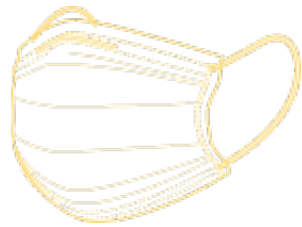


LINCOLN  
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# *industry insights*

THE IMPACT OF COVID-19 ON MULTIFAMILY





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The year of 2020 has shifted lifestyles and industries across the globe. In the world of multifamily, lifestyle and industry intersect, resulting in strong impacts on apartment communities. With changing resident values and new trends in renewals and leasing, the landscape of multifamily has a new look.



## THE IMPACT

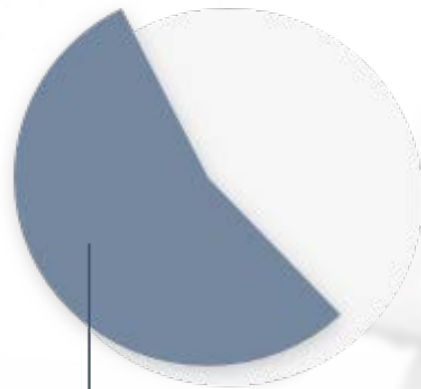
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The home office has become commonplace for the majority of renters. Instead of having daily commutes, residents are taking meetings and tackling professional responsibilities in the comfort of their apartments. From high-rises to garden-style communities, many renters felt they had ample room to conquer their jobs. However, common requests included outdoor space, built-in office features, open space for exercising, and additional storage.



# *working from home* ...

PERCENTAGE OF HOUSEHOLDS THAT WILL PERMANENTLY  
WORK SOLELY FROM HOME OR MORE AT HOME



MID-RISE  
**58%**



HIGH-RISE  
**76%**



GARDEN-STYLE  
**51%**

# HOW HOUSEHOLDS THOUGHT ABOUT THEIR APARTMENT SPACE DIFFERENTLY

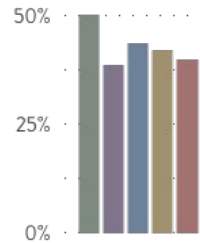
Garden Style

High-Rise

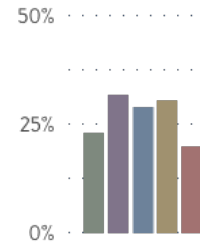
Mid-Rise

Mixed-Use

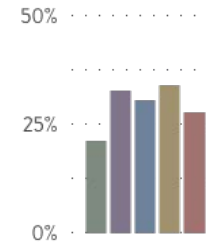
Townhome



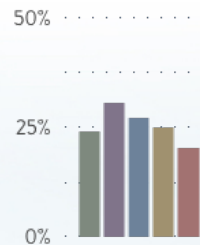
"Space was adequate during the quarantine."



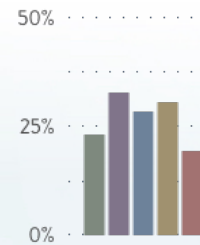
"More working space such as desk or countertop/bar."



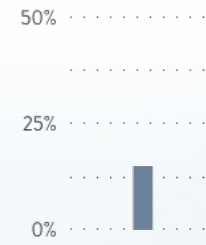
"More outdoor space. (patio, balcony)"



"More storage space for supplies and work material."



"More open space to exercise."



"More entertainment space for gatherings."

# THE CHALLENGES

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Disappointed they couldn't access amenities as easily as before the pandemic



Wish management could have continued completing non-emergency maintenance requests



Prefer to interact with staff in person rather than phone and/or email



Disappointed that services were restricted or cancelled during the pandemic



Found internet connectivity to be slow or nonexistent



## WHAT DO RESIDENTS VALUE?

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Resident values are a driving force behind leasing decisions. In 2020, location was top of the mind for renters followed by interior features and floor plan layouts. With surroundings being of the utmost importance, many felt proximity to work was a top priority followed by overall walkability and convenience.





