



2026

# The Amenity Paradox

What Actually Creates Value in Multifamily and CRE

Additional data provided by



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# Executive Summary

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For years, the multifamily and commercial real estate industry has asked a simple question: what amenities do residents and tenants want?

It turns out that's no longer a very useful question... because the answer hasn't changed much. Pools, fitness centers, parking, and shared spaces are widely available, consistently delivered, and highly rated. On paper, the industry looks like it's performing well. But when everything performs well, it becomes harder to understand what actually creates value.

Looking across Grace Hill survey data, [Gatewise](#) amenity usage patterns, [HelloData](#) rent trends, and more than 160,000 resident comments, a different pattern emerges. Highly rated amenities often have little relationship to rent. Some lower-rated amenities have an outsized influence on retention. And much of what drives satisfaction has less to do with amenities than with how a property functions day to day.

Amenities are no longer evaluated in isolation. They are experienced over time, as part of daily routines, and against expectations that continue to rise. Once something becomes standard, it stops differentiating and starts functioning as a baseline.

Which shifts the question. Not “what should we add?” but: “what actually works — and for whom?”

## Research Methodology

This study reflects a comprehensive analysis of anonymized, aggregated data in the United States. To provide a multi-dimensional view of amenity performance, we combined Grace Hill survey data from 7.3 million residents and prospects and over 2.2 billion square feet of commercial real estate (CRE) annually, [Gatewise](#) usage data from more than 500,000 multifamily units, and [HelloData](#) public rent and amenity data from over 192,400 multifamily properties nationwide. By integrating survey and market rent data, behavioral signals, and qualitative insights, this report provides a more complete view of how amenities influence satisfaction, retention, and value in 2025.



**7.3 Million**

residents and prospects  
surveyed annually

**2.2 Billion**

square feet of commercial real  
estate surveyed annually

# The Amenity Paradox

## Why Satisfaction Doesn't Equal Value in Multifamily

At first glance, the data looks reassuring. Across multifamily properties, satisfaction scores are high — and in many cases, rising. More than half of surveyed amenities improved year over year, with business centers, clubhouses, pools, and laundry all clustering in the 80%+ satisfaction range.

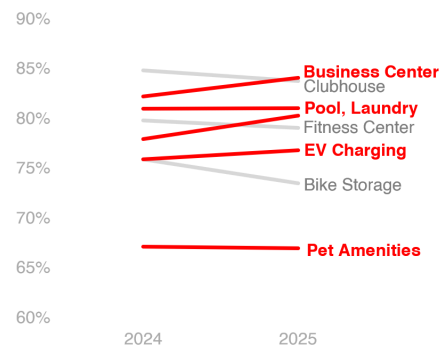
That sounds like success. But it creates a different problem.

Because the amenities that perform best are also the ones that show up everywhere.

The availability data makes this explicit. Laundry rooms, fitness centers, pools, clubhouses, and business centers dominate the amenity landscape. They are among the most widely available features across properties — not because they differentiate, but because they're expected.

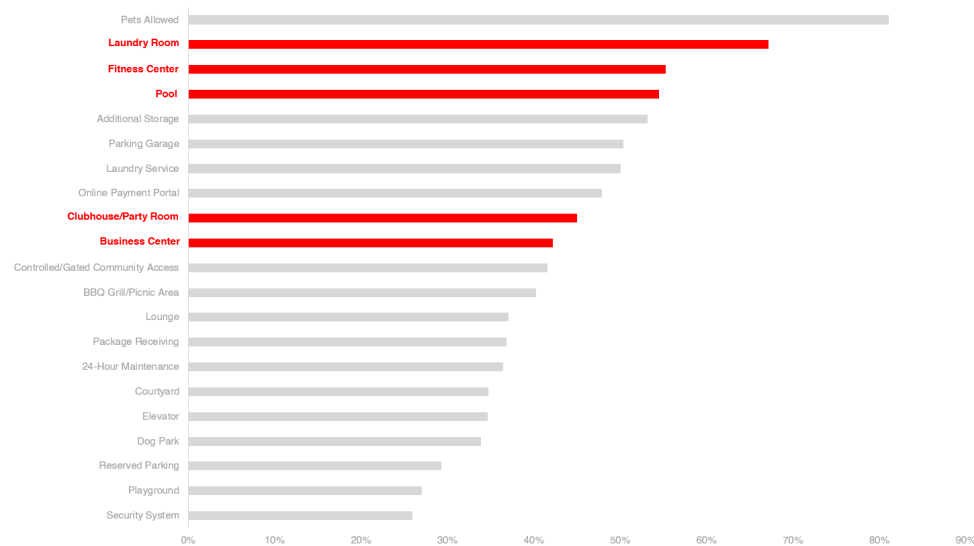
### Over Half of Surveyed Multifamily Amenities Grew in Satisfaction

% OF RESIDENTS SATISFIED BY AMENITY



### Laundry Room, Fitness Center, Pool, Clubhouse, and Business Centers Continue to Dominate Common Amenities List

% OF PROPERTIES IN HELLODATA WITH EACH AMENITY IN 2025



Source: Grace Hill Survey

And once something is expected, satisfaction stops telling you much. It's not measuring preference. It's measuring whether the property clears the bar. That pattern becomes even clearer when you look at pricing.

Rent correlation data from HelloData shows that none of the most common amenities — laundry rooms, fitness centers, pools, clubhouses, and business centers — appear among the features most positively correlated with rent. They also don't meaningfully show up among the strongest negative signals.

They are largely absent from both sides of the equation, which is the point.

These amenities don't move pricing because they don't create differentiation. But they also don't show up as risks because their absence is rare. They are already embedded in the baseline. What shows up instead are signals at the margins.

On the positive side, rent is associated with features that signal a higher level of quality, such as views, finishes, building design, and access. Not because they are rare, but because they still communicate something distinct.

