960	0% higher than the U.S. overall
Median 2-bedroom rent	\$1,156	\$1,191	3% lower than the U.S. overall
Year-over-year rent growth	2.6%	1.6%	63% higher than the U.S. overall
Rental vacancy rate	8.2%	6.9%	19% higher than the U.S. overall
Median home value	\$270,557	\$229,000	18% higher than the U.S. overall
Year-over-year home value growth	4.2%	5.2%	19% lower than the U.S. overall
Median home list price	\$329,117	\$318,100	3% higher than the U.S. overall
Annual mean wage	\$55,243	\$51,960	6% higher than the U.S. overall

Source: Rent data from Rentonomics, vacancy data from the U.S. Census Bureau, median home value growth data from Zillow, median home list price data from Redfin, wage data from the Bureau of Labor Statistics

PROPERTY MANAGERS' TOP BUSINESS PRIORITY FOR 2020

57.3%
Growth

TOP BUSINESS CHALLENGE PROPERTY MANAGERS FACE

40.2%
Growth

Managing Rental Properties in the South Atlantic Region

	South Atlantic	U.S.	
PMs whose revenue grew over the last 2 years	78.6%	81.3%	3% lower than the U.S. overall
PMs who anticipate revenue growth in the next 2 years	89.9%	87.5%	3% higher than the U.S. overall
PMs whose portfolio grew over the last 2 years	67.5%	69.6%	3% lower than the U.S. overall
PMs who anticipate portfolio growth in the next 2 years	88.7%	84.0%	6% higher than the U.S. overall

83.0%
manage single-family rentals

TOP PROPERTY MANAGEMENT SERVICES

Rent & fee collection
89.0%

Leasing properties & marketing vacancies
87.1%

Maintenance & repairs
83.5%

Renting in the South Atlantic Region

Most common property type for renters	Single-family home
Most common neighborhood type for renters	Suburban
Renters' top reason for renting their home	45% would prefer to own their home, but aren't in a position to buy a place right now
Renters' level of interest in homeownership	35% are highly interested in homeownership, but the timing isn't right just yet
Renters' top reason for living in this area	28% live here to be close to the people they care about
Average number of moves in last 5 years	1
Average distance of most recent move	48% moved to a different home within the same city
Renters' likelihood of moving in the next year	37% plan on renewing their lease for another year
Most-desired neighborhood characteristic	Safe
Most-desired building/community amenities	High-speed internet, a pool, garbage pick-up
Most-desired unit amenities	Central air conditioning, in-unit washer & dryer, dishwasher
Rental technology renters want most	Paying rent online
Most common rental search method	Property managers' websites

Washington, D.C.



METRO POPULATION:
6,249,950

RESIDENTS LOST TO DOMESTIC MIGRATION PER DAY:
-84

MEDIAN 1-BEDROOM RENT
(Rentonomics)
\$1,367

MEDIAN 2-BEDROOM RENT
(Rentonomics)
\$1,579

RENTAL VACANCY RATE
6.2%

MEDIAN HOME VALUE
(Zillow)
\$562,900

ANNUAL MEAN WAGE
(Bureau of Labor Statistics)
\$70,980

YEAR-OVER-YEAR RENT GROWTH
(Rentonomics)
1.5%

YEAR-OVER-YEAR HOME VALUE GROWTH
(Zillow)
-1.0%

IN YOUR WORDS:
Reports from Local Property Managers

"In the last 18-24 months, home prices have increased, allowing owners the opportunity to sell their rental properties, and therefore not needing property management. Investors are still holding on to their rental properties."

"Rapid construction of high-end buildings in new neighborhoods has depressed the market in previously strong areas."

"Slowing rental market, takes longer to fill vacancies."

"Sales market has been on fire the last couple of years. This has impacted growth on the PM side."

"New apartment and condo construction is beginning to suppress prices for existing units."

FAST FACTS ABOUT WASHINGTON D.C.

PROPERTY MANAGERS

IN THE LAST 2 YEARS:

88%
experienced revenue growth

75%
experienced portfolio growth

IN THE NEXT 2 YEARS:

81%
anticipate revenue growth

88%
anticipate portfolio growth

WHAT'S IN THEIR PORTFOLIOS:

83%
multi-family rentals

83%
single-family rentals

50%
association properties

TOP PRIORITIES FOR 2020:

1. Efficiency
2. Growth
3. Balance

TOP SERVICES PROVIDED:

1. Rent collection
2. Maintenance
3. Inspections



Jacksonville, FL



METRO POPULATION:
1,534,701

RESIDENTS GAINED FROM
DOMESTIC MIGRATION PER DAY:
55

MEDIAN 1-BEDROOM RENT
(Rentonomics)
\$892

MEDIAN 2-BEDROOM RENT
(Rentonomics)
\$1,092

RENTAL VACANCY RATE
5.6%

MEDIAN HOME VALUE
(Zillow)
\$178,300

MEDIAN HOME LIST PRICE
(Redfin)
\$237,000

YEAR-OVER-YEAR RENT GROWTH
(Rentonomics)
1.8%

YEAR-OVER-YEAR HOME VALUE GROWTH
(Zillow)
6.4%

ANNUAL MEAN WAGE
(Bureau of Labor Statistics)
\$46,920

IN YOUR WORDS:
Reports from Local Property Managers

“Population growth, above-average market rental rates, and low inventory have attracted investors and first-time landlords.”

“Rents have risen substantially with the market growing, causing many families to not be able to find affordable housing.”

“Rental property inventory for small management companies has declined due to larger investors that have purchased and opened large property management companies, dominating our market area.”

“Inventory being sold quicker than new inventory being added. Investors purchasing in lower-rent areas.”




“New homebuilding, landlords selling their rentals, increase in HOA fees for rentals.”

FAST FACTS ABOUT JACKSONVILLE PROPERTY MANAGERS

IN THE LAST 2 YEARS:
68% experienced revenue growth
59% experienced portfolio growth

IN THE NEXT 2 YEARS:
91% anticipate revenue growth
91% anticipate portfolio growth

WHAT'S IN THEIR PORTFOLIOS:

- 48%** multi-family rentals 
- 96%** single-family rentals 
- 48%** association properties 

TOP PRIORITIES FOR 2020:

1. Growth
2. Efficiency
3. Marketing

TOP SERVICES PROVIDED:

1. Maintenance
2. Leasing
3. Inspections



Miami/Fort Lauderdale/West Palm Beach, FL



METRO POPULATION:
6,198,782

RESIDENTS LOST TO DOMESTIC
MIGRATION PER DAY:
-160

MEDIAN 1-BEDROOM RENT
(Rentonomics)
\$1,083

MEDIAN 2-BEDROOM RENT
(Rentonomics)
\$1,373

RENTAL VACANCY
RATE
7.4%

MEDIAN HOME VALUE
(Zillow)
\$336,300

MEDIAN HOME LIST PRICE
(Redfin)
\$459,000

**YEAR-OVER-YEAR
RENT GROWTH**
(Rentonomics)
1.3%

**YEAR-OVER-YEAR
HOME VALUE GROWTH**
(Zillow)
1.3%

**ANNUAL
MEAN WAGE**
(Bureau of Labor Statistics)
\$48,240

IN YOUR WORDS:
Reports from Local Property Managers

“Overall, we have had a very strong rental market over the past several years. A shortage of housing for purchase and lack of financing options are driving tenants to rent.”

“The increase in rental rates has increased the number of investors buying and renting properties in condo and homeowners associations.”

“Fort Lauderdale has new developments, most of which are luxury rentals. A lot of people are moving to South Florida.”

FAST FACTS ABOUT MIAMI

PROPERTY MANAGERS

IN THE LAST 2 YEARS:

81%
experienced revenue growth


81%
experienced portfolio growth


IN THE NEXT 2 YEARS:

95%
anticipate revenue growth

91%
anticipate portfolio growth

WHAT'S IN THEIR
PORTFOLIOS:

44%
multi-family
rentals 

59%
single-family
rentals 

44%
association
properties 

TOP PRIORITIES FOR 2020:

1. Growth
2. Efficiency
3. Marketing

TOP SERVICES PROVIDED:

1. Rent collection
2. Maintenance
3. Leasing



Orlando/Kissimmee/Sanford, FL



METRO POPULATION:
2,572,962

RESIDENTS GAINED FROM
DOMESTIC MIGRATION PER DAY:
47

MEDIAN 1-BEDROOM RENT
(Rentonomics)
\$1,092

MEDIAN 2-BEDROOM RENT
(Rentonomics)
\$1,308

**RENTAL VACANCY
RATE**
5.8%

MEDIAN HOME VALUE
(Zillow)
\$242,000

MEDIAN HOME LIST PRICE
(Redfin)
\$329,000

**YEAR-OVER-YEAR
RENT GROWTH**
(Rentonomics)
2.3%

**YEAR-OVER-YEAR
HOME VALUE GROWTH**
(Zillow)
4.0%

**ANNUAL
MEAN WAGE**
(Bureau of Labor Statistics)
\$44,930

IN YOUR WORDS:
Reports from Local Property Managers

“Downtown population growth has driven up demand for properties within 10-15 minutes of downtown. In areas like Lake Nona and Hunter’s Creek, demand is so high that units usually don’t last more than a week. Higher prices have also driven people to move further out.”

“Landlords are selling their rental properties as values increase. While demand is still high, rental supply has been reduced.”
“Growth, jobs, construction, and the housing market boom. Increase in rents and rental demand.”

“The rising market value of properties, which has caused many investors to cash out.”
“Institutional investors, sell-offs due to an increase in property values, more competition from new property management companies.”

FAST FACTS ABOUT ORLANDO PROPERTY MANAGERS

IN THE LAST 2 YEARS:

62%
experienced revenue growth

50%
experienced portfolio growth

IN THE NEXT 2 YEARS:

85%
anticipate revenue growth

85%
anticipate portfolio growth

**WHAT’S IN THEIR
PORTFOLIOS:**

53%
multi-family
rentals

70%
single-family
rentals

37%
association
properties

TOP PRIORITIES FOR 2020:

1. Growth
2. Efficiency
3. Profitability

TOP SERVICES PROVIDED:

1. Rent collection
2. Inspections
3. Leasing

FAST FACTS ABOUT ORLANDO RENTERS

WHY THEY RENT

37%
aren’t in a position to buy
a home right now

18%
like the flexibility that
renting provides

**MOST COMMON
YEAR THEY MOVED
TO THE AREA**

2014

**HOW MANY TIMES
THEY’VE MOVED IN
THE PAST 5 YEARS**

2

**WHY THEY CHOOSE TO
LIVE IN THIS AREA**

1. To pursue career opportunities
2. To have the lifestyle they want

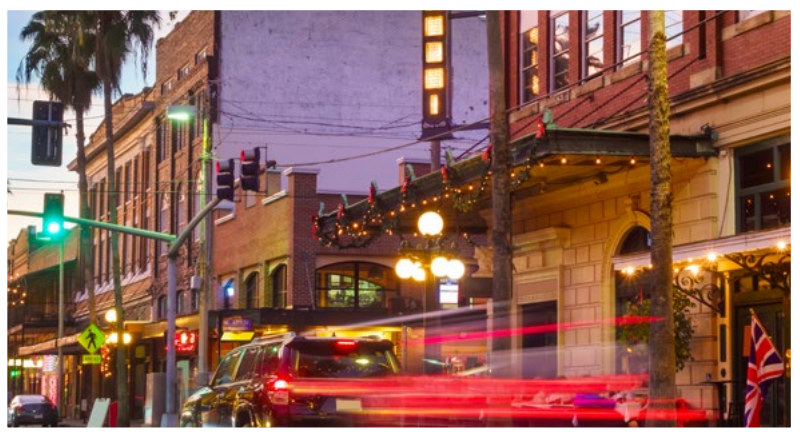
**HOW THEY SEARCH
FOR RENTALS**

1. “For Rent” signs
2. Property managers’ websites
3. National listing sites

THEIR LIKELIHOOD OF MOVING THIS YEAR

44% renewing their lease **24%** moving out **33%** still on the fence

Tampa/St. Petersburg/Clearwater, FL



METRO POPULATION:
3,142,663

RESIDENTS GAINED FROM
DOMESTIC MIGRATION PER DAY:
96

MEDIAN 1-BEDROOM RENT
(Rentonomics)
\$1,034

MEDIAN 2-BEDROOM RENT
(Rentonomics)
\$1,287

RENTAL VACANCY RATE
9.9%

MEDIAN HOME VALUE
(Zillow)
\$219,100

MEDIAN HOME LIST PRICE
(Redfin)
\$260,000

YEAR-OVER-YEAR RENT GROWTH
(Rentonomics)
2.0%

YEAR-OVER-YEAR HOME VALUE GROWTH
(Zillow)
2.5%

ANNUAL MEAN WAGE
(Bureau of Labor Statistics)
\$47,750

IN YOUR WORDS:
Reports from Local Property Managers

"Housing sales have slowed slightly. Rental demand remains strong. We have a vibrant economy in the Tampa area with seasonal demand for furnished rentals. A lot of new construction as the pathway between Tampa and Orlando begins to attract commuters."