## *what people believe in value*

Community style was a strong factor in determining location preferences. Renters in high-rise buildings prioritized walkability and convenience more than those in garden-style apartments, while residents in garden-style communities and townhouses valued proximity to family more than those in high-rise, mixed-use, and mid-rise communities.



# WHAT IMPACTS THE DECISION TO RENT?



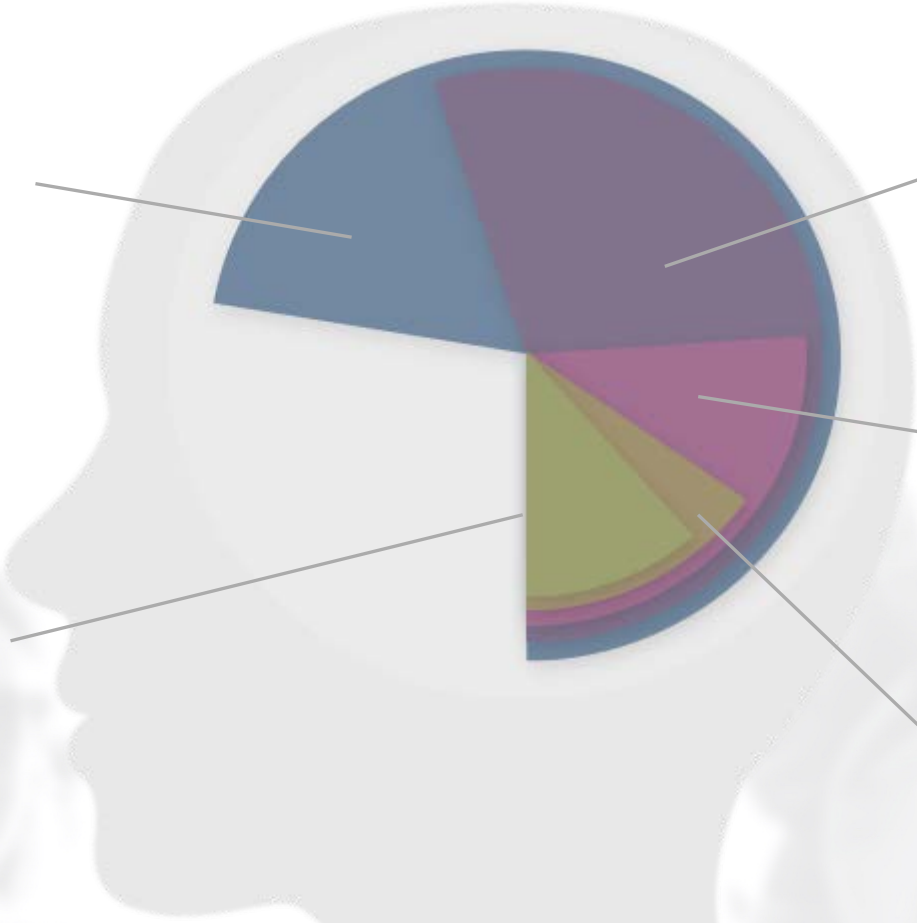
PROXIMITY TO WORK  
**70%**

**63%** OVERALL WALKABILITY & CONVENIENCE

**27%** PROXIMITY TO FAMILY

PROXIMITY TO SCHOOLS  
**12%**

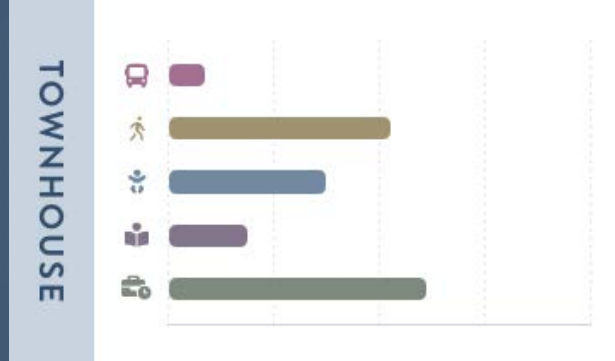
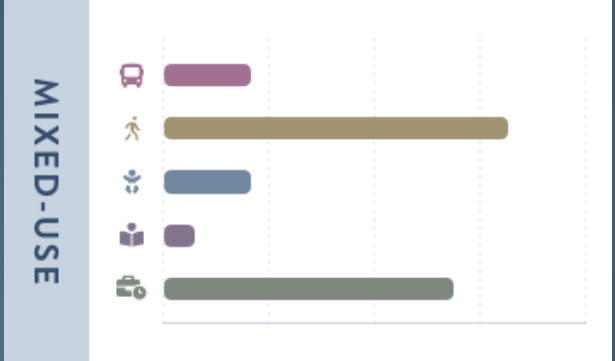
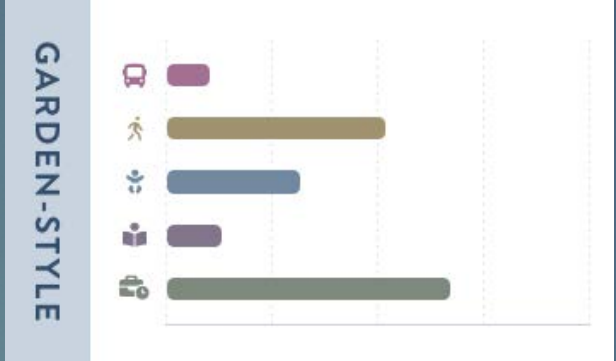
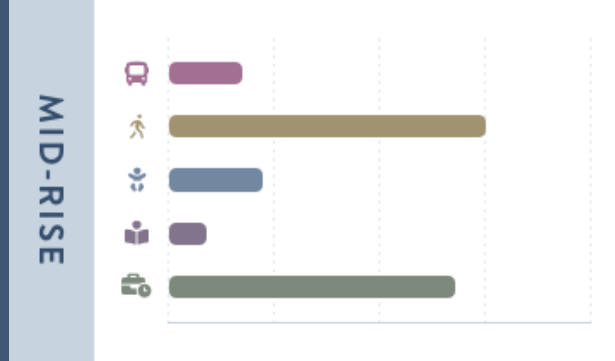
