



BEFORE IT WAS A HOME IT WAS A JOB GENERATOR.

300,000. That's the astonishing number of new jobs the apartment industry will create this year. Jobs in construction, operations, leasing, management and skilled trades. It's a rare success story in this great recession, rarer still within the housing industry.

And we don't just create jobs, we give renters the flexibility and mobility to go to the very places where jobs exist. Unsaddled by the financial risk and time constraints of home ownership, they enjoy the freedom to seek economic opportunities in a knowledge-based economy.



Up to half of all new households this decade will choose to rent, adding nearly 7 million new renters to the growing demand. The apartment industry stands

ready to meet their needs, but success rests on reliable access to affordable capital, a balanced tax program and regulatory certainty. Most of all, we need a housing policy that's as versatile, modern and dynamic as today's new economy.



APARTMENTS CREATE JOBS.