On the negative side, the strongest signals aren't missing amenities. They're signs of falling short of expectation, such as washer/dryer hookups instead of in-unit laundry, carpet instead of hard flooring, partial upgrades instead of complete ones.

In other words, rent isn't driven by the presence of amenities. It's shaped by the perception of quality — and by whether a property meets, exceeds, or falls short of that standard.

The more interesting signal shows up when you step outside of pricing and look at behavior. Take pet amenities.

As shown on the following page, pet amenities rank among the lowest in satisfaction, well below pools, gyms, and shared spaces. And yet, they are among the strongest drivers of renewal intent. EV charging tells a similar story, ranking third lowest in satisfaction and highest in retention.

### Common Amenities Don't Move Rent

Positively Correlated Building or Unit Amenities	Correlation Strength
Building Amenity - Elevator	Moderate
Unit Amenity - City View	Moderate to Weak
Building Amenity - Doorman	Moderate to Weak
Building Amenity - Secured & Covered Bike Storage	Moderate to Weak
Building Amenity - Terrace	Moderate to Weak
Unit Amenity - Large Windows	Moderate to Weak
Building Amenity - Rooftop	Moderate to Weak
Unit Amenity - Hardwood Floor	Weak
Building Amenity - Lobby	Weak
Building Amenity - Concierge	Weak
Unit Amenity - Marble Countertops	Weak
Unit Amenity - Stainless Steel Appliances	Weak
Unit Amenity - Floor to Ceiling Windows	Weak
Unit Amenity - Quartz Countertops	Weak
Unit Amenity - Water View or View	Weak
Building Amenity - Gated Community Access	Weak
Unit Amenity - Furnished	Weak
Building Amenity - Controlled Access	Weak
Building Amenity - Spa	Weak
Unit Amenity - Custom Cabinets	Weak
Unit Amenity - Package Receiving	Weak

Negatively Correlated Building or Unit Amenities	Correlation Strength
Unit Amenity - Washer/Dryer Hookups	Weak
Unit Amenity - Carpet	Weak
Building Amenity - Playground	Very Weak
Unit Amenity - Ceiling Fan	Very Weak
Unit Amenity - Vinyl Floor	Very Weak
Building Amenity - 24-Hour Maintenance	Very Weak
Building Amenity - Picnic Area	Very Weak

Source: Hello    
 A Grace Hill Solution

And once something is expected, satisfaction stops telling you much. It's not measuring preference. It's measuring whether the property clears the bar.

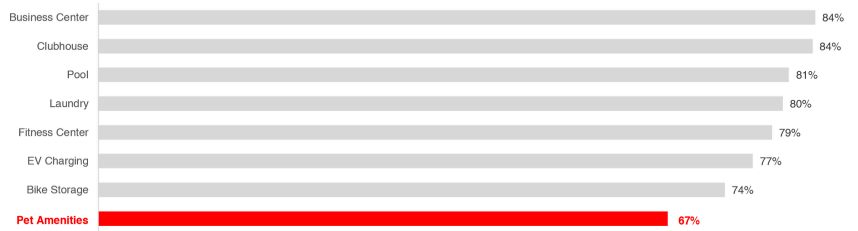
Some amenities are evaluated passively. Residents notice them, rate them, and move on. Others, like pet amenities, are tied to daily routines. They may not be perfect, but they are essential. And when something is essential, its absence matters more than its quality.

This is the paradox.

Other than business centers, which offer an opportunity to upgrade and increase retention, the amenities residents rate highest are the least impactful.

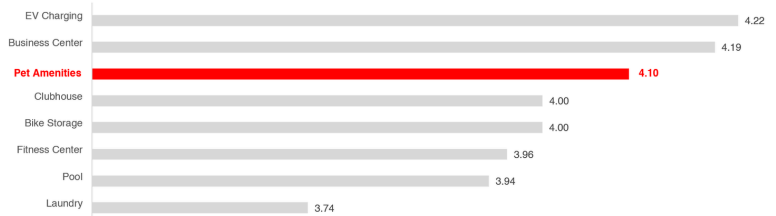
### Residents Least Satisfied with Pet Amenities in 2025

% OF RESIDENTS SATISFIED BY AMENITY



### But Pet Amenities Have a Stronger Ability to Retain Residents

RESIDENTS INTENT TO RENEW BY AMENITY (5=MOST LIKELY TO RENEW)



Source: Grace Hill Survey

Satisfaction doesn't measure value. It measures whether expectations are being met. And in a market where expectations are increasingly standardized, meeting them is necessary — but not sufficient.

## Satisfaction Doesn't Always Point to Value in Commercial Real Estate Either

A similar pattern shows up in commercial real estate, but with sharper edges. If amenities directly drove tenant decisions, you would expect satisfaction and renewal intent to move together. As satisfaction with amenities rises, renewal intent would rise with it.

In some cases, it does.

In office and retail, the lines broadly track. As satisfaction with amenities and property features improves, renewal intent follows. It's not perfect, but it's directionally aligned.

But that relationship doesn't hold across all property types. In industrial and medical office, the pattern breaks. Satisfaction trends upward. Renewal intent doesn't move with it — or moves independently. The lines diverge, flatten, or shift in different directions entirely.

If amenities and property features were the primary driver of tenant decisions, every chart would look like office or retail. They don't.

Which suggests the same underlying dynamic as multifamily, just expressed differently. Visible, experience-driven features like lobbies, shared spaces, overall presentation, tend to perform well in satisfaction. They shape perception. They signal quality.