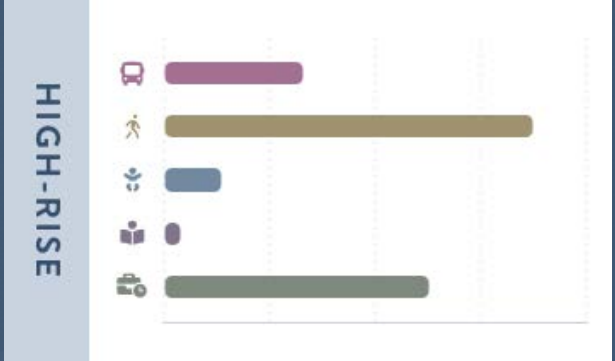
**14%** PROXIMITY TO PUBLIC TRANSPORT



# WHAT IMPACTS THE DECISION TO RENT AN APARTMENT (BY PRODUCT TYPE)

**LEGEND**

- Access to Public Transit
- Overall Walkability
- Proximity to Family
- Proximity to Schools
- Proximity to Work



# TO RENEW OR NOT TO RENEW?

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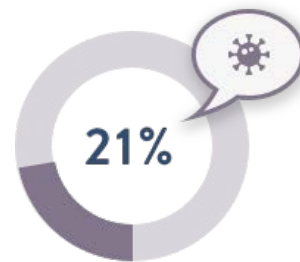
To renew or not to renew is the question on the tip of many residents' tongues. In light of COVID-19, new factors are impacting this decision. Results have shown that renters in high-rise and mixed-use communities are more likely to move to larger apartments. Additionally, rental rate is the leading factor impacting renewals followed by the financial impacts of COVID-19 and renewal length.



