



APARTMENTLIFE™ PROGRAM ROI OVERVIEW

Serving
140k UNITS



84% MORE
CONSUMERS TRUST
ONLINE REVIEWS
COMPARED TO JUST A
YEAR AGO
(Bloomberg Business Week)



THE **2ND** MOST
IMPORTANT FACTOR
FOR RENEWALS IS
NEIGHBORS
(Statistfacts Resident Survey)



83% of prospects
use ratings and reviews for
their apartment search
(JTurner Research)



INCREASED ONLINE REPUTATION
RATING BY **18%** IN **6** MONTHS
Pilot of 20 Apartment Life properties



BUILDING
a culture of
CONNECTEDNESS

SAVES EACH
COMMUNITY
100
CUPS OF
COFFEE A
DAY



5 MILLION
Residents Reached a Year



43% OF
PROSPECTS WON'T
CONSIDER A COMMUNITY
WITH LESS THAN 3 STARS
(Rainmaker Research)

(Ellis Group / Estimated
savings of \$450/day)

ONE OF THE **TOP 5** DRIVERS FOR RENEWALS IS **RESIDENT EVENTS**
(Statistfacts Resident Survey)



THROWS
12,000
EVENTS A YEAR



53% OF
RESIDENTS HAVE
NO FRIENDS
IN A COMMUNITY
(Witten Advisors)



47% LIKELIHOOD OF
RENEWAL AMONG RESIDENTS
WITH **7** OR MORE FRIENDS
(Witten Advisors)



INFLUENCES
40
RENEWALS
per year per property

REDEFINING THE RESIDENT EXPERIENCE

Apartment Life is redefining the resident experience through relationships. Apartment Life offers onsite and offsite programs that can be tailored to meet the specific needs of your community. We serve everything from high-end downtown communities to workforce housing. All of our programs are Fair Housing Compliant.

— Jumpstart Your Online Reputation

Ninety percent of apartment shoppers are more likely to consider a community with strong positive reviews, and one in three multifamily industry leaders say managing online ratings/reviews is among the top three challenges facing them today. Apartment Life Coordinators are in a perfect position to invite residents to share about their experiences - and increase your number of positive comments - through organic touch points.

— Increase Your Resident Retention From Day One

Research shows a strong correlation between move-in satisfaction and retention. Apartment Life Coordinators work hard to welcome new residents and help them get plugged into the community by inviting them to events. Coordinators employ a variety of tactics, from visiting new residents personally to hosting events catered toward new residents, or those up for renewal. Apartment Life can partner with your management staff to cater our services to the unique needs of your community.

— Improve Resident Satisfaction Through Connections

Witten Advisors found that increasing a resident's friendships within their apartment community almost doubles their likelihood to renew. Your management staff is busy. Let Apartment Life help connect residents and build community through hosting amazing monthly events.



WELCOME

Apartment Life Teams welcome each resident and assess their move-in experience, which can then **enhance your online reputation.**



CONNECT

Apartment Life Teams help residents connect and cultivate friendships by planning social activities around common interests. Increasing friendships almost doubles residents' likelihood to **renew their leases.**



CARE

Apartment Life Teams provide a caring touch—as an extension of the onsite staff—with the help of a network of community support for residents in times of need. Special touches like these help **improve resident satisfaction.**



RENEW

Apartment Life Teams **connect with residents** prior to renewal to assess satisfaction, uncovering any issues that might put retention at risk



For more information on our onsite and offsite programs, visit apartmentlife.org