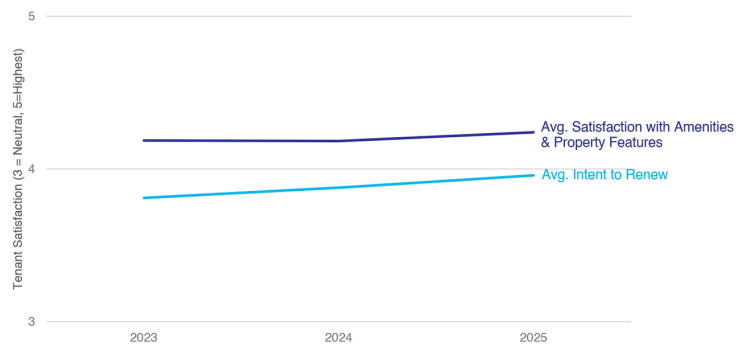
But they are not always what tenants rely on most. In industrial, performance is defined by infrastructure — clear heights, access, logistics, operational flow. In medical office, it's functionality — systems, reliability, consistency. These are the features that determine whether the space actually works. And when those systems fall short, satisfaction elsewhere doesn't compensate.

This is the same asymmetry seen in multifamily. Satisfaction tends to reflect what is well-executed. Decisions tend to reflect what is relied upon. Which is why the relationship between amenities and outcomes is inconsistent.

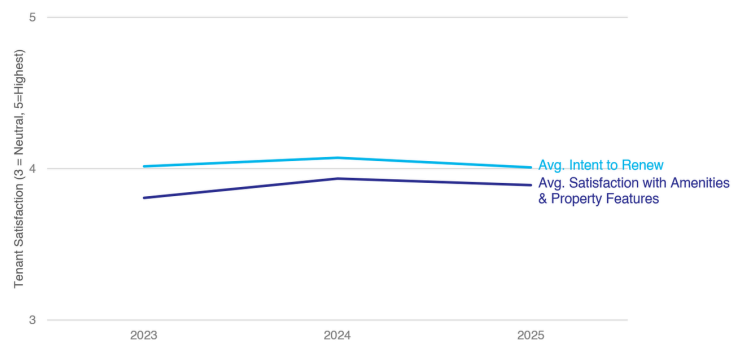
Not because amenities don't matter. But because they don't all matter in the same way.

## Satisfaction with Amenities & Property Features Trends with Renewal Intent for Office, Retail

### OFFICE

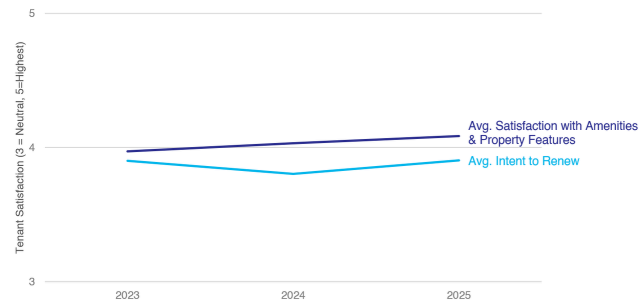


### RETAIL

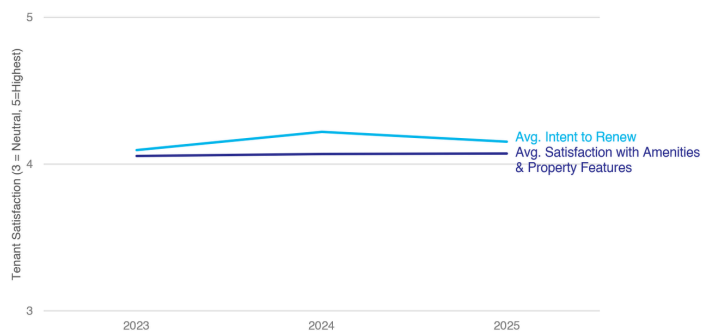


## Satisfaction with Amenities & Property Features Not Trending with Renewal Intent for Industrial, Medical Office

### INDUSTRIAL



### MEDICAL OFFICE



Source: Grace Hill KingsleySurveys

Across both multifamily and commercial properties, the pattern is consistent.

The amenities that score highest are often the most common.

The ones that drive decisions are the ones people depend on.

And the ones that create risk are the ones that fail when they're expected to work.

Which points to a gap. Satisfaction tells you how people rate amenities. It doesn't tell you how those amenities are experienced day to day.

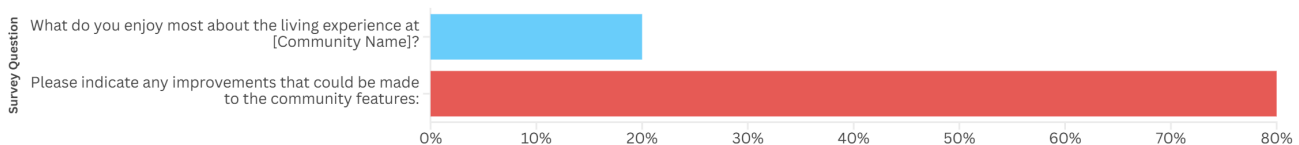
# What Shapes Experience

## Multifamily Amenities Matter Less Than Functionality

If satisfaction doesn't explain value, the next question is what actually does. The answer starts with what residents choose to talk about.

The first chart — an analysis of over 160,000 resident comments — makes this clear. When residents describe what they enjoy most about their living experience, fewer than 20% mention anything about the physical property at all. But when they're asked what could be improved, nearly 80% of comments focus on the physical environment. That asymmetry matters.