"Hurricane damage significantly depressed the property demand due to fear of loss from storms in the future."
"Lots of new construction of high-end apartment buildings."




"Cap rate compression made acquisition difficult. Portfolio expansion has been problematic."
"Owners selling their homes as prices reached a high for them."

FAST FACTS ABOUT TAMPA PROPERTY MANAGERS

IN THE LAST 2 YEARS:
83% experienced revenue growth
66% experienced portfolio growth

IN THE NEXT 2 YEARS:
93% anticipate revenue growth
93% anticipate portfolio growth

WHAT'S IN THEIR PORTFOLIOS:

- 63%** multi-family rentals 
- 84%** single-family rentals 
- 38%** association properties 

- TOP PRIORITIES FOR 2020:**
1. Growth
 2. Efficiency
 3. Profitability

- TOP SERVICES PROVIDED:**
1. Maintenance
 2. Rent collection
 3. Leasing

FAST FACTS ABOUT TAMPA RENTERS

WHY THEY RENT
55% aren't in a position to buy a home right now

MOST COMMON YEAR THEY MOVED TO THE AREA
2013

18% don't want the responsibility of owning a home

HOW MANY TIMES THEY'VE MOVED IN THE PAST 5 YEARS
1

WHY THEY CHOOSE TO LIVE IN THIS AREA

1. To have the lifestyle they want
2. To be close to the people they care about

HOW THEY SEARCH FOR RENTALS

1. National listing sites
2. Referrals from friends
3. Property managers' websites

THEIR LIKELIHOOD OF MOVING THIS YEAR

46% renewing their lease **18%** moving out **36%** still on the fence

Atlanta/Sandy Springs/Roswell, GA



METRO POPULATION:
5,949,951

RESIDENTS GAINED FROM DOMESTIC MIGRATION PER DAY:
70

MEDIAN 1-BEDROOM RENT
(Rentonomics)
\$1,044

MEDIAN 2-BEDROOM RENT
(Rentonomics)
\$1,206

RENTAL VACANCY RATE
6.6%

MEDIAN HOME VALUE
(Zillow)
\$256,500

MEDIAN HOME LIST PRICE
(Redfin)
\$395,900

YEAR-OVER-YEAR RENT GROWTH
(Rentonomics)
1.6%

YEAR-OVER-YEAR HOME VALUE GROWTH
(Zillow)
5.2%

ANNUAL MEAN WAGE
(Bureau of Labor Statistics)
\$52,750

IN YOUR WORDS:
Reports from Local Property Managers

“Great tech job growth has kept inventory low and rental prices increasing over the last 5-7 years. Hard to get a good cap rate now when buying, though.”

“Highly competitive market for property managers. Advertising is expensive, and competition for leads is fierce.”

“Lately, it seems it’s been hard to find good rental applicants, which is the first time in 7 years for us. The rents have increased every year, but this past year dramatically.”

“Sales have been great in the last 2 years, which contributed to us losing units due to owners selling.”




“Job growth leading to population growth leading to higher demand.”

FAST FACTS ABOUT ATLANTA PROPERTY MANAGERS

IN THE LAST 2 YEARS:
88% experienced revenue growth
67% experienced portfolio growth

IN THE NEXT 2 YEARS:
97% anticipate revenue growth
91% anticipate portfolio growth

WHAT’S IN THEIR PORTFOLIOS:

- 57%** multi-family rentals 
- 89%** single-family rentals 
- 20%** association properties 

- TOP PRIORITIES FOR 2020:**
1. Growth
 2. Profitability
 3. Efficiency

- TOP SERVICES PROVIDED:**
1. Rent collection
 2. Leasing
 3. Evictions

FAST FACTS ABOUT ATLANTA RENTERS

WHY THEY RENT
52% aren’t in a position to buy a home right now

13% don’t want the responsibility of owning a home

MOST COMMON YEAR THEY MOVED TO THE AREA
2014

HOW MANY TIMES THEY’VE MOVED IN THE PAST 5 YEARS
2

THEIR LIKELIHOOD OF MOVING THIS YEAR

33% renewing their lease **24%** moving out **43%** still on the fence

WHY THEY CHOOSE TO LIVE IN THIS AREA

1. To pursue career opportunities
2. To live in a place they can afford

HOW THEY SEARCH FOR RENTALS

1. National listing sites
2. Property managers’ websites
3. “For Rent” signs

Savannah, GA



METRO POPULATION:
389,494

RESIDENTS GAINED FROM
DOMESTIC MIGRATION PER DAY:
2

MEDIAN 1-BEDROOM RENT
(Rentonomics)
\$916

MEDIAN 2-BEDROOM RENT
(Rentonomics)
\$1,057

MEDIAN HOME VALUE
(Zillow)
\$136,400

ANNUAL MEAN WAGE
(Bureau of Labor Statistics)
\$44,480

**YEAR-OVER-YEAR
RENT GROWTH**
(Rentonomics)
1.5%

**YEAR-OVER-YEAR
HOME VALUE GROWTH**
(Zillow)
5.6%

IN YOUR WORDS:
Reports from Local Property Managers

“Property values have increased. Rental rates have increased as well. We have a handful of clients wanting to sell this year since the sales market is doing so well right now.”

FAST FACTS ABOUT SAVANNAH PROPERTY MANAGERS


IN THE LAST 2 YEARS:


90%
experienced revenue growth
70%
experienced portfolio growth


IN THE NEXT 2 YEARS:

100%
anticipate revenue growth
80%
anticipate portfolio growth

**WHAT'S IN THEIR
PORTFOLIOS:**

75%
multi-family
rentals 

83%
single-family
rentals 

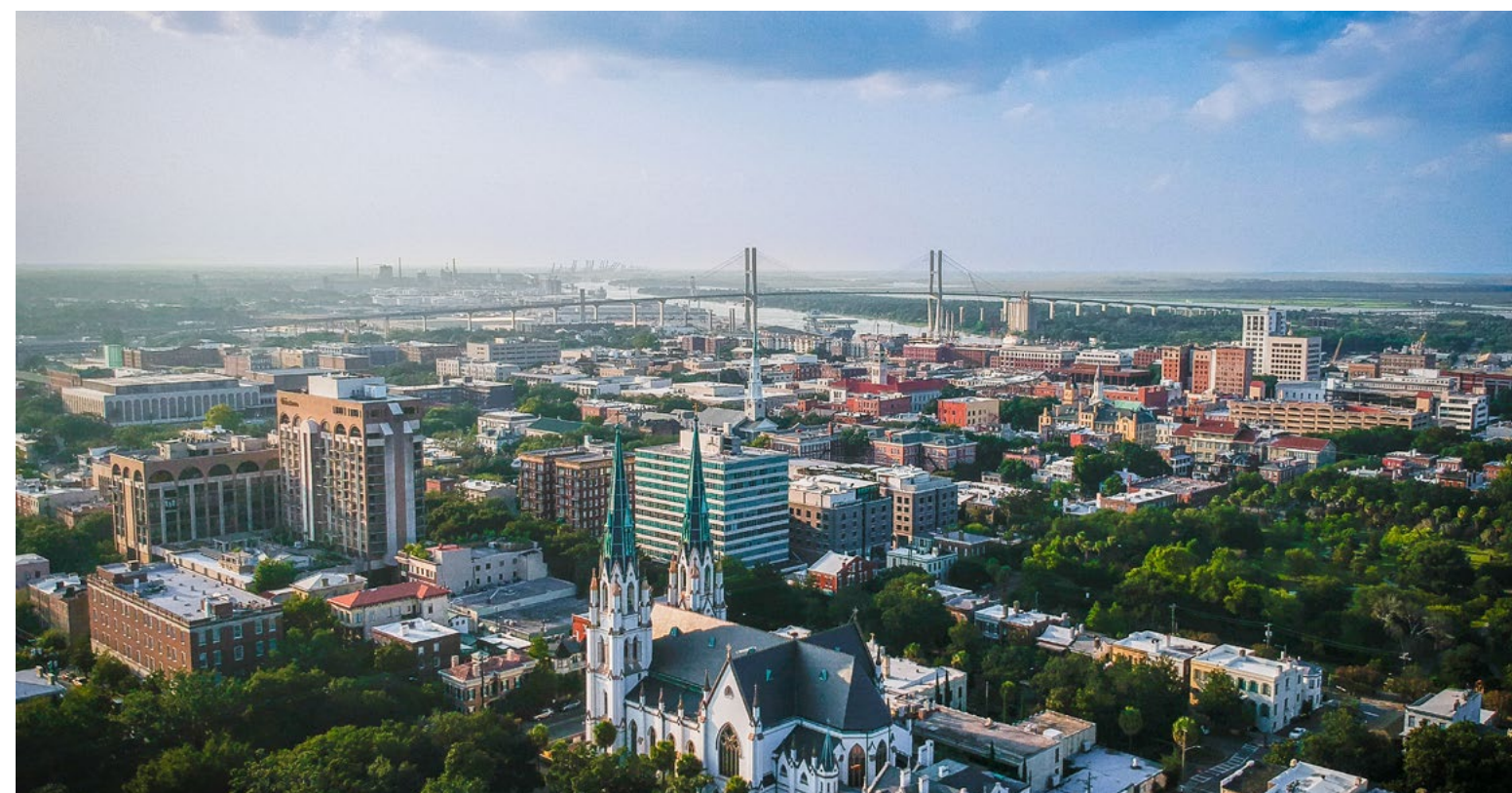
42%
association
properties 

TOP PRIORITIES FOR 2020:

1. Efficiency
2. Growth
3. Organization

TOP SERVICES PROVIDED:

1. Leasing
2. Inspections
3. Cleaning



Baltimore/Columbia/Towson, MD



METRO POPULATION:
2,802,789

RESIDENTS LOST TO DOMESTIC MIGRATION PER DAY:
-25

MEDIAN 1-BEDROOM RENT
(Rentonomics)
\$948

MEDIAN 2-BEDROOM RENT
(Rentonomics)
\$1,190

RENTAL VACANCY RATE
9.4%

MEDIAN HOME VALUE
(Zillow)
\$115,300

MEDIAN HOME LIST PRICE
(Redfin)
\$179,900

YEAR-OVER-YEAR RENT GROWTH
(Rentonomics)
0.7%

YEAR-OVER-YEAR HOME VALUE GROWTH
(Zillow)
-1.8%

ANNUAL MEAN WAGE
(Bureau of Labor Statistics)
\$57,740

IN YOUR WORDS:
Reports from Local Property Managers

“Resale market strengthening. Some owners now finally have equity and are opting to sell. So far, I have replaced every door I’ve lost to sales.”

“Increased cost of housing, crime, tax rates, construction. No major impact on our business, but has affected owners’ ability to always make payments.”

FAST FACTS ABOUT BALTIMORE PROPERTY MANAGERS

IN THE LAST 2 YEARS:

81%
experienced revenue growth


75%
experienced portfolio growth


IN THE NEXT 2 YEARS:


100%
anticipate revenue growth

100%
anticipate portfolio growth

WHAT’S IN THEIR PORTFOLIOS:

68%
multi-family rentals 

79%
single-family rentals 

37%
association properties 

TOP PRIORITIES FOR 2020:

1. Growth
2. Efficiency
3. Profitability

TOP SERVICES PROVIDED:

1. Leasing
2. Rent collection
3. Evictions



Charlotte/Concord/Gastonia, NC



METRO POPULATION:
2,569,213

RESIDENTS GAINED FROM
DOMESTIC MIGRATION PER DAY:
71

MEDIAN 1-BEDROOM RENT
(Rentonomics)
\$986

MEDIAN 2-BEDROOM RENT
(Rentonomics)
\$1,151

RENTAL VACANCY RATE
5.6%

MEDIAN HOME VALUE
(Zillow)
\$227,800

MEDIAN HOME LIST PRICE
(Redfin)
\$325,000

YEAR-OVER-YEAR RENT GROWTH
(Rentonomics)
2.4%

YEAR-OVER-YEAR HOME VALUE GROWTH
(Zillow)
6.8%

ANNUAL MEAN WAGE
(Bureau of Labor Statistics)
\$51,000

IN YOUR WORDS:
Reports from Local Property Managers

“The biggest factor for us is that given the real estate market—being such a good market currently for sellers—a lot of investors are selling off their units at high prices. So we are losing managed units.”

