



Cracking the Code: Unlock Leasing and Renewal Success by Understanding Renter Preferences

The link between satisfaction and renewals is undeniable, but gathering accurate data about what residents really want can be difficult. That's why Grace Hill partnered with NMHC to create the [Renter Preferences Survey Report](#), offering critical insights on every stage of the resident journey — from search to renewal!

Our in-depth analysis uncovers the features and community amenities that renters can't live without, how much they are willing to pay for them, and what matters most during their home search. These are some of the key drivers that can unlock leasing and renewal success.

THE MANAGEMENT IMPACT

Professional and effective property managers are a game changer. Along with quickly resolving issues, they can build relationships that lead to happy, long-term residents!



83%
OF RENTERS
said that management impacts their future lease decisions

49%
would consider moving to a property managed by their current company

14%
would **not** consider another property with the same management

MOVE-IN EXPERIENCES MATTER

First impressions are important, so it's essential to **get your walkthrough and move-in experiences right!**

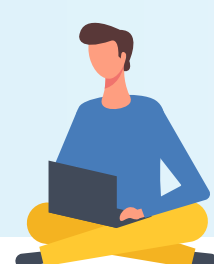


68%
of renters said the walkthrough or move-in orientation is very important or absolutely essential

PROVIDE VIRTUAL OPTIONS

Convenience is in the eye of the beholder! Since not all residents have the time or desire to communicate in person, **offering online options is essential.**

81%
of residents want to renew their lease online vs. in person



THE INFLUENCE OF ONLINE REVIEWS

What you don't know CAN hurt you! Your property's **online reputation** has become just as important and **much longer lasting** than traditional "word-of-mouth" reviews.

71% of residents who researched online reviews said that the content of the ratings stopped them from visiting properties

79% report that reviews influenced their leasing decisions

47% expect management to respond to all online reviews

CREATING A SENSE OF COMMUNITY

Shared experiences, genuine friendships, and a sense of belonging are what **turn a multifamily property into a shared living experience.** Our survey respondents say the following factors helped foster a positive sense of community:

66%
NEIGHBORS RESPECTING
THE COMMUNITY RULES

44%
Access to services that can enhance residents' wellbeing

52%
Feeling welcomed by the community staff



WHY RESIDENTS RENT

Understanding why residents choose to rent can help you promote your community. Our survey respondents identified the top benefits of renting as:



Maintenance-Free Living



No Long-Term Commitment



Flexibility To Live Where They Want

With 82% of renters indicating they plan to move within the next year,¹ **companies that are not delivering outstanding resident experiences risk losing revenue.**

Go beyond basic satisfaction ratings and uncover the drivers for your property's overall resident experience! Well-timed surveys have proven to improve resident satisfaction, and on average, **KingsleySurveys clients see a 4% renewal intention increase year-over-year.**



Find out how KingsleySurveys can help increase renewals by knowing what your residents really want.



¹Zumper Annual Rent Report