### The Mention Gap



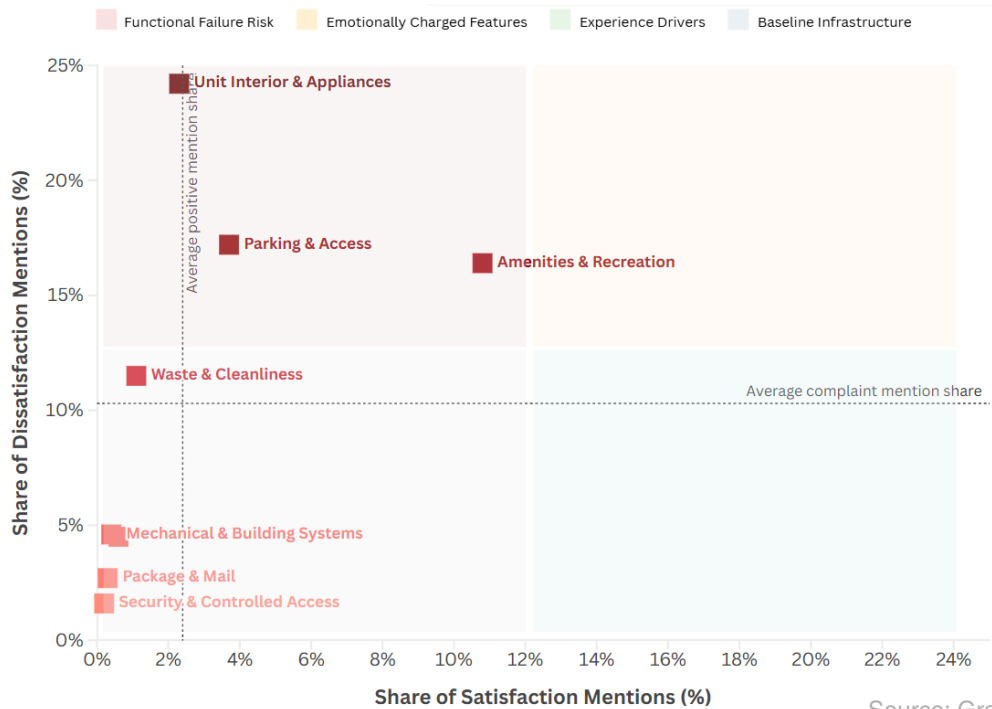
Source: Grace Hill Survey

Positive experiences are broad and often intangible — community, convenience, ease of living. But negative experiences are specific. They concentrate around things that should simply work. In other words, the physical environment operates quietly in the background.

Until it doesn't.

This next chart shows where that attention goes when it breaks.

## Resident Sentiment Map of Physical Property Features



Source: Grace Hill Survey

Unit interiors and appliances generate the highest share of dissatisfaction mentions, despite relatively little spontaneous praise. Parking and access show a similar pattern. These aren't the most outwardly marketed features of a property, but they are the ones residents rely on most. And when they fail, they dominate the experience.

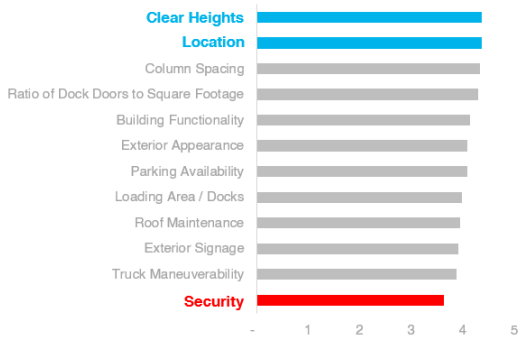
Amenities behave differently. Amenities and recreation generate a high share of positive mentions, but comparatively fewer complaints. They create moments residents enjoy — working out, relaxing by the pool, spending time with neighbors — but they are less likely to drive dissatisfaction when something goes wrong. That distinction is the key.

Which is why satisfaction alone can be misleading. It can reflect what is well-marketed and well-executed. But experience is shaped by what is necessary and relied upon. In multifamily, what residents rely on most isn't always what they rate highest.

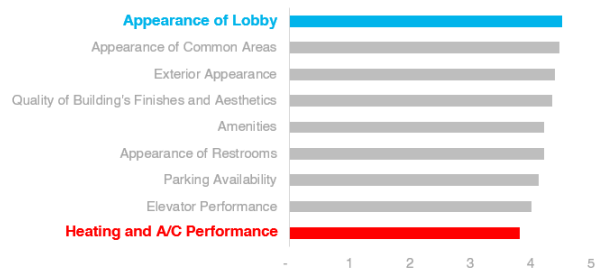
## Experience Is Defined by What Enables Work in CRE

The same dynamic appears in commercial real estate, but it shows up more explicitly. In multifamily, experience is about how it feels to live somewhere. In commercial, it's about whether the space actually works for the tenants' work. The first set of charts makes that distinction clear.

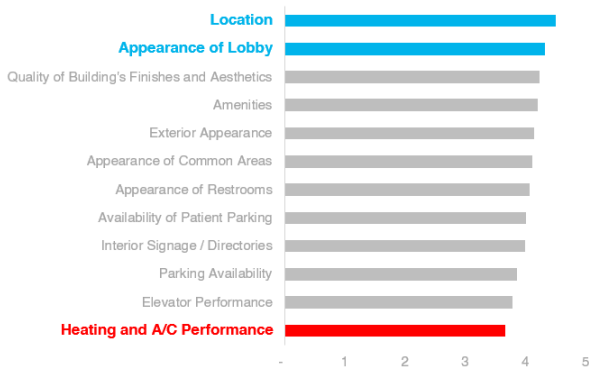
**Industrial Tenants Most Satisfied with Clear Heights and Location, Least Satisfied with Security**



**Office Tenants Most Satisfied with Lobby, Least Satisfied with Heating and A/C**



**Medical Office Tenants Most Satisfied with Location and Lobby, Least Satisfied with Heating and A/C**



**Retail Tenants Most Satisfied with Location, Least Satisfied with Footfalls on Property**



Source: Grace Hill KingsleySurveys

Across office, retail, industrial, and medical properties, tenants are most satisfied with well-marketed, experience-driven features — lobby appearance, location, building aesthetics. These are the elements that shape first impressions and signal quality.

But the lowest-rated features tell a different story — the same one since 2024. In office and medical, heating and A/C consistently rank at the bottom. In industrial, it's security. In retail, it's foot traffic, which is something operators only partially control, but tenants depend on.

These are not the features tenants notice first. They are the ones they rely on most. And they are the least forgiven when they fail.

Parking data shows how quickly this becomes visible.

Parking satisfaction has begun to split by property type. Industrial and office remain stable. But in retail and medical, satisfaction declines — most notably in retail and medical office patient parking, where scores drop meaningfully over time.