“Large number of investors purchasing rental properties. At the same time, a lot of investors that bought homes in 2005-2010 are selling them for a profit. In the coming years, the supply of lower-income properties will explode.”

“Property managers offering discounted services. Increased housing market rental rates. Lack of affordable housing.”

“Growth of city. Shortage of housing in the Charlotte area.”

FAST FACTS ABOUT CHARLOTTE

PROPERTY MANAGERS

IN THE LAST 2 YEARS:

83%
experienced revenue growth


66%
experienced portfolio growth


IN THE NEXT 2 YEARS:


93%
anticipate revenue growth

93%
anticipate portfolio growth

WHAT'S IN THEIR PORTFOLIOS:

63%
multi-family rentals 

84%
single-family rentals 

38%
association properties 

TOP PRIORITIES FOR 2020:

1. Growth
2. Efficiency
3. Profitability

TOP SERVICES PROVIDED:

1. Rent collection
2. Maintenance
3. Evictions



Raleigh/Cary, NC



METRO POPULATION:
1,362,540

RESIDENTS GAINED FROM
DOMESTIC MIGRATION PER DAY:
43

MEDIAN 1-BEDROOM RENT
(Rentonomics)
\$1,018

MEDIAN 2-BEDROOM RENT
(Rentonomics)
\$1,177

RENTAL VACANCY RATE
6.4%

MEDIAN HOME VALUE
(Zillow)
\$278,200

MEDIAN HOME LIST PRICE
(Redfin)
\$399,000

YEAR-OVER-YEAR RENT GROWTH
(Rentonomics)
3.4%

YEAR-OVER-YEAR HOME VALUE GROWTH
(Zillow)
5.7%

ANNUAL MEAN WAGE
(Bureau of Labor Statistics)
\$52,580

IN YOUR WORDS:
Reports from Local Property Managers

“Employment has kept the demand for rentals high, as many want to get to know the area before buying or are not interested in buying. The demand for rentals has brought investors to the area, creating a stronger market for management companies to grow.”

“Lately, low-mid income renters are looking for private owners because they don’t make 3 or 4 times the monthly rent that is required by apartment complexes. The cost of living is going up, while incomes are staying the same. Low minimum wage is a real issue in this area.”

“We are in a hot real estate market. We’ve lost a lot of properties to sales. It’s not a good time to pick up investment properties.”




“Small companies are selling or getting out of the business. Owners are starting to sell their properties.”

FAST FACTS ABOUT RALEIGH PROPERTY MANAGERS

IN THE LAST 2 YEARS:
93% experienced revenue growth
71% experienced portfolio growth

IN THE NEXT 2 YEARS:
100% anticipate revenue growth
93% anticipate portfolio growth

WHAT’S IN THEIR PORTFOLIOS:

- 36%** multi-family rentals 
- 93%** single-family rentals 
- 36%** association properties 

- TOP PRIORITIES FOR 2020:**
1. Growth
 2. Profitability
 3. Efficiency

- TOP SERVICES PROVIDED:**
1. Rent collection
 2. Maintenance
 3. Leasing

FAST FACTS ABOUT RALEIGH RENTERS

WHY THEY RENT
50% aren’t in a position to buy a home right now

20% don’t want the responsibility of owning a home

MOST COMMON YEAR THEY MOVED TO THE AREA
2015

HOW MANY TIMES THEY’VE MOVED IN THE PAST 5 YEARS
2

WHY THEY CHOOSE TO LIVE IN THIS AREA

1. To pursue career opportunities
2. To be close to the people they care about

HOW THEY SEARCH FOR RENTALS

1. Property managers’ websites
2. National listing sites
3. Local paper & bulletin boards

THEIR LIKELIHOOD OF MOVING THIS YEAR

40% renewing their lease **10%** moving out **50%** still on the fence

Charleston, SC



METRO POPULATION:
787,643

RESIDENTS GAINED FROM
DOMESTIC MIGRATION PER DAY:
24

MEDIAN 1-BEDROOM RENT
(Rentonomics)
\$921

MEDIAN 2-BEDROOM RENT
(Rentonomics)
\$1,097

**RENTAL VACANCY
RATE**
17.0%

MEDIAN HOME VALUE
(Zillow)
\$314,900

MEDIAN HOME LIST PRICE
(Redfin)
\$405,000

**YEAR-OVER-YEAR
RENT GROWTH**
(Rentonomics)
2.4%

**YEAR-OVER-YEAR
HOME VALUE GROWTH**
(Zillow)
0.8%

**ANNUAL
MEAN WAGE**
(Bureau of Labor Statistics)

IN YOUR WORDS:
Reports from Local Property Managers

“Increase in jobs and home values has produced a strong seller’s market, creating in a decline in properties under management.”

“Steady industrial and commercial growth. Many people moving to our area. Supply and demand have affected the rental prices.”

“Major construction of new high-rise apartment buildings has increased the time properties take to rent. New apartment buildings have higher marketing budgets, which makes it hard to compete.”

“Extremely competitive housing market. Tourism.”

“Significant number of new construction multi-family units.”

FAST FACTS ABOUT CHARLESTON

PROPERTY MANAGERS

IN THE LAST 2 YEARS:

67%
experienced revenue growth

44%
experienced portfolio growth

IN THE NEXT 2 YEARS:

67%
anticipate revenue growth

78%
anticipate portfolio growth

WHAT’S IN THEIR PORTFOLIOS:

40%
multi-family rentals

90%
single-family rentals

20%
association properties

TOP PRIORITIES FOR 2020:

1. Efficiency
2. Marketing
3. Growth

TOP SERVICES PROVIDED:

1. Rent collection
2. Maintenance
3. Inspections



Mid-Atlantic Region: Delaware, New Jersey, New York & Pennsylvania

How the Mid-Atlantic Region Stacks Up Against the Rest of the Country

	Mid-Atlantic	U.S.	
Median 1-bedroom rent	\$1,096	\$960	14% higher than the U.S. overall
Median 2-bedroom rent	\$1,333	\$1,191	12% higher than the U.S. overall
Year-over-year rent growth	1.5%	1.6%	6% lower than the U.S. overall
Rental vacancy rate	6.0%	6.9%	13% lower than the U.S. overall
Median home value	\$260,600	\$229,000	14% higher than the U.S. overall
Year-over-year home value growth	3.8%	5.2%	27% lower than the U.S. overall
Median home list price	\$389,200	\$318,100	22% higher than the U.S. overall
Annual mean wage	\$55,858	\$51,960	8% higher than the U.S. overall

Source: Rent data from Rentonomics, vacancy data from the U.S. Census Bureau, median home value growth data from Zillow, median home list price data from Redfin, wage data from the Bureau of Labor Statistics

PROPERTY MANAGERS' TOP BUSINESS PRIORITY FOR 2020

46.0%
Efficiency

TOP BUSINESS CHALLENGE PROPERTY MANAGERS FACE

41.4%
Efficiency

Managing Rental Properties in the Mid-Atlantic Region

	Mid-Atlantic	U.S.	
PMs whose revenue grew over the last 2 years	87.1%	81.3%	7% higher than the U.S. overall
PMs who anticipate revenue growth in the next 2 years	88.2%	87.5%	1% higher than the U.S. overall
PMs whose portfolio grew over the last 2 years	73.1%	69.6%	5% higher than the U.S. overall
PMs who anticipate portfolio growth in the next 2 years	82.8%	84.0%	1% lower than the U.S. overall

82.7%
manage multi-family rentals

TOP PROPERTY MANAGEMENT SERVICES

Maintenance & repairs
68.4%

Rent & fee collection
64.5%

Leasing properties & marketing vacancies
59.2%

Renting in the Mid-Atlantic Region

Most common property type for renters	Mid-sized apartment building
Most common neighborhood type for renters	Urban
Renters' top reason for renting their home	38% would prefer to own their home, but aren't in a position to buy a place right now
Renters' level of interest in homeownership	27% are happy renting for now, but expect they'll want to become a homeowner someday
Renters' top reason for living in this area	29% live here to be close to the people they care about
Average number of moves in last 5 years	1
Average distance of most recent move	42% moved to a different home within the same city
Renters' likelihood of moving in the next year	49% plan on renewing their lease for another year
Most-desired neighborhood characteristic	Safe
Most-desired building/community amenities	Laundry room, high-speed internet, garbage pick-up
Most-desired unit amenities	In-unit washer and dryer; central air conditioning; balcony, porch, or private patio
Rental technology renters want most	Paying rent online
Most common rental search method	National listing sites

New York City, NY



METRO POPULATION:
19,979,477

RESIDENTS LOST TO DOMESTIC
MIGRATION PER DAY:
-545

MEDIAN 1-BEDROOM RENT
(Rentonomics)
\$2,142

MEDIAN 2-BEDROOM RENT
(Rentonomics)
\$2,551

RENTAL VACANCY
RATE
4.5%

MEDIAN HOME VALUE
(Zillow)
\$671,700

MEDIAN HOME LIST PRICE
(Redfin)
\$899,000

**YEAR-OVER-YEAR
RENT GROWTH**
(Rentonomics)
1.7%

**YEAR-OVER-YEAR
HOME VALUE GROWTH**
(Zillow)
0.1%

**ANNUAL
MEAN WAGE**
(Bureau of Labor Statistics)
\$64,550



FAST FACTS ABOUT NEW YORK CITY PROPERTY MANAGERS

IN THE LAST 2 YEARS:

90%
experienced revenue growth

75%
experienced portfolio growth

IN THE NEXT 2 YEARS:

80%
anticipate revenue growth

75%
anticipate portfolio growth

WHAT'S IN THEIR PORTFOLIOS:

91%
multi-family
rentals

26%
single-family
rentals

61%
association
properties

TOP PRIORITIES FOR 2020:

1. Growth
2. Efficiency
3. Profitability

TOP SERVICES PROVIDED:

1. Maintenance
2. Rent collection
3. Inspections

FAST FACTS ABOUT NEW YORK CITY RENTERS

WHY THEY RENT

36%
aren't in a position to buy
a home right now

30%
find it's cheaper to rent
than own in their area

MOST COMMON YEAR THEY MOVED TO THE AREA

2007

HOW MANY TIMES THEY'VE MOVED IN THE PAST 5 YEARS

2

THEIR LIKELIHOOD OF MOVING THIS YEAR

52% renewing their lease

29% moving out

19% still on the fence

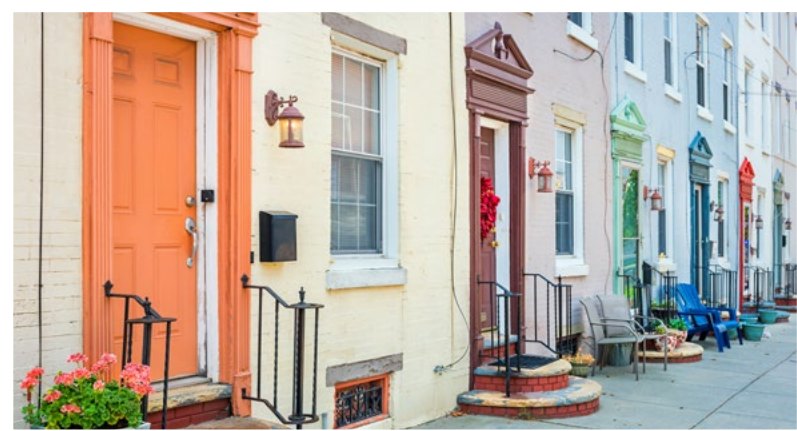
WHY THEY CHOOSE TO LIVE IN THIS AREA

1. To be close to the people they care about
2. To pursue career opportunities

HOW THEY SEARCH FOR RENTALS

1. Referrals from friends
2. National listing sites
3. Property managers' websites

Philadelphia, PA



METRO POPULATION:
6,096,372

RESIDENTS LOST TO DOMESTIC
MIGRATION PER DAY:
-34

MEDIAN 1-BEDROOM RENT
(Rentonomics)
\$977

MEDIAN 2-BEDROOM RENT
(Rentonomics)
\$1,180

**RENTAL VACANCY
RATE**
6.4%

MEDIAN HOME VALUE
(Zillow)
\$156,100

MEDIAN HOME LIST PRICE
(Redfin)
\$249,900

**YEAR-OVER-YEAR
RENT GROWTH**
(Rentonomics)
0.8%

**YEAR-OVER-YEAR
HOME VALUE GROWTH**
(Zillow)
3.7%

**ANNUAL
MEAN WAGE**
(Bureau of Labor Statistics)
\$56,170

IN YOUR WORDS:
Reports from Local Property Managers

“Quickly changing rental prices and a growing real estate market.”