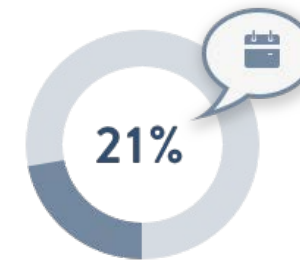
FACTORS THAT  
IMPACT RENEWAL



RENTAL RATE



FINANCIALLY  
IMPACTED BY  
COVID-19



RENEWAL  
LENGTH



## THE AMENITIES THAT MATTER

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Amenity preferences are constantly shifting, especially in the year 2020. Across the board, communities felt outdoor space, in-unit washer and dryers, and secure buildings access was necessary within communities. Additionally, communities believed alarm systems, sun exposure, package delivery services, toughness entries, sanitation teams, and recycling programs should be provided.

# A SHIFT IN RESIDENT LIFESTYLE

With societal change comes an adaptation in lifestyle. Renters across the country have adjusted their daily lives to fit a new norm. A high increase in online ordering, desire for larger spaces, and amenity preferences all signal a conclusive shift in renter behavior.



## HOUSEHOLDS WERE LIKELY AND HIGHLY LIKELY TO ORDER ONLINE



**41%** GROCERY



**51%** TAKE-OUT / FOOD DELIVERY



**70%** ONLINE RETAILERS

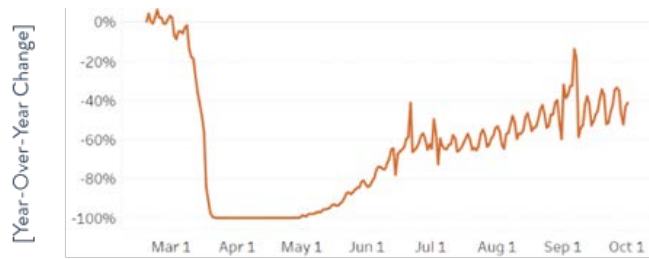
# changes to lifestyle that households plan on making

## INCREASE IN ONLINE ORDERING AND DELIVERY SERVICES



### OPENTABLE

Change in Seated Diners from Phone, Online, and Walk-In Reservations

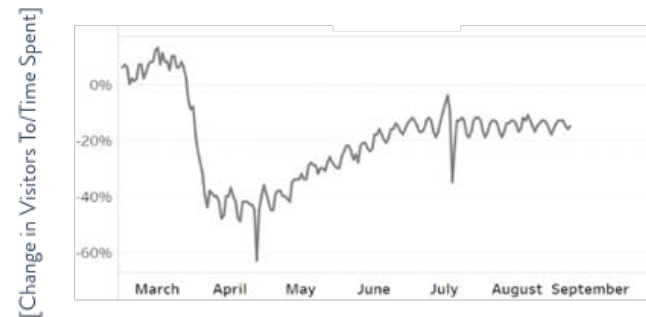


[2020]



### COMMUNITY MOBILITY

Retail



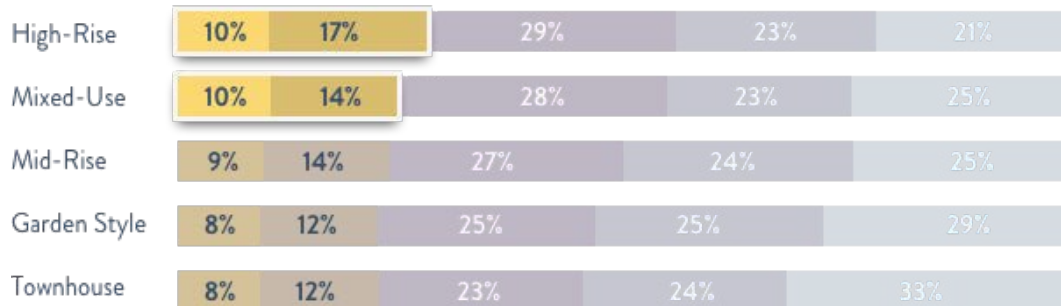
[2020]