This isn't a marginal shift. It's a breakdown in a baseline expectation. And once that baseline starts to slip, it doesn't stay neutral. It becomes a liability.

The industrial data shows the opposite case. Where operational performance improves — security, roof maintenance, access, clear height — satisfaction rises steadily.

They are functional ones. And in industrial, that distinction defines the experience.

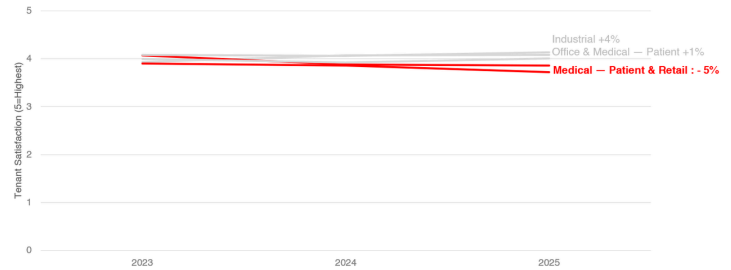
Taken together, the pattern is consistent across property types. What tenants value most isn't what looks best. It's what allows them to operate without friction. Which brings the argument full circle.

In both multifamily and commercial, experience is shaped less by the presence of amenities and more by how reliably the underlying systems work. But even that doesn't fully explain value.

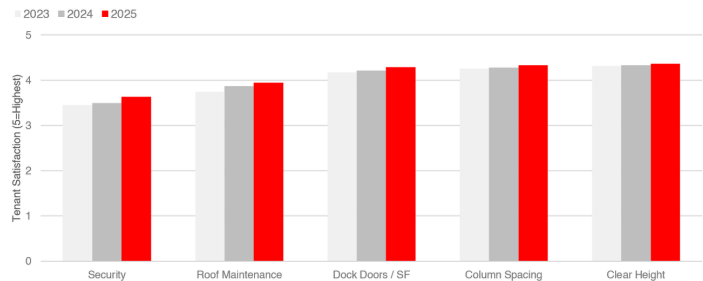
Because not everything that works well matters equally. And not everything that matters shows up in satisfaction.

To understand that, you have to look at behavior.

### Parking Satisfaction Splits by Property Type. Retail and Patient Parking Are the Warning Flags



### Industrial Steadily Strengthens in Core Operational Performance



Source: Grace Hill KingsleySurveys

# What Becomes Daily Life

## Usage Reveals What Residents Need in Multifamily

If experience is shaped by what residents rely on, the next question is simple: What actually becomes part of their day?

Usage data starts to answer that — but it also complicates the picture. At the property level, the most-used amenities look familiar. Clubhouses generate the highest total usage across communities, followed by gyms and pools. These are the most visible amenities, the most heavily marketed, and the ones designed to bring residents together. That aligns with how the industry thinks about amenities.

But it doesn't fully reflect how residents use them. When usage is measured per unit — how often an individual actually interacts with an amenity — the hierarchy changes.

Dog-related amenities move to the top. Not because they are the most visible. Not because they are the most highly rated. But because they are tied to routine.

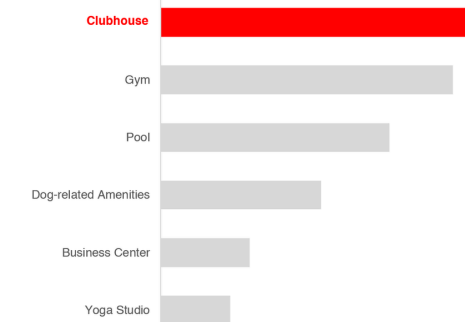
Walking a dog isn't occasional. It's daily.

And anything that becomes part of a daily pattern begins to shape how a property feels to live in.

The table on the following page reinforces this distinction.

### Clubhouse Most Overall Used Amenity in 2025 by Total Usage

AVERAGE DAILY OPENS PER COMMUNITY BY AMENITY

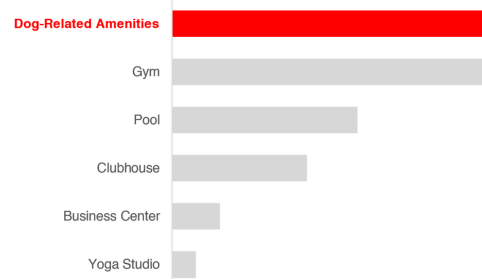


GATEWISE

Source: Gatewise access data

### Dog-Related Amenities Jump to Most Used Per Unit Amenity in 2025

AVERAGE DAILY OPENS PER UNIT BY AMENITY

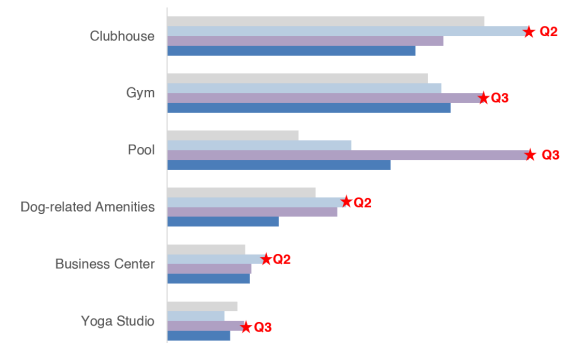


GATEWISE

Source: Gatewise access data

### Daily Amenity Usage Spikes in Q2 or Q3

Q4 Q3 Q2 Q1



GATEWISE

Source: Gatewise access data

Daily Amenity Usage Per Unit	Q1	Q2	Q3	Q4
Business Center	0.05	0.05	0.04	0.03
Clubhouse	0.08	0.09	0.14	0.12
Dog-related Amenities	0.51	0.32	0.20	0.17
Gym	0.26	0.31	0.27	0.24
Pool	0.14	0.24	0.15	0.09
Yoga Studio	0.02	0.02	0.02	0.02

Source: Gatewise usage data

Dog-related amenities show the highest per-unit usage by a wide margin — almost double gyms or triple pools in some quarters. And while their usage tapers slightly over the year, it remains consistently higher than every other category.