“Compressed cap rates = hard to buy a deal.”

“Crazy housing boom in Philly. It’s hard to find maintenance contractors because everyone has full-time building jobs.”

“Booming commercial corridor and residential housing market in our area has helped business because market rent has increased.”

FAST FACTS ABOUT PHILADELPHIA

PROPERTY MANAGERS

IN THE LAST 2 YEARS:

100%
experienced revenue growth


93%
experienced portfolio growth


IN THE NEXT 2 YEARS:


93%
anticipate revenue growth

93%
anticipate portfolio growth

WHAT’S IN THEIR PORTFOLIOS:

87%
multi-family rentals 

53%
single-family rentals 

27%
association properties 

TOP PRIORITIES FOR 2020:

1. Growth
2. Efficiency
3. Owners

TOP SERVICES PROVIDED:

1. Maintenance
2. Rent collection
3. Leasing

FAST FACTS ABOUT PHILADELPHIA

RENTERS

WHY THEY RENT

30%
aren’t in a position to buy a home right now

30%
find it’s cheaper to rent than own in their area

MOST COMMON YEAR THEY MOVED TO THE AREA

2016

HOW MANY TIMES THEY’VE MOVED IN THE PAST 5 YEARS

3

WHY THEY CHOOSE TO LIVE IN THIS AREA

1. To pursue career opportunities
2. To be close to the people they care about

HOW THEY SEARCH FOR RENTALS

1. Property managers’ websites
2. National listing sites
3. Referrals from friends

THEIR LIKELIHOOD OF MOVING THIS YEAR

40% renewing their lease **10%** moving out **50%** still on the fence

Pittsburgh, PA



METRO POPULATION:
2,324,743

RESIDENTS LOST TO DOMESTIC
MIGRATION PER DAY:
-12

MEDIAN 1-BEDROOM RENT
(Rentonomics)
\$740

MEDIAN 2-BEDROOM RENT
(Rentonomics)
\$926

**RENTAL VACANCY
RATE**
6.3%

MEDIAN HOME VALUE
(Zillow)
\$145,900

ANNUAL MEAN WAGE
(Bureau of Labor Statistics)
\$50,070

**YEAR-OVER-YEAR
RENT GROWTH**
(Rentonomics)
1.2%

**YEAR-OVER-YEAR
HOME VALUE GROWTH**
(Zillow)
0.5%

IN YOUR WORDS:
Reports from Local Property Managers

“The economy here is booming, but only in select areas. Pittsburgh blooms sort of slow, so many investors are waiting for the right time.”

“We are getting homeowners who have previously rented, first-time homeowners, and seniors wanting to downsize.”

FAST FACTS ABOUT PITTSBURGH

PROPERTY MANAGERS

IN THE LAST 2 YEARS:

100%
experienced revenue growth

100%
experienced portfolio growth

IN THE NEXT 2 YEARS:

100%
anticipate revenue growth

100%
anticipate portfolio growth

WHAT'S IN THEIR
PORTFOLIOS:

88%
multi-family
rentals

50%
single-family
rentals

50%
association
properties

TOP PRIORITIES FOR 2020:

1. Efficiency
2. Organization
3. Property improvements

TOP SERVICES PROVIDED:

1. Maintenance
2. Leasing
3. Rent collection



New England Region: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island & Vermont

How the New England Region Stacks Up Against the Rest of the Country

	New England	U.S.	
Median 1-bedroom rent	\$1,026	\$960	7% higher than the U.S. overall
Median 2-bedroom rent	\$1,281	\$1,191	8% higher than the U.S. overall
Year-over-year rent growth	1.3%	1.6%	19% lower than the U.S. overall
Rental vacancy rate	4.3%	6.9%	38% lower than the U.S. overall
Median home value	\$275,600	\$229,000	20% higher than the U.S. overall
Year-over-year home value growth	3.6%	5.2%	31% lower than the U.S. overall
Median home list price	\$344,133	\$318,100	8% higher than the U.S. overall
Annual mean wage	\$54,802	\$51,960	5% higher than the U.S. overall

Source: Rent data from Rentonomics, vacancy data from the U.S. Census Bureau, median home value growth data from Zillow, median home list price data from Redfin, wage data from the Bureau of Labor Statistics

PROPERTY MANAGERS' TOP PRIORITY FOR 2020

48.3%
Efficiency

TOP BUSINESS CHALLENGE PROPERTY MANAGERS FACE

34.5%
Efficiency

Managing Rental Properties in the New England Region

	New England	U.S.	
PMs whose revenue grew over the last 2 years	83.1%	81.3%	< 2% higher than the U.S. overall
PMs who anticipate revenue growth in the next 2 years	80.0%	87.5%	< 8% lower than the U.S. overall
PMs whose portfolio grew over the last 2 years	72.3%	69.6%	< 4% higher than the U.S. overall
PMs who anticipate portfolio growth in the next 2 years	73.9%	84.0%	< 12% lower than the U.S. overall

76.8%
manage multi-family rentals

TOP PROPERTY MANAGEMENT SERVICES

Maintenance & repairs
70.6%

Rent & fee collection
66.7%

Renting in the New England Region

Most common property type for renters	Multi-family home
Most common neighborhood type for renters	Suburban
Renters' top reason for renting their home	36% would prefer to own their home, but aren't in a position to buy a place right now
Renters' level of interest in homeownership	36% are highly interested in homeownership, but the timing isn't right just yet
Renters' top reason for living in this area	29% live here because of the area's career opportunities
Average number of moves in last 5 years	2
Average distance of most recent move	44% moved to a different home within the same city
Renters' likelihood of moving in the next year	44% plan on renewing their lease for another year
Most-desired neighborhood characteristic	Safe
Most-desired building/community amenity	Laundry room
Most-desired unit amenity	In-unit washer and dryer
Rental technology renters want most	Paying rent online
Most common rental search method	National listing sites

Boston, MA



METRO POPULATION:
4,875,390

RESIDENTS LOST TO DOMESTIC
MIGRATION PER DAY:
-59

MEDIAN 1-BEDROOM RENT
(Rentonomics)
\$1,733

MEDIAN 2-BEDROOM RENT
(Rentonomics)
\$2,148

**RENTAL VACANCY
RATE**
3.8%

MEDIAN HOME VALUE
(Zillow)
\$407,400

MEDIAN HOME LIST PRICE
(Redfin)
\$849,000

**YEAR-OVER-YEAR
RENT GROWTH**
(Rentonomics)
2.2%

**YEAR-OVER-YEAR
HOME VALUE GROWTH**
(Zillow)
2.3%

**ANNUAL
MEAN WAGE**
(Bureau of Labor Statistics)
\$67,370

IN YOUR WORDS:
Reports from Local Property Managers

“Several new apartment buildings are being built in the area. Our units don’t rent as quickly as they did in the past. We have been forced to renovate/update our units to compete.”

“Property values and rents have gone up very quickly. The property taxes have also risen.”

“Luxury buildings being built.”

“Increased rent rates have increased the demand for remodeled/newer properties.”

“Tech and pharma mini-boom.”

FAST FACTS ABOUT BOSTON

PROPERTY MANAGERS

IN THE LAST 2 YEARS:

83%
experienced revenue growth

79%
experienced portfolio growth

IN THE NEXT 2 YEARS:

72%
anticipate revenue growth

79%
anticipate portfolio growth

WHAT’S IN THEIR
PORTFOLIOS:

81%
multi-family
rentals

45%
single-family
rentals

19%
association
properties

TOP PRIORITIES FOR 2020:

1. Efficiency
2. Growth
3. Profitability

TOP SERVICES PROVIDED:

1. Rent collection
2. Maintenance
3. Accounting

FAST FACTS ABOUT BOSTON

RENTERS

WHY THEY RENT

37%
aren’t in a position to buy
a home right now

36%
find it’s cheaper to rent than
own in their area

MOST COMMON
YEAR THEY MOVED
TO THE AREA

2014

HOW MANY TIMES
THEY’VE MOVED IN
THE PAST 5 YEARS

2

WHY THEY CHOOSE TO
LIVE IN THIS AREA

1. To pursue career opportunities
2. To have the lifestyle they want

HOW THEY SEARCH
FOR RENTALS

1. National listing sites
2. Local listing sites
3. Referrals from friends

THEIR LIKELIHOOD OF MOVING THIS YEAR

39% renewing their lease **28%** moving out **33%** still on the fence

Great Lakes Region: Illinois, Michigan, Minnesota & Wisconsin

How the Great Lakes Region Stacks Up Against the Rest of the Country

	Great Lakes	U.S.	
Median 1-bedroom rent	\$794	\$960	17% lower than the U.S. overall
Median 2-bedroom rent	\$994	\$1,191	17% lower than the U.S. overall
Year-over-year rent growth	1.2%	1.6%	25% lower than the U.S. overall
Rental vacancy rate	6.1%	6.9%	12% lower than the U.S. overall
Median home value	\$190,575	\$229,000	17% lower than the U.S. overall
Year-over-year home value growth	5.2%	5.2%	0% higher than the U.S. overall
Median home list price	\$267,425	\$318,100	16% lower than the U.S. overall
Annual mean wage	\$51,213	\$51,960	1% lower than the U.S. overall

Source: Rent data from Rentonomics, vacancy data from the U.S. Census Bureau, median home value growth data from Zillow, median home list price data from Redfin, wage data from the Bureau of Labor Statistics

PROPERTY MANAGERS' TOP BUSINESS PRIORITY FOR 2020

46.4%
Efficiency

TOP BUSINESS CHALLENGE PROPERTY MANAGERS FACE

38.4%
Maintenance

Managing Rental Properties in the Great Lakes Region

	Great Lakes	U.S.	
PMs whose revenue grew over the last 2 years	79.3%	81.3%	2% lower than the U.S. overall
PMs who anticipate revenue growth in the next 2 years	86.8%	87.5%	1% lower than the U.S. overall
PMs whose portfolio grew over the last 2 years	71.1%	69.6%	2% higher than the U.S. overall
PMs who anticipate portfolio growth in the next 2 years	81.8%	84.0%	3% lower than the U.S. overall

74.6%
manage multi-family rentals

TOP PROPERTY MANAGEMENT SERVICES

Maintenance & repairs
75.0%

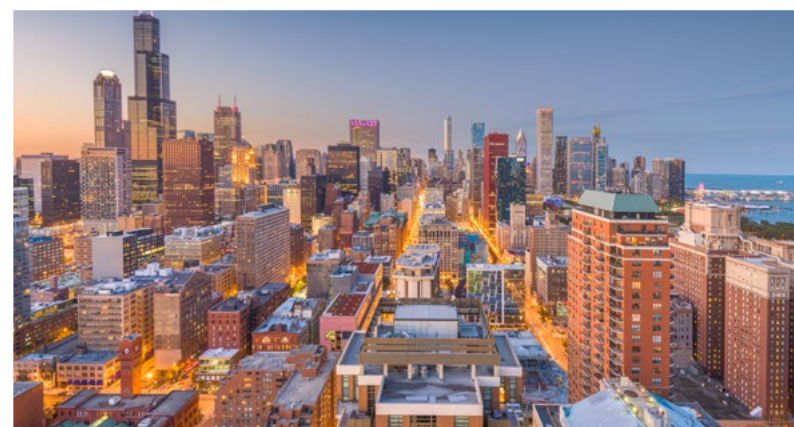
Rent & fee collection
66.4%

Leasing properties & marketing vacancies
60.6%

Renting in the Great Lakes Region

Most common property type for renters	Single-family home
Most common neighborhood type for renters	Suburban
Renters' top reason for renting their home	45% would prefer to own their home, but aren't in a position to buy a place right now
Renters' level of interest in homeownership	33% are highly interested in homeownership, but the timing isn't right just yet
Renters' top reason for living in this area	27% live here to be close to the people they care about
Average number of moves in last 5 years	1
Average distance of most recent move	44% moved to a different home within the same city
Renters' likelihood of moving in the next year	41% plan on renewing their lease for another year
Most-desired neighborhood characteristic	Safe
Most-desired building/community amenities	Garbage pick-up, laundry room, high-speed internet
Most-desired unit amenities	In-unit washer and dryer, central air conditioning, dishwasher
Rental technology renters want most	Paying rent online
Most common rental search method	Property managers' websites

Chicago/Naperville/Elgin, IL



METRO POPULATION:
9,498,716

RESIDENTS LOST TO DOMESTIC
MIGRATION PER DAY:
-230

MEDIAN 1-BEDROOM RENT
(Rentonomics)
\$1,094

MEDIAN 2-BEDROOM RENT
(Rentonomics)
\$1,287

**RENTAL VACANCY
RATE**
7.0%

MEDIAN HOME VALUE
(Zillow)
\$222,700

MEDIAN HOME LIST PRICE
(Redfin)
\$329,900

**YEAR-OVER-YEAR
RENT GROWTH**
(Rentonomics)
1.3%

**YEAR-OVER-YEAR
HOME VALUE GROWTH**
(Zillow)
-0.4%

**ANNUAL
MEAN WAGE**
(Bureau of Labor Statistics)
\$55,670

IN YOUR WORDS:
Reports from Local Property Managers

“Owners selling properties since market is improving.”

