What Developers Need to Know Today About What to Build Tomorrow

2020 NMHC Annual Meeting
January 21-23, 2020
FUTURE APARTMENT DEMAND

Apartment Units (in millions)

Source: Hoyt Advisory Services; NMHC/NAA; U.S. Census Bureau
OLDER RESIDENT PREFERENCES

Older residents tended to have less interest in many of today’s popular features and amenities.

Source: 2020 NMHC/Kingsley Associates Apartment Resident Preferences Survey
UNIT MIX SET TO CHANGE

Share of Multifamily Units Completed by Number of Bedrooms

Source: U.S. Census Bureau
MILLENNIAL FAMILY PREFERENCES

Single parents tended to have stronger preference for certain features and amenities

Source: 2020 NMHC/Kingsley Associates Apartment Resident Preferences Survey
Parents expected to pay more in monthly rent for these features and amenities

Source: 2020 NMHC/Kingsley Associates Apartment Resident Preferences Survey
Do you ever work from home?

42% say they telecommute with some frequency

Are you interested in using a business center on your telework days?

- Yes, and offered at my current community: 33%
- Yes, but not offered at my current community: 22%
- No, not interested: 45%

Would you use a coworking facility on your telework days?

- Yes: 7%
- No: 8%
- I would, but there aren't any close enough: 85%
INTEREST IN COLIVING

Younger renters are more interested in coliving

Source: 2020 NMHC/Kingsley Associates Apartment Resident Preferences Survey
METROS WITH HIGH INTEREST IN COLIVING

Many of these locales have good-sized student populations

15% is the national average

Source: 2020 NMHC/Kingsley Associates Apartment Resident Preferences Survey
TOP COMMUNITY AMENITIES

Resident interest levels and expected monthly premiums don’t always align

<table>
<thead>
<tr>
<th>Amenity</th>
<th>Percent Interested</th>
<th>Expected Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-site Child Care</td>
<td>30%</td>
<td>$0</td>
</tr>
<tr>
<td>Valet Parking</td>
<td>10%</td>
<td>$0</td>
</tr>
<tr>
<td>Swimming Pool</td>
<td>70%</td>
<td>$0</td>
</tr>
<tr>
<td>Off-site Storage with Delivery</td>
<td>60%</td>
<td>$10</td>
</tr>
<tr>
<td>Short-term Rental</td>
<td>50%</td>
<td>$15</td>
</tr>
<tr>
<td>On-site Pet Services</td>
<td>40%</td>
<td>$20</td>
</tr>
<tr>
<td>Fitness Center</td>
<td>40%</td>
<td>$25</td>
</tr>
<tr>
<td>Reliable Cell Reception</td>
<td>40%</td>
<td>$30</td>
</tr>
<tr>
<td>Secure Self-service Package Access</td>
<td>30%</td>
<td>$35</td>
</tr>
<tr>
<td>Visitor Parking</td>
<td>20%</td>
<td>$40</td>
</tr>
</tbody>
</table>

Source: 2020 NMHC/Kingsley Associates Apartment Resident Preferences Survey