Other amenities behave differently. Gyms and pools see strong but variable usage, peaking in Q3. Clubhouses peak in Q2, tied more to seasonal and social activity. These are important, but they are episodic. They shape moments, not routines.

That difference matters. Some amenities create shared experiences. Others become embedded in daily life.

And those are not the same thing.

Which starts to explain why usage alone doesn't map cleanly to value. The most-used amenities aren't always the ones that drive decisions. And the most important amenities aren't always the ones that stand out.

## Demand Reveals What Tenants Want To Do

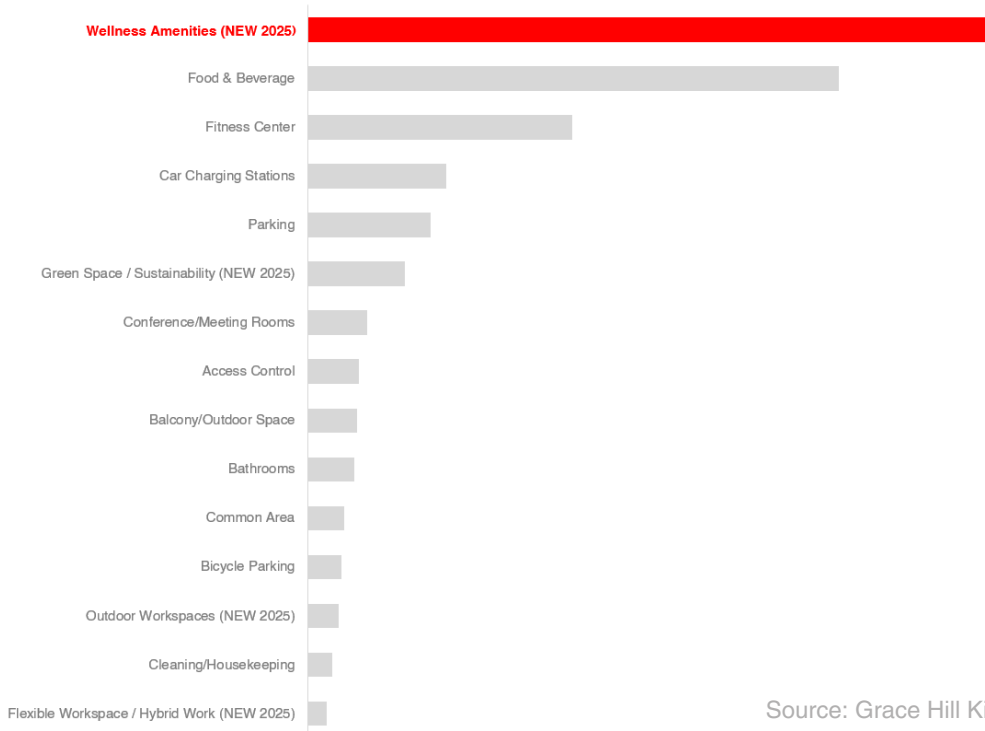
If usage shows what becomes routine in multifamily, demand shows something slightly different in commercial: What tenants are trying to accomplish.

The amenity request data makes that shift visible. Wellness now sits at the top of tenant demand — not just fitness centers, but a broader set of spaces tied to how people feel and function during the day, such as relaxation, recovery, focus.

That's a meaningful change. Because it's not about adding another feature. It's about enabling a different kind of experience.

## Wellness Tops List of Tenants' Amenity Requests in 2025

COUNT OF TENANT AMENITY REQUESTS BY CATEGORY



Source: Grace Hill KingsleySurveys

Food and beverage remains a major category, along with parking and infrastructure. But the mix of requests is changing. Tenants are asking less about what a building has — and more about what it allows them to do.

Work, meet, recharge, step away, return.

The smaller categories reinforce the same pattern. Outdoor space, flexible work areas, sustainability features — these aren't traditional "amenities." They're extensions of how space gets used throughout the day. Which is the key distinction.

In multifamily, behavior shows up as routine. In commercial, it shows up as intent.

Tenants are signaling how they want to use space, even if that use isn't fully supported yet. That creates a different kind of gap. Not between satisfaction and experience — but between expectation and enablement.

But intent alone doesn't determine outcomes. Not every requested feature drives rent. Not every used space drives retention. And not every high-performing amenity actually matters when decisions get made. To understand that, you have to look at value.

# What Actually Pays Off

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## Value Lives in the Margins for Multifamily

By this point, the pattern is clear:

Satisfaction tells you what's expected.

Experience tells you what works.

Usage tells you what becomes routine.

But none of those, on their own, explain value. To see that, you have to look at outcomes — rent and retention. And when you do, the shape of value changes again.

The tables on the following pages make that visible. Let's start with what doesn't show up. As mentioned, the most common, highest-rated amenities — laundry rooms, fitness centers, pools, clubhouses, business centers — barely register among the strongest drivers of rent. They appear in the data, but only weakly. Not because they don't matter, but because they exist everywhere. They set the floor.

What shows up instead are signals at the edges. On the positive side, rent is associated with features that communicate a higher level of quality: elevators, hardwood floors, views, finishes, access, services like doormen or housekeeping. These aren't necessarily rare, but they still differentiate. They shape perception.

And even then, the impact is modest. Most of these features add tens of dollars, not hundreds. The upside is real, but it's tightly compressed.

The downside is not.

The negative table tells a different story. The strongest signals aren't missing amenities. They're signs of falling short of expectation: washer/dryer hookups instead of in-unit laundry, carpet instead of hard flooring, older or partial features instead of complete ones. These aren't deal-breakers in isolation. But they accumulate. And unlike the positive side, the negative side is broad. There are many ways to fall short, and each one erodes value.

Most positive signals are small and clustered.