“Housing market is doing better, so more people are getting investment/rental properties.”

“Anti-Airbnb laws have greatly decreased my business.”

“Reduction in home prices and number of small businesses has impacted the local market.”

“Local elections.”

FAST FACTS ABOUT CHICAGO

PROPERTY MANAGERS

IN THE LAST 2 YEARS:

75%
experienced revenue growth

69%
experienced portfolio growth

IN THE NEXT 2 YEARS:

89%
anticipate revenue growth

83%
anticipate portfolio growth

WHAT'S IN THEIR PORTFOLIOS:

69%
multi-family rentals

52%
single-family rentals

45%
association properties

TOP PRIORITIES FOR 2020:

1. Efficiency
2. Growth
3. Owners

TOP SERVICES PROVIDED:

1. Maintenance
2. Rent collection
3. Leasing

FAST FACTS ABOUT CHICAGO

RENTERS

WHY THEY RENT

47%
aren't in a position to buy a home right now

18%
don't want the responsibility of owning a home

MOST COMMON YEAR THEY MOVED TO THE AREA

2014

HOW MANY TIMES THEY'VE MOVED IN THE PAST 5 YEARS

2

WHY THEY CHOOSE TO LIVE IN THIS AREA

1. To pursue career opportunities
2. To be close to the people they care about

HOW THEY SEARCH FOR RENTALS

1. National listing sites
2. Property managers' websites
3. “For Rent” signs

THEIR LIKELIHOOD OF MOVING THIS YEAR

39% renewing their lease **30%** moving out **32%** still on the fence

Detroit/Warren/Dearborn, MI



METRO POPULATION:
4,326,442

RESIDENTS LOST TO DOMESTIC
MIGRATION PER DAY:
-40

MEDIAN 1-BEDROOM RENT
(Rentonomics)
\$688

MEDIAN 2-BEDROOM RENT
(Rentonomics)
\$895

**RENTAL VACANCY
RATE**
6.8%

MEDIAN HOME VALUE
(Zillow)
\$41,500

MEDIAN HOME LIST PRICE
(Redfin)
\$49,900

**YEAR-OVER-YEAR
RENT GROWTH**
(Rentonomics)
0.4%

**YEAR-OVER-YEAR
HOME VALUE GROWTH**
(Zillow)
0.0%

**ANNUAL
MEAN WAGE**
(Bureau of Labor Statistics)
\$53,690

IN YOUR WORDS:
Reports from Local Property Managers

“With the 2008 market crash, many people lost their homes. This caused a spike in the number of renters. Today, many of them still live with credit difficulties that prevent them from qualifying for a mortgage. We have waiting lists for good properties.”

“Improvement of the area around our properties has brought in a wait list of possible tenants.”

“The housing crisis hit this area hardest in the U.S. We have had a decent recovery since then. There are a lot of very low-quality properties in Detroit.”

“The majority of our homes (about 200 total) were purchased through city auctions about 4 years ago. The market for those auction homes and the competition to acquire them has made it more difficult in recent years to acquire as many properties at one time.”

FAST FACTS ABOUT DETROIT

PROPERTY MANAGERS

IN THE LAST 2 YEARS:

90%
experienced revenue growth

85%
experienced portfolio growth

IN THE NEXT 2 YEARS:

90%
anticipate revenue growth

90%
anticipate portfolio growth

WHAT'S IN THEIR
PORTFOLIOS:

81%
multi-family
rentals

67%
single-family
rentals

33%
association
properties

TOP PRIORITIES FOR 2020:

1. Profitability
2. Efficiency
3. Growth

TOP SERVICES PROVIDED:

1. Evictions
2. Rent collection
3. Inspections

FAST FACTS ABOUT DETROIT

RENTERS

WHY THEY RENT

58%
aren't in a position to buy
a home right now

17%
don't want to deal with
the hassle of moving

MOST COMMON
YEAR THEY MOVED
TO THE AREA

2014

HOW MANY TIMES
THEY'VE MOVED IN
THE PAST 5 YEARS

1

WHY THEY CHOOSE TO
LIVE IN THIS AREA

1. To live in a place they can afford
2. To be close to the people they care about

HOW THEY SEARCH
FOR RENTALS

1. Property managers' websites
2. National listing sites
3. "For Rent" signs

THEIR LIKELIHOOD OF MOVING THIS YEAR

25% renewing their lease **33%** moving out **42%** still on the fence

Grand Rapids/Wyoming, MI



METRO POPULATION:
1,069,405

RESIDENTS GAINED FROM
DOMESTIC MIGRATION PER DAY:
5

RENTAL VACANCY
RATE
6.8%

MEDIAN 1-BEDROOM RENT
(Rentonomics)
\$758

MEDIAN 2-BEDROOM RENT
(Rentonomics)
\$921

MEDIAN HOME VALUE
(Zillow)
\$161,800

MEDIAN HOME LIST PRICE
(Redfin)
\$250,000

**YEAR-OVER-YEAR
RENT GROWTH**
(Rentonomics)
0.5%

**YEAR-OVER-YEAR
HOME VALUE GROWTH**
(Zillow)
6.7%

**ANNUAL
MEAN WAGE**
(Bureau of Labor Statistics)
\$45,670

IN YOUR WORDS:
Reports from Local Property Managers

“The market has gone through the roof, so we are selling some and buying in other markets that are not so hot.”

“New construction/housing has created a ton of inventory.”

“Rents are a lot higher.”

Madison, WI



METRO POPULATION:
660,422

RESIDENTS GAINED FROM
DOMESTIC MIGRATION PER DAY:
3

MEDIAN 1-BEDROOM RENT
(Rentonomics)
\$838

MEDIAN 2-BEDROOM RENT
(Rentonomics)
\$1,011

MEDIAN HOME VALUE
(Zillow)
\$255,000

MEDIAN HOME LIST PRICE
(Redfin)
\$315,000

**YEAR-OVER-YEAR
RENT GROWTH**
(Rentonomics)
1.3%

**YEAR-OVER-YEAR
HOME VALUE GROWTH**
(Zillow)
2.3%

**ANNUAL
MEAN WAGE**
(Bureau of Labor Statistics)
\$52,890

IN YOUR WORDS:
Reports from Local Property Managers

“A lot of new construction in the rental market has made the vacancy rate climb in the luxury rental market due to saturation. Also, a hot selling market has encouraged many single-family and duplex owners to sell their properties.”

“The strong sales market has reduced the amount of single-family home rentals available. Apartment development has negatively affected the interest we get in condo rentals.”

“Huge property boom.”

“Consistently high real estate sales. Last year, condos were selling for more than asking after being listed for 1 week or less.”

“A large medical software company hiring recent college graduates with high disposable income who aren’t interested in buying a home.”

Minneapolis/St. Paul/Bloomington, MN



METRO POPULATION:
3,629,190

RESIDENTS GAINED FROM
DOMESTIC MIGRATION PER DAY:
20

MEDIAN 1-BEDROOM RENT
(Rentonomics)
\$916

MEDIAN 2-BEDROOM RENT
(Rentonomics)
\$1,156

**RENTAL VACANCY
RATE**
4.1%

MEDIAN HOME VALUE
(Zillow)
\$239,200

MEDIAN HOME LIST PRICE
(Redfin)
\$325,000

**YEAR-OVER-YEAR
RENT GROWTH**
(Rentonomics)
1.0%

**YEAR-OVER-YEAR
HOME VALUE GROWTH**
(Zillow)
2.8%

**ANNUAL
MEAN WAGE**
(Bureau of Labor Statistics)
\$57,420

IN YOUR WORDS:
Reports from Local Property Managers

“Rise in home values has made the ‘accidental landlords’ sell their investment homes.”

“Housing prices are up significantly, creating a stronger rental market.”

“High turnover and a HUGE influx in new multi-dwelling high-rises/ buildings.”

“Robust development has increased demand and rents.”

“Low inventory has caused many rental owners to sell.”

FAST FACTS ABOUT MINNEAPOLIS PROPERTY MANAGERS

IN THE LAST 2 YEARS:

79%
experienced revenue growth

64%
experienced portfolio growth

IN THE NEXT 2 YEARS:

93%
anticipate revenue growth

79%
anticipate portfolio growth

**WHAT'S IN THEIR
PORTFOLIOS:**

79%
multi-family
rentals

50%
single-family
rentals

43%
association
properties

TOP PRIORITIES FOR 2020:

1. Growth
2. Profitability
3. Organization

TOP SERVICES PROVIDED:

1. Maintenance
2. Rent collection
3. Leasing

FAST FACTS ABOUT MINNEAPOLIS RENTERS

WHY THEY RENT

37%
aren't in a position to buy
a home right now

27%
don't want to deal with
the hassle of moving

**MOST COMMON
YEAR THEY MOVED
TO THE AREA**

2004

**HOW MANY TIMES
THEY'VE MOVED IN
THE PAST 5 YEARS**

1

**WHY THEY CHOOSE TO
LIVE IN THIS AREA**

1. To be close to the people they care about
2. To attend school

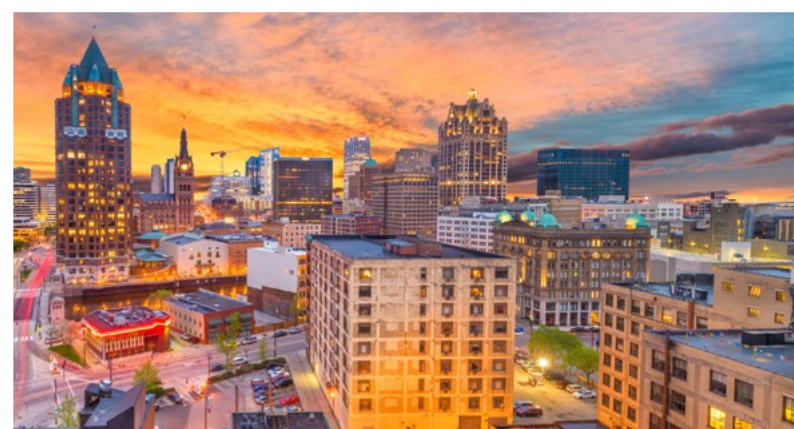
**HOW THEY SEARCH
FOR RENTALS**

1. Referrals from friends
2. Property managers' websites
3. “For Rent” signs

THEIR LIKELIHOOD OF MOVING THIS YEAR

36% renewing their lease **66%** moving out **9%** still on the fence

Milwaukee/Waukesha/West Allis, WI



METRO POPULATION:
1,576,113

RESIDENTS LOST TO DOMESTIC
MIGRATION PER DAY:
-23

MEDIAN 1-BEDROOM RENT
(Rentonomics)
\$729

MEDIAN 2-BEDROOM RENT
(Rentonomics)
\$903

**RENTAL VACANCY
RATE**
5.9%

MEDIAN HOME VALUE
(Zillow)
\$123,300

MEDIAN HOME LIST PRICE
(Redfin)
\$139,900

**YEAR-OVER-YEAR
RENT GROWTH**
(Rentonomics)
1.1%

**YEAR-OVER-YEAR
HOME VALUE GROWTH**
(Zillow)
7.6%

**ANNUAL
MEAN WAGE**
(Bureau of Labor Statistics)
\$51,040

IN YOUR WORDS:
Reports from Local Property Managers

“More regulations. Takes a while to find the right property in our desired areas. Even though the housing market is still good, rents seem to be staying about the same as a year ago.”