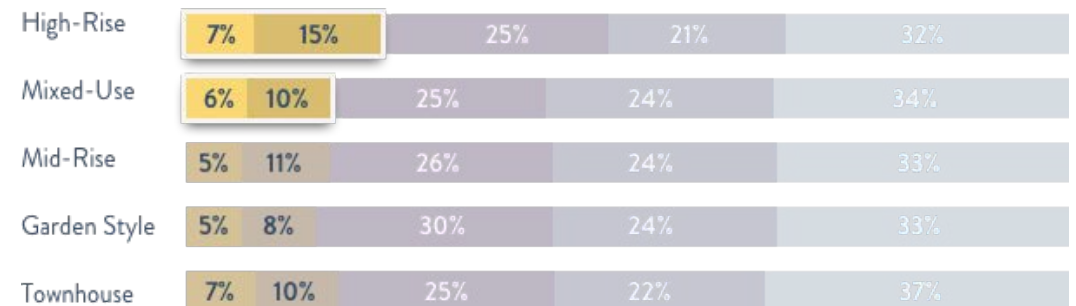
RESIDENTS IN HIGH-RISE AND MIXED-USE COMMUNITIES ARE MORE LIKELY TO SEEK LARGER APARTMENTS IN LESS DENSE NEIGHBORHOODS



LARGER APARTMENT



LESS DENSE NEIGHBORHOOD

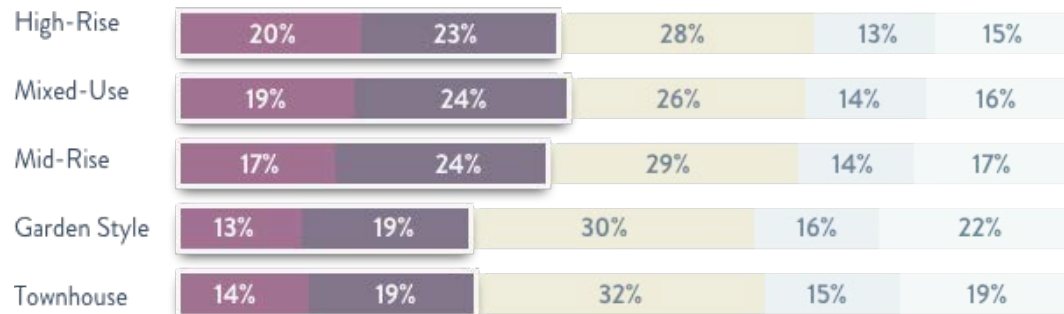




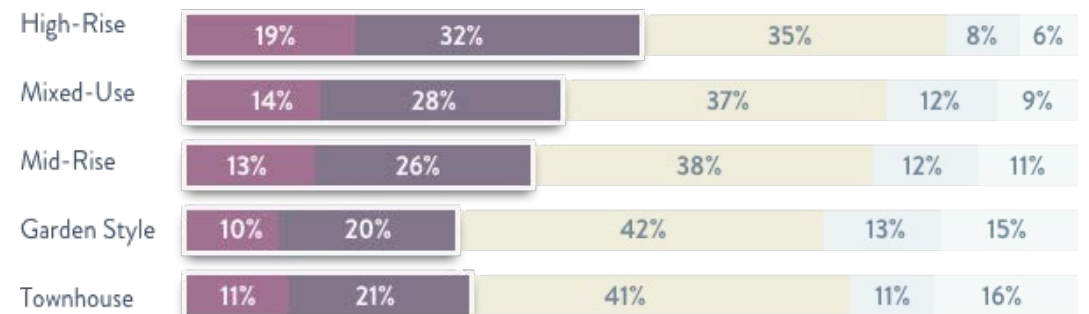
PEOPLE IN HIGH-RISE AND MIXED-USE COMMUNITIES ARE MORE LIKELY TO USE AMENITIES AND SERVICES MORE OFTEN