<b>40 Most Positively Correlated Amenities</b>	<b>\$ PSF Coefficient</b>	<b>\$ PSF Standard Error</b>	<b>\$ Coefficient</b>	<b>\$ Standard Error</b>
<i>Gross Monthly Rent With No Other Variables</i>	\$ 1.92	\$ 0.004	\$ 1,677	\$ 3
Building Amenity - Elevator	\$ 0.15	\$ 0.007	\$ 128	\$ 6
Unit Amenity - Hardwood Floor	\$ 0.10	\$ 0.006	\$ 91	\$ 5
Unit Amenity - Stainless Steel Appliances	\$ 0.08	\$ 0.007	\$ 69	\$ 6
Building Amenity - Doorman	\$ 0.08	\$ 0.006	\$ 68	\$ 6
Building Amenity - Spa	\$ 0.07	\$ 0.006	\$ 61	\$ 6
Building Amenity - Secured Covered Bike Storage	\$ 0.07	\$ 0.006	\$ 61	\$ 5
Unit Amenity - Microwave	\$ 0.06	\$ 0.006	\$ 55	\$ 5
Building Amenity - Housekeeping Available	\$ 0.06	\$ 0.005	\$ 53	\$ 4
Unit Amenity - View	\$ 0.06	\$ 0.006	\$ 52	\$ 5
Unit Amenity - Quartz Countertops	\$ 0.06	\$ 0.006	\$ 50	\$ 5
Building Amenity - Laundry Room	\$ 0.06	\$ 0.007	\$ 49	\$ 6
Building Amenity - Recycling	\$ 0.05	\$ 0.005	\$ 42	\$ 5
Building Amenity - Gated Community Access	\$ 0.05	\$ 0.006	\$ 41	\$ 5
Unit Amenity - Marble Countertops	\$ 0.04	\$ 0.006	\$ 39	\$ 5
Building Amenity - Lounge	\$ 0.04	\$ 0.007	\$ 38	\$ 6
Building Amenity - Terrace	\$ 0.04	\$ 0.006	\$ 35	\$ 5
Building Amenity - Electric Car Charging Station	\$ 0.04	\$ 0.006	\$ 33	\$ 5
Building Amenity - Community Garden	\$ 0.04	\$ 0.005	\$ 32	\$ 4
Unit Amenity - City View	\$ 0.04	\$ 0.006	\$ 31	\$ 5
Unit Amenity - All Utilities Included	\$ 0.04	\$ 0.005	\$ 31	\$ 5
Unit Amenity - Furnished	\$ 0.03	\$ 0.006	\$ 28	\$ 5
Building Amenity - Barbecue Grill	\$ 0.03	\$ 0.007	\$ 28	\$ 6
Unit Amenity - High Ceilings	\$ 0.03	\$ 0.007	\$ 28	\$ 6
Building Amenity - On Site Management	\$ 0.03	\$ 0.006	\$ 28	\$ 5
Building Amenity - Swimming Pool	\$ 0.03	\$ 0.006	\$ 28	\$ 6
Unit Amenity - Recently Renovated	\$ 0.03	\$ 0.006	\$ 28	\$ 5
Unit Amenity - Large Windows	\$ 0.03	\$ 0.006	\$ 27	\$ 5
Building Amenity - Concierge	\$ 0.03	\$ 0.006	\$ 27	\$ 5
Unit Amenity - Window AC Unit	\$ 0.03	\$ 0.005	\$ 27	\$ 4
Unit Amenity - Water Included	\$ 0.03	\$ 0.008	\$ 27	\$ 7
Building Amenity - Landscaping	\$ 0.03	\$ 0.005	\$ 26	\$ 4
Unit Amenity - Heat Included	\$ 0.03	\$ 0.006	\$ 26	\$ 5
Building Amenity - Courtyard	\$ 0.03	\$ 0.005	\$ 25	\$ 5
Unit Amenity - Water View	\$ 0.03	\$ 0.006	\$ 25	\$ 5
Building Amenity - Reserved Parking	\$ 0.03	\$ 0.005	\$ 24	\$ 5
Building Amenity - Rooftop Space	\$ 0.03	\$ 0.006	\$ 22	\$ 6
Unit Amenity - Bath Tub	\$ 0.02	\$ 0.006	\$ 22	\$ 5
Building Amenity - Parking Garage	\$ 0.02	\$ 0.006	\$ 21	\$ 5
Building Amenity - Carport	\$ 0.02	\$ 0.005	\$ 21	\$ 4
Unit Amenity - Mountain View	\$ 0.02	\$ 0.005	\$ 20	\$ 4

Negative signals display category breadth while also not moving the needle much on their own.