“Better rents. Our demand is strong.”



“Lots of new, high-end apartment buildings going in, putting upward pressure on rent prices and allowing us to increase rent and fee income.”

East Central Region: Indiana, Kentucky, Ohio & West Virginia

How the East Central Region Stacks Up Against the Rest of the Country

	East Central	U.S.	
Median 1-bedroom rent	\$634	\$960	34% lower than the U.S. overall
Median 2-bedroom rent	\$797	\$1,191	33% lower than the U.S. overall
Year-over-year rent growth	1.2%	1.6%	25% lower than the U.S. overall
Rental vacancy rate	7.4%	6.9%	7% higher than the U.S. overall
Median home value	\$132,525	\$229,000	42% lower than the U.S. overall
Year-over-year home value growth	5.2%	5.2%	0% higher than the U.S. overall
Median home list price	\$235,723	\$318,100	26% lower than the U.S. overall
Annual mean wage	\$44,773	\$51,960	14% lower than the U.S. overall

Source: Rent data from Rentonomics, vacancy data from the U.S. Census Bureau, median home value growth data from Zillow, median home list price data from Redfin, wage data from the Bureau of Labor Statistics

PROPERTY MANAGERS' TOP BUSINESS PRIORITY FOR 2020

38.9%
Efficiency

TOP BUSINESS CHALLENGE PROPERTY MANAGERS FACE

33.3%
Efficiency

Managing Rental Properties in the East Central Region

	East Central	U.S.	
PMs whose revenue grew over the last 2 years	74.7%	81.3%	8% lower than the U.S. overall
PMs who anticipate revenue growth in the next 2 years	78.7%	87.5%	10% lower than the U.S. overall
PMs whose portfolio grew over the last 2 years	65.3%	69.6%	6% lower than the U.S. overall
PMs who anticipate portfolio growth in the next 2 years	80.0%	84.0%	5% lower than the U.S. overall

69.6%
manage multi-family rentals

69.6%
manage single-family rentals

TOP PROPERTY MANAGEMENT SERVICES

Rent & fee collection
67.8%

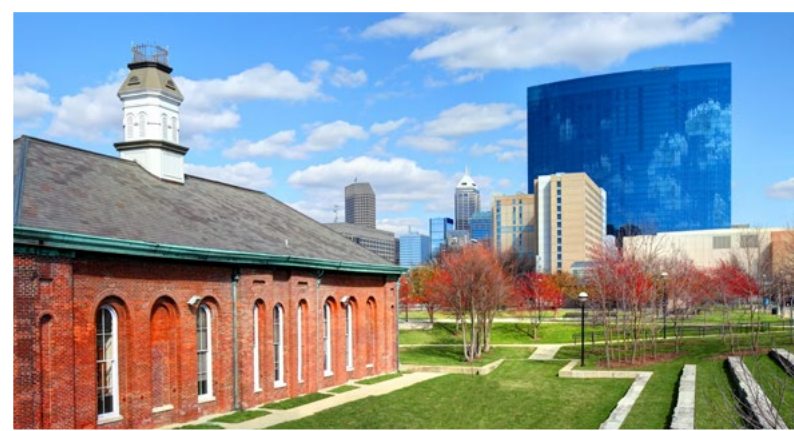
Maintenance & repairs
67.8%

Evictions
62.7%

Renting in the East Central Region

Most common property type for renters	Single-family home
Most common neighborhood type for renters	Urban
Renters' top reason for renting their home	38% would prefer to own their home, but aren't in a position to buy a place right now
Renters' level of interest in homeownership	31% are happy renting for now, but expect they'll want to become a homeowner someday
Renters' top reason for living in this area	28% live here to be close to the people they care about
Average number of moves in last 5 years	2
Average distance of most recent move	44% moved to a different home within the same city
Renters' likelihood of moving in the next year	42% plan on renewing their lease for another year
Most-desired neighborhood characteristic	Safe
Most-desired building/community amenities	Garbage pick-up, high-speed internet, laundry room
Most-desired unit amenities	Central air conditioning, in-unit washer and dryer, dishwasher, being allowed to have a pet
Rental technology renters want most	Communicating with their property manager via text or email
Most common rental search method	Property managers' websites

Indianapolis/Carmel/Anderson, IN



METRO POPULATION:
2,048,703

RESIDENTS GAINED FROM
DOMESTIC MIGRATION PER DAY:
23

MEDIAN 1-BEDROOM RENT
(Rentonomics)
\$704

MEDIAN 2-BEDROOM RENT
(Rentonomics)
\$871

**RENTAL VACANCY
RATE**
9.9%

MEDIAN HOME VALUE
(Zillow)
\$144,800

MEDIAN HOME LIST PRICE
(Redfin)
\$216,450

**YEAR-OVER-YEAR
RENT GROWTH**
(Rentonomics)
1.8%

**YEAR-OVER-YEAR
HOME VALUE GROWTH**
(Zillow)
10.4%

**ANNUAL
MEAN WAGE**
(Bureau of Labor Statistics)
\$49,380

IN YOUR WORDS:
Reports from Local Property Managers

“Home prices are on the rise due to low inventory. Rent rates are on the rise as well.”

“Sell-offs due to high sales prices, shortage of staff, increase in contractors’ prices.”

“The increase in property sales has slowed the rental market.”

“The housing market has improved dramatically. Homes are selling, and homeowners are choosing to sell instead of renting.”

“A lot of investors are purchasing in our market, chasing cash flow and lured by low-dollar acquisitions.”

FAST FACTS ABOUT INDIANAPOLIS

PROPERTY MANAGERS

IN THE LAST 2 YEARS:

67%
experienced revenue growth

44%
experienced portfolio growth

IN THE NEXT 2 YEARS:

100%
anticipate revenue growth

89%
anticipate portfolio growth


TOP PRIORITIES FOR 2020:


1. Efficiency
2. Profitability
3. Balance

TOP SERVICES PROVIDED:

1. Rent collection
2. Maintenance
3. Leasing

WHAT'S IN THEIR
PORTFOLIOS:

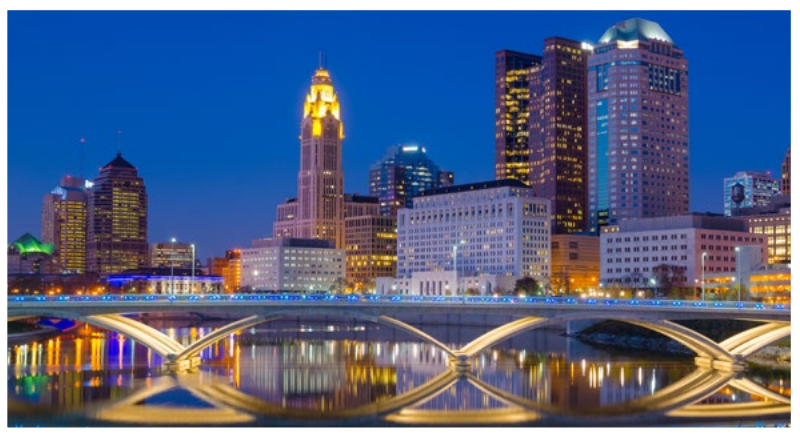
89%
multi-family
rentals 

89%
single-family
rentals 

11%
association
properties 



Columbus, OH



METRO POPULATION:
2,106,541

RESIDENTS GAINED FROM
DOMESTIC MIGRATION PER DAY:
19

RENTAL VACANCY
RATE
8.6%

MEDIAN 1-BEDROOM RENT
(Rentonomics)
\$751

MEDIAN 2-BEDROOM RENT
(Rentonomics)
\$967

MEDIAN HOME VALUE
(Zillow)
\$157,500

MEDIAN HOME LIST PRICE
(Redfin)
\$219,000

**YEAR-OVER-YEAR
RENT GROWTH**
(Rentonomics)
1.3%

**YEAR-OVER-YEAR
HOME VALUE GROWTH**
(Zillow)
7.6%

**ANNUAL
MEAN WAGE**
(Bureau of Labor Statistics)
\$51,260

IN YOUR WORDS:
Reports from Local Property Managers

"We have a hot seller's market."

"A positive economy has increased the quality of renters."

"Great job growth and shortage of new-build homes."

"Oversaturation of building."

"Real estate sales. Hot market!"

"The increase in rental rates, and the increased costs associated with maintenance."

FAST FACTS ABOUT COLUMBUS PROPERTY MANAGERS


IN THE LAST 2 YEARS:


67%
experienced revenue growth
67%
experienced portfolio growth


IN THE NEXT 2 YEARS:

89%
anticipate revenue growth
78%
anticipate portfolio growth

**WHAT'S IN THEIR
PORTFOLIOS:**

67%
multi-family
rentals 

67%
single-family
rentals 

22%
association
properties 

TOP PRIORITIES FOR 2020:

1. Growth
2. Profitability
3. Balance

TOP SERVICES PROVIDED:

1. Rent collection
2. Maintenance
3. Outdoor services



Cincinnati, OH



METRO POPULATION:
2,190,209

RESIDENTS GAINED FROM
DOMESTIC MIGRATION PER DAY:
2

MEDIAN 1-BEDROOM RENT
(Rentonomics)
\$651

MEDIAN 2-BEDROOM RENT
(Rentonomics)
\$855

**RENTAL VACANCY
RATE**
4.4%

MEDIAN HOME VALUE
(Zillow)
\$144,600

MEDIAN HOME LIST PRICE
(Redfin)
\$209,900

**YEAR-OVER-YEAR
RENT GROWTH**
(Rentonomics)
1.7%

**YEAR-OVER-YEAR
HOME VALUE GROWTH**
(Zillow)
7.3%

**ANNUAL
MEAN WAGE**
(Bureau of Labor Statistics)
\$50,030

IN YOUR WORDS:
Reports from Local Property Managers

“The local market has been stable and strong. It is not a super-hot growth market, but it is a growing market, which keeps things stable. It is not a market with a ton of overbuilding.”

“A positive economy has increased the quality of renters.”



“It is not a super-hot growth market, but it is a growing market, which keeps things stable.”

West Central Region: Iowa, Kansas, Missouri, Nebraska & Oklahoma

How the West Central Region Stacks Up Against the Rest of the Country

	West Central	U.S.	
Median 1-bedroom rent	\$636	\$960	34% lower than the U.S. overall
Median 2-bedroom rent	\$815	\$1,191	32% lower than the U.S. overall
Year-over-year rent growth	0.8%	1.6%	50% lower than the U.S. overall
Rental vacancy rate	9.4%	6.9%	36% higher than the U.S. overall
Median home value	\$147,660	\$229,000	36% lower than the U.S. overall
Year-over-year home value growth	4.5%	5.2%	13% lower than the U.S. overall
Median home list price	\$259,825	\$318,100	18% lower than the U.S. overall
Annual mean wage	\$45,764	\$51,960	2% lower than the U.S. overall

Source: Rent data from Rentonomics, vacancy data from the U.S. Census Bureau, median home value growth data from Zillow, median home list price data from Redfin, wage data from the Bureau of Labor Statistics

PROPERTY MANAGERS' TOP BUSINESS PRIORITY FOR 2020

46.8%
Efficiency

TOP BUSINESS CHALLENGE PROPERTY MANAGERS FACE

41.0%
Maintenance

Managing Rental Properties in the West Central Region

	West Central	U.S.	
PMs whose revenue grew over the last 2 years	77.5%	81.3%	5% lower than the U.S. overall
PMs who anticipate revenue growth in the next 2 years	90.1%	87.5%	3% higher than the U.S. overall
PMs whose portfolio grew over the last 2 years	67.6%	69.6%	3% lower than the U.S. overall
PMs who anticipate portfolio growth in the next 2 years	80.3%	84.0%	4% lower than the U.S. overall

75.7%
manage single-family rentals

TOP PROPERTY MANAGEMENT SERVICE

Maintenance & repairs
70.0%

Renting in the West Central Region

Most common property type for renters	Single-family rental
Most common neighborhood type for renters	Suburban
Renters' top reason for renting their home	47% would prefer to own their home, but aren't in a position to buy a place right now
Renters' level of interest in homeownership	33% are highly interested in homeownership, but the timing isn't right just yet
Renters' top reason for living in this area	35% live here to be close to the people they care about
Average number of moves in last 5 years	0
Average distance of most recent move	41% moved to a different home within the same city
Renters' likelihood of moving in the next year	44% plan on renewing their lease for another year
Most-desired neighborhood characteristic	Safe
Most-desired building/community amenities	Garbage pick-up, high-speed internet, backyard
Most-desired unit amenities	Central air conditioning; balcony, porch, or private patio; in-unit washer and dryer
Rental technology renters want most	Paying rent online
Most common rental search method	Property managers' websites

Kansas City, MO



METRO POPULATION:
2,143,651

RESIDENTS GAINED FROM
DOMESTIC MIGRATION PER DAY:
14

MEDIAN 1-BEDROOM RENT
(Rentonomics)
\$741

MEDIAN 2-BEDROOM RENT
(Rentonomics)
\$908

RENTAL VACANCY RATE
7.9%

MEDIAN HOME VALUE
(Zillow)
\$148,200

MEDIAN HOME LIST PRICE
(Redfin)
\$224,450

YEAR-OVER-YEAR RENT GROWTH
(Rentonomics)
0.8%

YEAR-OVER-YEAR HOME VALUE GROWTH
(Zillow)
5.3%

ANNUAL MEAN WAGE
(Bureau of Labor Statistics)
\$50,200

IN YOUR WORDS:
Reports from Local Property Managers

“Young professionals are choosing to rent versus buying homes. The newer apartment communities with luxury accommodations are winning. If you are not providing good customer service, a resident paying \$2,000 a month for a studio will go to the next new building with even better amenities.”