USE AMENITIES MORE OFTEN



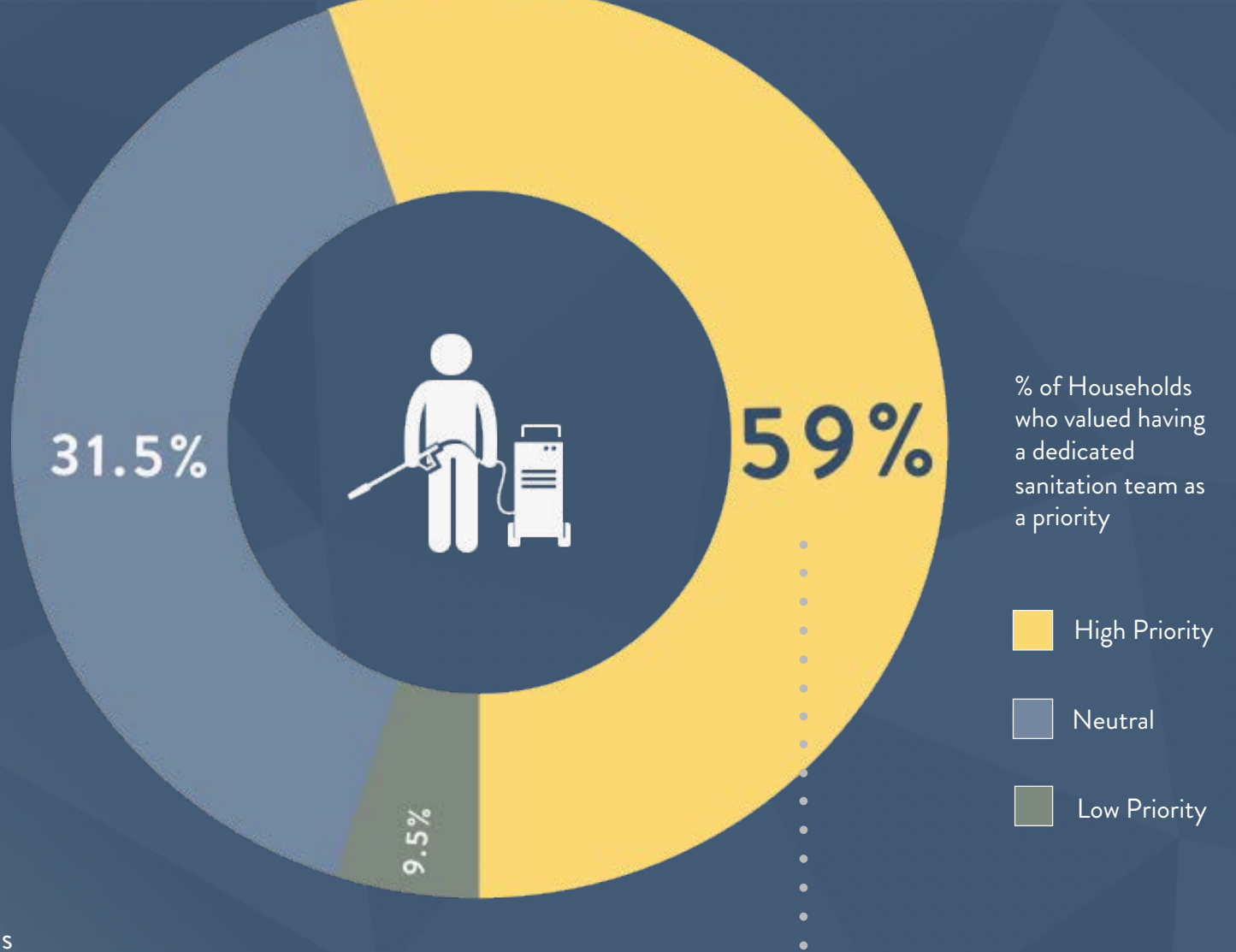
RELY MORE ON COMMUNITY SERVICES PROVIDED





*new values  
are shaping  
multifamily*

Current events have fueled a new set of renter values that have shifted priorities when seeking apartments. Cleanliness is top of mind as the majority of households consider a dedicated sanitation team a priority in their search.