<b>40 Most Negatively Correlated Amenities</b>	<b>\$ PSF Coefficient</b>	<b>\$ PSF Standard Error</b>	<b>\$ Coefficient</b>	<b>\$ Standard Error</b>
<i>Gross Monthly Rent With No Other Variables</i>	\$ 1.92	\$ 0.004	\$ 1,677	\$ 3
Unit Amenity - Washer Dryer Hookups	\$ (0.14)	\$ 0.005	\$ (121)	\$ 4
Building Amenity - Roommate Matching	\$ (0.08)	\$ 0.005	\$ (73)	\$ 5
Unit Amenity - Carpet	\$ (0.08)	\$ 0.006	\$ (67)	\$ 5
Unit Amenity - Ceiling Fan	\$ (0.07)	\$ 0.005	\$ (62)	\$ 5
Unit Amenity - Air Conditioning	\$ (0.06)	\$ 0.005	\$ (50)	\$ 5
Unit Amenity - Trash Service Included	\$ (0.05)	\$ 0.007	\$ (47)	\$ 6
Building Amenity - Community Room	\$ (0.05)	\$ 0.005	\$ (47)	\$ 5
Building Amenity - Valet Trash Service	\$ (0.05)	\$ 0.005	\$ (45)	\$ 4
Building Amenity - Club House Party Room	\$ (0.05)	\$ 0.007	\$ (45)	\$ 6
Unit Amenity - Walk In Closet	\$ (0.05)	\$ 0.009	\$ (44)	\$ 8
Building Amenity - Community Dog Park	\$ (0.05)	\$ 0.006	\$ (40)	\$ 5
Unit Amenity - Black Appliances	\$ (0.04)	\$ 0.005	\$ (34)	\$ 4
Building Amenity - Tanning Beds	\$ (0.04)	\$ 0.005	\$ (34)	\$ 4
Building Amenity - Attached Garage	\$ (0.04)	\$ 0.005	\$ (33)	\$ 5
Building Amenity - ADA Compliant	\$ (0.04)	\$ 0.005	\$ (33)	\$ 5
Unit Amenity - Refrigerator	\$ (0.04)	\$ 0.006	\$ (32)	\$ 5
Building Amenity - Snow Removal	\$ (0.04)	\$ 0.005	\$ (31)	\$ 4
Building Amenity - Playground	\$ (0.03)	\$ 0.005	\$ (29)	\$ 5
Unit Amenity - Yard	\$ (0.03)	\$ 0.005	\$ (28)	\$ 4
Unit Amenity - Sewer Included	\$ (0.03)	\$ 0.008	\$ (28)	\$ 7
Unit Amenity - Pantry	\$ (0.03)	\$ 0.005	\$ (28)	\$ 5
Building Amenity - Income Restricted	\$ (0.03)	\$ 0.005	\$ (28)	\$ 4
Building Amenity - 24 Hour Maintenance	\$ (0.03)	\$ 0.005	\$ (26)	\$ 5
Building Amenity - Picnic Area	\$ (0.03)	\$ 0.006	\$ (25)	\$ 5
Building Amenity - Guest Suite	\$ (0.03)	\$ 0.005	\$ (23)	\$ 4
Unit Amenity - Garbage Disposal	\$ (0.03)	\$ 0.006	\$ (23)	\$ 5
Building Amenity - Volleyball Court	\$ (0.03)	\$ 0.005	\$ (22)	\$ 4
Unit Amenity - Porch	\$ (0.03)	\$ 0.005	\$ (22)	\$ 4
Building Amenity - On Site Maintenance	\$ (0.02)	\$ 0.006	\$ (22)	\$ 5
Unit Amenity - All Appliances Included	\$ (0.02)	\$ 0.005	\$ (21)	\$ 4
Unit Amenity - Double Sink Vanity	\$ (0.02)	\$ 0.005	\$ (21)	\$ 5
Unit Amenity - Concrete Floor	\$ (0.02)	\$ 0.005	\$ (21)	\$ 4
Building Amenity - Historic Building	\$ (0.02)	\$ 0.005	\$ (21)	\$ 4
Building Amenity - Detached Garage	\$ (0.02)	\$ 0.005	\$ (20)	\$ 4
Building Amenity - Resident Rewards Program	\$ (0.02)	\$ 0.005	\$ (18)	\$ 4
Unit Amenity - Backsplash	\$ (0.02)	\$ 0.005	\$ (18)	\$ 5
Building Amenity - Internet Lounge	\$ (0.02)	\$ 0.005	\$ (18)	\$ 4
Unit Amenity - Vinyl Floor	\$ (0.02)	\$ 0.006	\$ (17)	\$ 5
Unit Amenity - Vaulted Ceilings	\$ (0.02)	\$ 0.006	\$ (17)	\$ 5
Unit Amenity - Central Air Conditioning	\$ (0.02)	\$ 0.006	\$ (17)	\$ 5

You don't gain much by exceeding expectations. But you lose quickly by failing to meet them. That's why rent behaves less like a sum of amenities — and more like a threshold.

Once a property meets the expected standard, additional features have diminishing impact. But falling below that standard shows up immediately in pricing.

This is where the earlier patterns come together. The amenities that are used most frequently don't always drive value. The ones that drive value aren't always the most visible and well-marketed. And the ones that create the most risk are often the ones that are easiest to overlook.

Pet amenities hinted at this. Operational failures confirmed it. The rent data explains why. Value isn't created by having more amenities.

It's created by:

- meeting expectations consistently
- signaling quality where it still differentiates
- and avoiding the slow erosion that comes from things not working

Which reframes the role of amenities entirely. They don't function as a checklist. They function as a system. And in that system, the biggest gains are limited — but the risks are everywhere.

## Conclusion: What's Next

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For years, amenity strategy followed a simple logic: add more, improve quality, differentiate through features. That logic still exists. But it's no longer where value is created.

Amenities today are less about what a property has and more about how it performs. The baseline has risen. Expectations are consistent. And once something becomes expected, it stops creating upside. What matters now is execution. The properties that outperform won't be the ones with the longest amenity lists. They'll be the ones that meet expectations reliably, invest selectively in what still differentiates, and eliminate friction in the parts of the experience residents and tenants rely on.

Because value doesn't come from adding more. It comes from making what exists actually work. And in a market where expectations keep rising, that's the difference between keeping up — and pulling ahead.

# About Grace Hill

Over 2,800 businesses (and counting) choose Grace Hill for training, policy, survey, mystery shopping, video engagement, and reputation management. Why? The answer is simple. Our technology and our team! Our solutions are designed specifically for multifamily and commercial real estate. We are passionate about this industry, and we have real-world experience that makes an impact for businesses like yours. In other words, we LIVE and LOVE this stuff!

*We help people love  
where they live and work*



Industry Leadership

**25 YEARS**



Grace Hill Customers

**2,800 FIRMS**



Real Estate Professionals

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We have a wealth of data in our industry, and too often, we struggle to gain useful insights due to data overload. We hope this report equipped you with tools to make strategic decisions about what amenities to implement or highlight at your properties.

Of course, the best way to assess resident or tenant satisfaction is to have your own tailored survey. Email us at [info@gracehill.com](mailto:info@gracehill.com) to get started.

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