“Low inventory has made rents and the prices of homes rise tremendously.”
“Steady, some growth, but an increased number of families buying houses has reduced demand for single-family rentals.”




“Significant investment into downtown KC for multi-family and hotels. Increase in short-term housing rentals, such as Airbnb.”

FAST FACTS ABOUT KANSAS CITY PROPERTY MANAGERS

IN THE LAST 2 YEARS:
79%
experienced revenue growth
64%
experienced portfolio growth

IN THE NEXT 2 YEARS:
86%
anticipate revenue growth
100%
anticipate portfolio growth

WHAT'S IN THEIR PORTFOLIOS:

- 71%** multi-family rentals 
- 64%** single-family rentals 
- 29%** association properties 

- TOP PRIORITIES FOR 2020:**
1. Efficiency
 2. Property improvements
 3. Growth

- TOP SERVICES PROVIDED:**
1. Maintenance
 2. Rent collection
 3. Inspections

FAST FACTS ABOUT KANSAS CITY RENTERS

WHY THEY RENT
36%
aren't in a position to buy a home right now

MOST COMMON YEAR THEY MOVED TO THE AREA
1999

27%
don't want to deal with the hassle of moving

HOW MANY TIMES THEY'VE MOVED IN THE PAST 5 YEARS
1

THEIR LIKELIHOOD OF MOVING THIS YEAR

20% renewing their lease **30%** moving out **50%** still on the fence

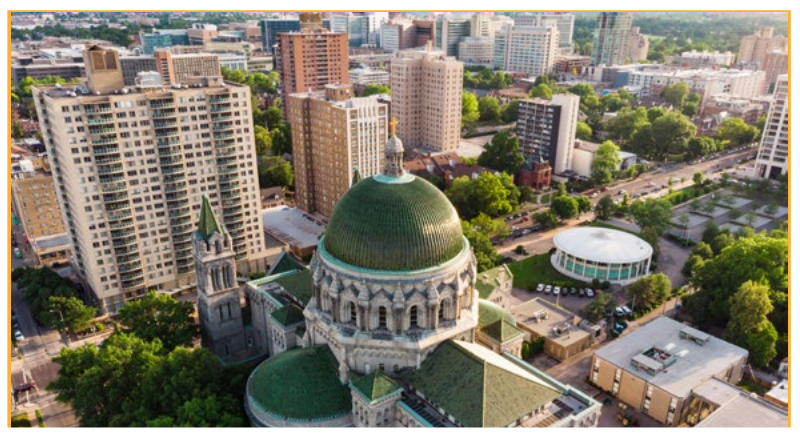
WHY THEY CHOOSE TO LIVE IN THIS AREA

1. To pursue career opportunities
2. To have the lifestyle they want

HOW THEY SEARCH FOR RENTALS

1. National listing sites
2. Property managers' websites
3. Social media communities

St. Louis, MO



METRO POPULATION:
2,805,465

RESIDENTS LOST TO DOMESTIC MIGRATION PER DAY:
-26

MEDIAN 1-BEDROOM RENT
(Rentonomics)
\$723

MEDIAN 2-BEDROOM RENT
(Rentonomics)
\$938

RENTAL VACANCY RATE
7.4%

MEDIAN HOME VALUE
(Zillow)
\$117,900

MEDIAN HOME LIST PRICE
(Redfin)
\$169,900

YEAR-OVER-YEAR RENT GROWTH
(Rentonomics)
0.7%

YEAR-OVER-YEAR HOME VALUE GROWTH
(Zillow)
-0.8%

ANNUAL MEAN WAGE
(Bureau of Labor Statistics)
\$50,250

IN YOUR WORDS:
Reports from Local Property Managers

“Depressed property values have encouraged out-of-state investors into our market.”

“Fewer homes for sale on the market have increased rental demand.”

“Property taxes have skyrocketed, making profit margins slim.”

“Property value increases have led to increased rent rates.”

“New businesses have brought in an influx of people.”

FAST FACTS ABOUT ST. LOUIS PROPERTY MANAGERS

IN THE LAST 2 YEARS:

81%
experienced revenue growth




69%
experienced portfolio growth

IN THE NEXT 2 YEARS:

94%
anticipate revenue growth

69%
anticipate portfolio growth

WHAT'S IN THEIR PORTFOLIOS:

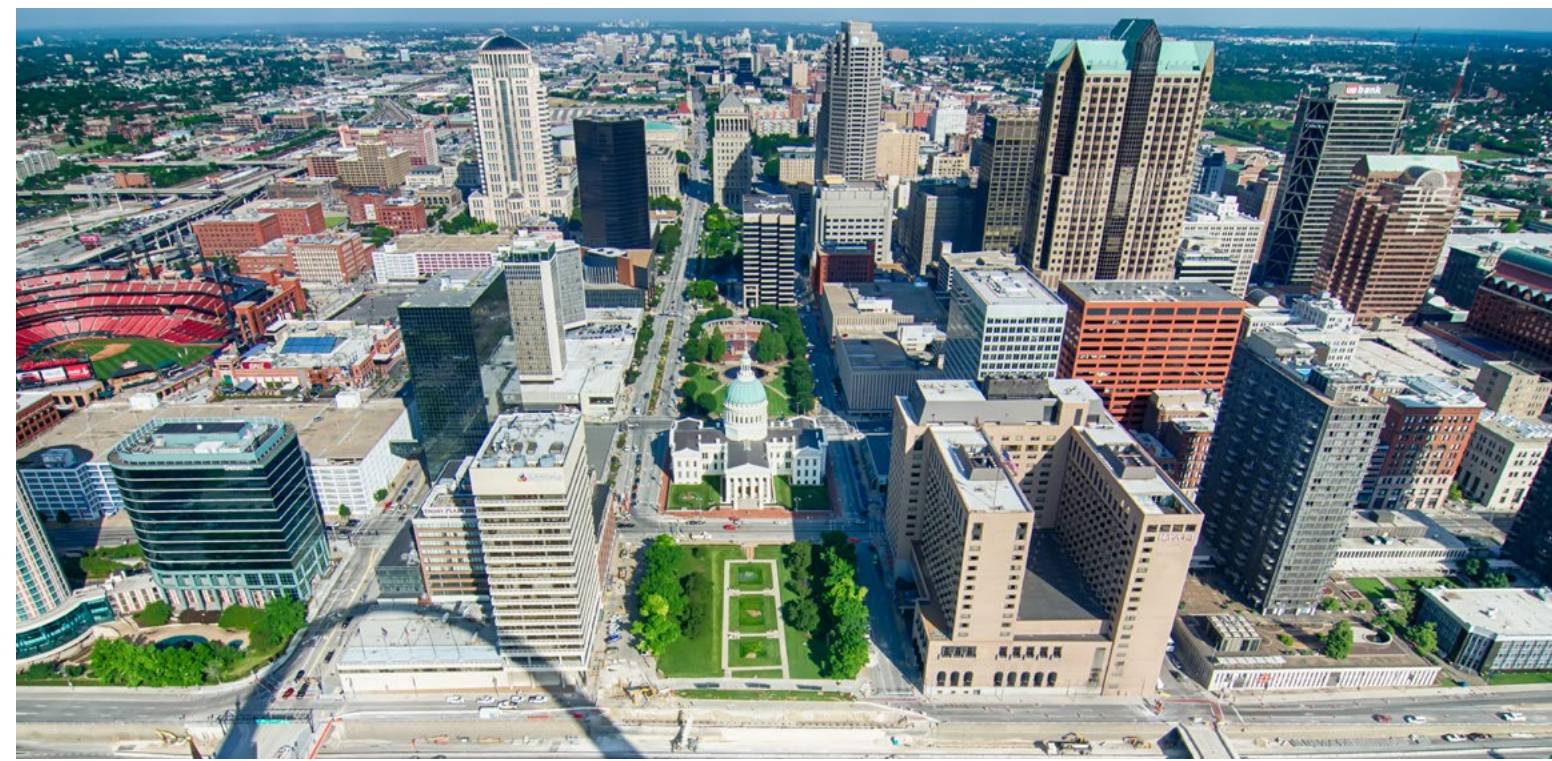
- 82%** multi-family rentals 
- 59%** single-family rentals 
- 29%** association properties 

TOP PRIORITIES FOR 2020:

1. Efficiency
2. Growth
3. Residents

TOP SERVICES PROVIDED:

1. Maintenance
2. Leasing
3. Inspections



Oklahoma City, OK



METRO POPULATION:
1,396,445

RESIDENTS GAINED FROM DOMESTIC MIGRATION PER DAY:
13

MEDIAN 1-BEDROOM RENT
(Rentonomics)
\$634

MEDIAN 2-BEDROOM RENT
(Rentonomics)
\$811

RENTAL VACANCY RATE
11.8%

MEDIAN HOME VALUE
(Zillow)
\$131,700

MEDIAN HOME LIST PRICE
(Redfin)
\$249,850

YEAR-OVER-YEAR RENT GROWTH
(Rentonomics)
1.3%

YEAR-OVER-YEAR HOME VALUE GROWTH
(Zillow)
4.2%

ANNUAL MEAN WAGE
(Bureau of Labor Statistics)
\$47,120

IN YOUR WORDS:
Reports from Local Property Managers

“The job market and housing market have made our business grow.”

“Oil prices. People moving into our state.”