**59% OF RENTERS CONSIDERED HAVING A DEDICATED SANITATION TEAM IS HIGH PRIORITY**

# THE FUTURE OF LEASING

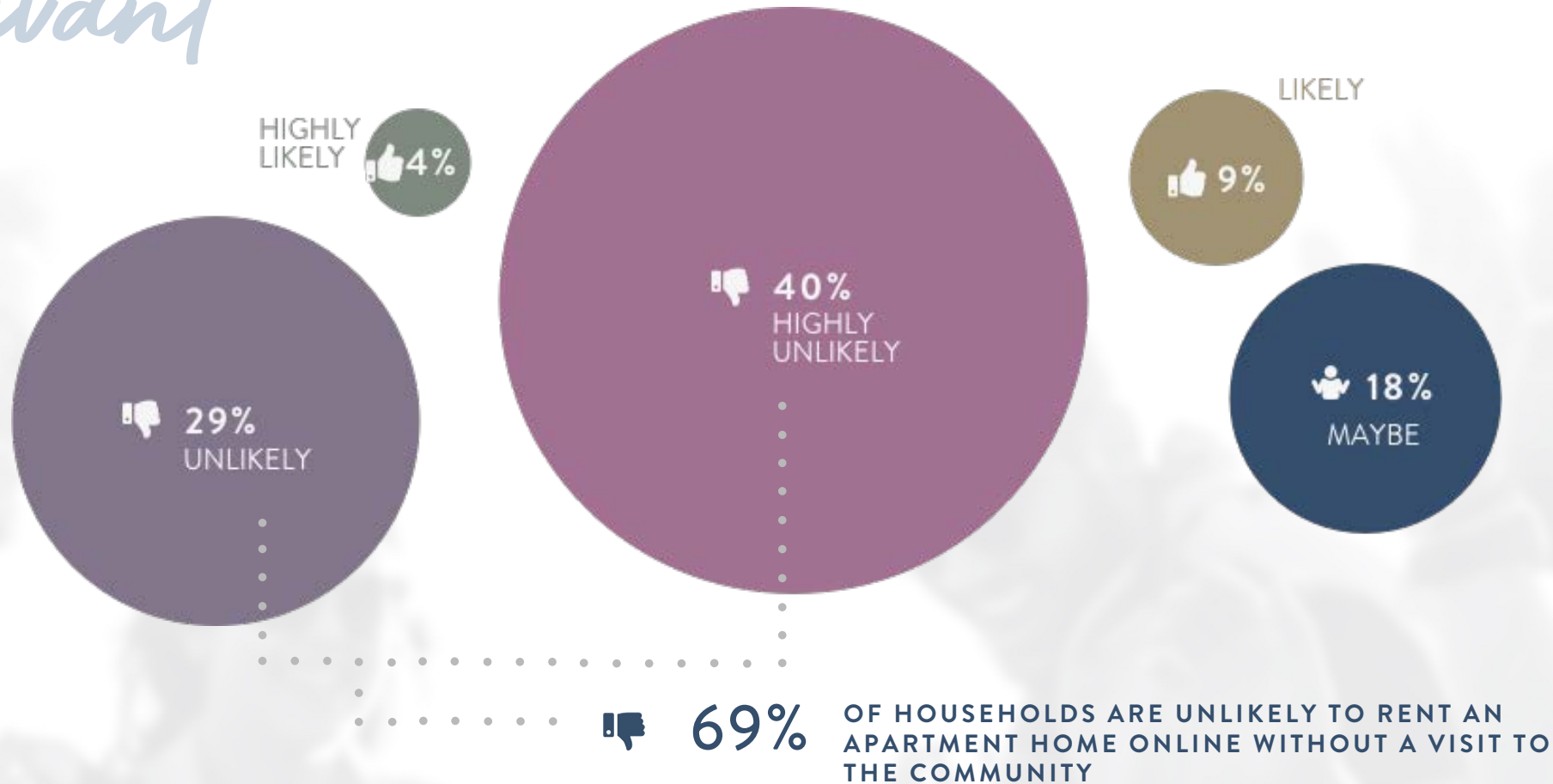
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While virtual tours and other online resources attract prospective renters, the majority of people are unlikely to sign a lease without an in-person tour. With only 13% of renters likely to rent an apartment without a visit, offering self-guided tours and in-person leasing are still highly relevant.



*in-person leasing is still relevant*

IF YOU WERE RENTING AN APARTMENT HOME, HOW WILLING WOULD YOU BE TO RENT ONLINE WITHOUT VISITING IN PERSON?



*Thank you*

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