FAST FACTS ABOUT OKLAHOMA CITY PROPERTY MANAGERS




IN THE LAST 2 YEARS:
70%
experienced revenue growth

80%
experienced portfolio growth

IN THE NEXT 2 YEARS:
100%
anticipate revenue growth

70%
anticipate portfolio growth

WHAT'S IN THEIR PORTFOLIOS:

- 50%** multi-family rentals 
- 100%** single-family rentals 
- 50%** association properties 

TOP PRIORITIES FOR 2020:

1. Efficiency
2. Communication
3. Profitability

TOP SERVICES PROVIDED:

1. Maintenance
2. Rent collection
3. Inspections



North Central Region: Idaho, Montana, North Dakota, South Dakota & Wyoming

How the North Central Region Stacks Up Against the Rest of the Country

	North Central	U.S.	
Median 1-bedroom rent	\$606	\$960	37% lower than the U.S. overall
Median 2-bedroom rent	\$778	\$1,191	35% lower than the U.S. overall
Year-over-year rent growth	1.0%	1.6%	37% lower than the U.S. overall
Rental vacancy rate	9.2%	6.9%	33% higher than the U.S. overall
Median home value	\$226,760	\$229,000	1% lower than the U.S. overall
Year-over-year home value growth	6.0%	5.2%	15% higher than the U.S. overall
Median home list price	Not available	\$318,100	
Annual mean wage	\$45,478	\$51,960	12% lower than the U.S. overall

Source: Rent data from Rentonomics, vacancy data from the U.S. Census Bureau, median home value growth data from Zillow, median home list price data from Redfin, wage data from the Bureau of Labor Statistics

PROPERTY MANAGERS' TOP BUSINESS PRIORITY FOR 2020

45.2%
Efficiency

TOP BUSINESS CHALLENGE PROPERTY MANAGERS FACE

35.5%
Growth

Managing Rental Properties in the North Central Region

	North Central	U.S.	
PMs whose revenue grew over the last 2 years	86.1%	81.3%	6% higher than the U.S. overall
PMs who anticipate revenue growth in the next 2 years	86.1%	87.5%	2% lower than the U.S. overall
PMs whose portfolio grew over the last 2 years	72.2%	69.6%	4% higher than the U.S. overall
PMs who anticipate portfolio growth in the next 2 years	86.1%	84.0%	2% higher than the U.S. overall

87.2%
manage single-family rentals

TOP SERVICES THEY OFFER THEIR CLIENTS

Rent & fee collection
83.3%

Leasing properties & marketing vacancies
83.3%

Renting in the North Central Region

Most common property type for renters	Multi-family home
Most common neighborhood type for renters	Suburban
Renters' top reason for renting their homes	25% would prefer to own their home, but aren't in a position to buy a place right now
Renters' level of interest in homeownership	53% are highly interested in homeownership, but the timing isn't right just yet
Renters' top reason for living in this area	35% chose to live here to attend school
Average number of moves in last 5 years	2
Average distance of most recent move	40% moved to a different home within the same city
Renters' likelihood of moving in the next year	44% plan on renewing their lease for another year
Most-desired neighborhood characteristic	Safe
Most-desired building/community amenities	Garbage pick-up & high-speed internet
Most-desired unit amenities	In-unit washer & dryer
Rental technology renters want most	Resident portal
Most common rental search method	Property managers' websites

Boise, ID



METRO POPULATION:
730,426

RESIDENTS GAINED FROM
DOMESTIC MIGRATION PER DAY:
43

MEDIAN 1-BEDROOM RENT
(Rentonomics)
\$728

MEDIAN 2-BEDROOM RENT
(Rentonomics)
\$934

MEDIAN HOME VALUE
(Zillow)
\$301,500

MEDIAN HOME LIST PRICE
(Redfin)
\$399,900

**YEAR-OVER-YEAR
RENT GROWTH**
(Rentonomics)
2.1%

**YEAR-OVER-YEAR
HOME VALUE GROWTH**
(Zillow)
12.7%

**ANNUAL
MEAN WAGE**
(Bureau of Labor Statistics)
\$45,470

IN YOUR WORDS:
Reports from Local Property Managers

“The Boise market is skyrocketing, and prices are increasing. Many out-of-state investors are coming in.”

“This area is growing RAPIDLY. There’s a shortage of homes in the area right now, which has caused the rental market to skyrocket. Rental values are very high, and exceed median income for the area.”

“Population growth, more people moving to the area from out of state. The rental market is great! Lease rates are growing, and vacancies are almost non-existent.”

“Continued local population growth has created a demand for housing and allowed us to increase rents and maintain a zero-vacancy factor.”

FAST FACTS ABOUT BOISE

PROPERTY MANAGERS

IN THE LAST 2 YEARS:

80%
experienced revenue growth


73%
experienced portfolio growth


IN THE NEXT 2 YEARS:

87%
anticipate revenue growth

100%
anticipate portfolio growth

WHAT’S IN THEIR
PORTFOLIOS:

88%
multi-family
rentals 

81%
single-family
rentals 

6%
association
properties 

TOP PRIORITIES FOR 2020:

1. Growth
2. Profitability
3. Marketing

TOP SERVICES PROVIDED:

1. Leasing
2. Inspections
3. Rent collection



Alaska & Hawaii

How Alaska & Hawaii Stack Up Against the Rest of the Country

	Alaska		Hawaii		U.S.
Median 1-bedroom rent	\$933	3% lower than the U.S. overall	No data		\$960
Median 2-bedroom rent	\$1,193	0% higher than the U.S. overall	No data		\$1,191
Year-over-year rent growth	0.3%	81% lower than the U.S. overall	No data		1.6%
Rental vacancy rate	11.1%	61% higher than the U.S. overall	8.5%	23% higher than the U.S. overall	6.9%
Median home value	\$315,900	38% higher than the U.S. overall	\$614,800	168% higher than the U.S. overall	\$229,000
Year-over-year home value growth	2.3%	66% lower than the U.S. overall	0.0%	100% lower than the U.S. overall	5.2%
Median home list price	No data		No data		\$318,100
Annual mean wage	\$58,710	13% higher than the U.S. overall	\$52,900	2% higher than the U.S. overall	\$51,960

Source: Rent data from Rentonomics, vacancy data from the U.S. Census Bureau, median home value growth data from Zillow, median home list price data from Redfin, wage data from the Bureau of Labor Statistics

PROPERTY MANAGERS' TOP BUSINESS PRIORITY FOR 2020

Alaska	Hawaii
50.0% Profitability	47.8% Growth

TOP BUSINESS CHALLENGE PROPERTY MANAGERS FACE

Alaska	Hawaii
50.0% Maintenance	32.6% Efficiency

Managing Rental Properties in Alaska & Hawaii

	Alaska		Hawaii		U.S.
PMs whose revenue grew over the last 2 years	100.0%	23% higher than the U.S. overall	75.8%	7% lower than the U.S. overall	81.3%
PMs who anticipate revenue growth in the next 2 years	100.0%	14% higher than the U.S. overall	81.8%	7% lower than the U.S. overall	87.5%
PMs whose portfolio grew over the last 2 years	75.0%	8% higher than the U.S. overall	69.7%	0% higher than the U.S. overall	69.6%
PMs who anticipate portfolio growth in the next 2 years	100.0%	19% higher than the U.S. overall	81.8%	3% lower than the U.S. overall	84.0%

Alaska
50.0%
manage multi-family rentals

Hawaii
75.5%
manage single-family rentals

TOP PROPERTY MANAGEMENT SERVICES

Alaska	Hawaii
Maintenance & repairs 75.0%	Rent & fee collection 75.0%
Maintenance & repairs 80.4%	

Renting in Alaska & Hawaii

	Alaska	Hawaii
Most common property type for renters	Multi-family home	Large apartment building
Most common neighborhood type for renters	Urban	Urban
Renters' top reason for renting their home	50% say renting is more affordable than buying in the area where they'd like to live	44% would prefer to own their home, but aren't in a position to buy a place right now
Renters' level of interest in homeownership	50% are highly interested in homeownership, but the timing isn't right just yet	44% have little or no interest in becoming a homeowner in the foreseeable future
Renters' top reason for living in this area	25% live here to be close to the people they care about	22% live here to be close to the people they care about
Average number of moves in last 5 years	1	2
Average distance of most recent move	67% moved to a different city within the same metro area	50% moved to a different home within the same city
Renters' likelihood of moving in the next year	50% plan on moving when their lease is up	56% plan on renewing their lease for another year
Rental technology renters want most	Paying rent online	Online rental listings
Most common rental search method	National listing sites	Property managers' websites

Honolulu, HI



METRO POPULATION:
930,080

RESIDENTS LOST TO DOMESTIC
MIGRATION PER DAY:
-36

RENTAL VACANCY
RATE
6.5%

MEDIAN HOME VALUE
(Zillow)
\$656,400

MEDIAN HOME LIST PRICE
(Redfin)
\$653,500

**YEAR-OVER-YEAR
HOME VALUE GROWTH**
(Zillow)
-2.6%

**ANNUAL
MEAN WAGE**
(Bureau of Labor Statistics)
\$54,870

IN YOUR WORDS:
Reports from Local Property Managers

“New construction of luxury high-rise condos flooding the rental market with inventory.”

“Vacation rentals are pushing more local families to seek affordable rentals in what are considered lower-income areas.”

“Increase in sales of real estate, increased cost of living, less military in the islands.”

“Military building new housing on base, upgrading old housing, and giving less money to military personnel to live off-base has affected our supply and demand in the rental market.”

“On the Big Island of Hawaii, retirees are moving into homes previously purchased and rented. Small real estate companies are moving into the rental market.”

FAST FACTS ABOUT HONOLULU

PROPERTY MANAGERS

IN THE LAST 2 YEARS:

73%
experienced revenue growth

77%
experienced portfolio growth

IN THE NEXT 2 YEARS:

73%
anticipate revenue growth

77%
anticipate portfolio growth


TOP PRIORITIES FOR 2020:


1. Growth
2. Efficiency
3. Owners

TOP SERVICES PROVIDED:

1. Maintenance
2. Rent collection
3. Leasing

WHAT'S IN THEIR
PORTFOLIOS:

58%
multi-family
rentals 

89%
single-family
rentals 

58%
association
properties 



3 Takeaways from This Year's Report: How Property Managers Can Prove Their Value in Our Evolving Industry

Takeaway #1:

Property managers play a critical consultative role as regulations to address housing affordability complicate rental ownership.

The demand for affordable places to live has outpaced the supply for years, causing rents and home prices to grow faster than residents' salaries can support. Property managers are put in a difficult position, trying to balance the profitability of their clients' investments with rent prices that keep units filled with qualified residents. There's no simple solution to this crisis on the horizon; but property managers can play an advisory role to property owners by staying on top of changing regulations aimed at easing affordability issues in their market, such as upzoning and rent stabilization.

Takeaway #2:

Awareness of local market trends matters more than ever as growth in up-and-coming cities outpaces primary markets.

With cap rates compressing in overheated markets like New York and San Francisco, investors are discovering higher yields and faster growth in mid-sized cities and suburbs—though prominent secondary markets like Austin and Nashville are becoming less lucrative as investors flood in. Some residents are discovering strong job growth and an appealing standard of living by migrating to rising markets like Phoenix and Dallas. Property managers can be an invaluable asset to their clients by keeping abreast of socioeconomic changes in their local market, ensuring that their properties are positioned effectively to attract and retain high-quality residents.

Takeaway #3:

Relationships are still at the heart of property management, even as efficiency-boosting technologies abound.

Technology makes it possible for investors to automate many aspects of running a rental property, from DIY landlords with a handful of multi-family units to institutional investors buying up thousands of single-family rentals. This has put property managers in a position to prove that the service they provide can't be replaced with an app. Property managers can get ahead by shifting their strategy to account for their residents' and owners' experiences, and reinforcing those relationships with technology. There is no technology that can replace the human element in property management—it can only enhance it.

IN YOUR WORDS:
How Property Managers See It

The Best Property Management Advice You've Ever Received

- “ You will never know it all. The industry, laws, and regulations are constantly changing, and education is the best thing you can do for yourself, your business, and your clients.
- “ Learn how to identify properties and clients that will and will not be a good fit with your values. Not all clients are worth the money they will pay you.
- “ Never make my business a ‘business’—it’s a home for my resident and a retirement account for my owner. Keeping it personal makes all the difference.
- “ Maintain excellent trust with clients and exceed their expectations. A great reputation spreads through the community like ivy.
- “ If you cannot produce an accurate Owner Financial Statement within an hour, you are doing something wrong!
- “ Don’t hesitate to spend money on tools that can make you more money.
- “ Don’t over-multitask, stay focused, and don’t take things too personally. Most things in property management are not your fault, but they are your problem.
- “ Keep your residents happy while being respectful of the owner’s investment. It is a delicate balancing act, but it’s vital to your success.
- “ Communication is the most important thing. Tenants will put up with routine problems as long as they are kept in the loop.
- “ Treat your tenants with firm respect. Expect that they will do the right thing, and hold them accountable when they don’t.
- “ People just want to be heard. Listen with the intent to understand instead of the intent to respond.

About the Survey

Buildium’s surveys of property managers, renters, rental owners, and association board members were conducted in April, May, and June of 2019. Our 3,676 responses came from a variety of sources: Our property manager respondents were drawn from the Buildium and NARPM databases; our rental owner and association board member respondents were drawn from the Buildium and All Property Management databases; and our renter respondents were recruited by SurveyMonkey. The surveys had a 95% level of confidence and a margin of error of +/- 3%; meaning that if the surveys were repeated, 95 times out of 100, the results would be within 3 percentage points of the numbers we published.



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. Buildium services customers in more than 50 countries, totaling over 1.9 million residential units under management. In 2015, Buildium acquired All Property Management, a leading online marketing service for property managers, making Buildium the only company to give property managers a way to acquire new customers and increase revenue.

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About NARPM®

Established in 1988, NARPM® is the only national organization focused primarily on Residential Property Management. NARPM® is committed to bringing the highest level of professionalism and ethics to the property management profession. Education is a fundamental component of the organization with a growing number of classes and materials being developed for the membership. In addition to the many educational opportunities at local, state and national conferences, NARPM® has developed a core of courses that are required to earn NARPM® designations. Learn more about joining the organization on their website: narpm.org/join