

# MULTIFAMILY INDUSTRY Leaders Survey

JULY 2016

Attitudes and Outlook about the Multifamily Industry  
from Industry Leaders



*Insight. Empowerment. Advantage.*



## INDUSTRY LEADERS SURVEY

### About the survey

Since 2009, J Turner Research has been conducting the Leaders Survey –an annual study of senior level executives in the multifamily industry. The purpose of the survey is to gauge their attitudes and expectations about issues central to the industry. This Leaders Survey trend report represents the responses and trends for the last seven years. Questions range from leaders' expectations and predictions for their own portfolio, concessions, occupancy and the most challenging issues they face. It also covers the top two challenges leaders' face– availability of finance and optimism regarding the US economy.

### About J Turner Research

#### **Insight. Empowerment. Advantage**

J Turner Research offers customer insights that empower multifamily companies to advance their business. We enable our clients to enhance customer satisfaction, increase closing ratios, improve online reputation, and optimize resources. We do this by surveying more than 170,000 residents and prospects each month. Our Online Reputation Assessment™ (ORA™) Score serves as the industry benchmark for measuring a property's online reputation. This score is based on monthly online reputation monitoring of more than 61,000 properties nationwide, across all review sites.

All customer insights are delivered through our state-of-the-art Dashboard that equips clients to make timely and effective management decisions.

As industry influencers, we have produced more than a dozen national research studies and white papers that unravel emerging trends, shifting demographics, industry best practices, and new market opportunities. Headquartered in Houston, we have been serving the multifamily industry since 2003. Contact us at [sales@jturnerresearch.com](mailto:sales@jturnerresearch.com)

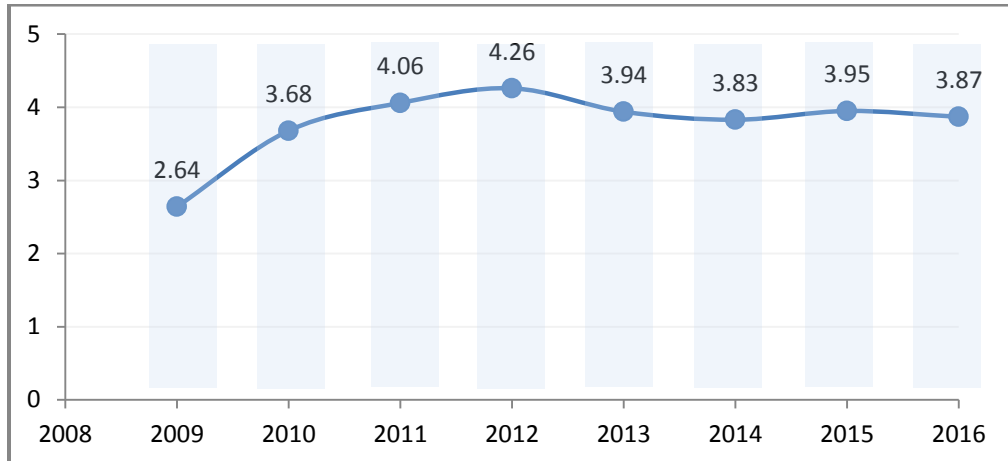
For more information, visit <http://www.jturnerresearch.com/>



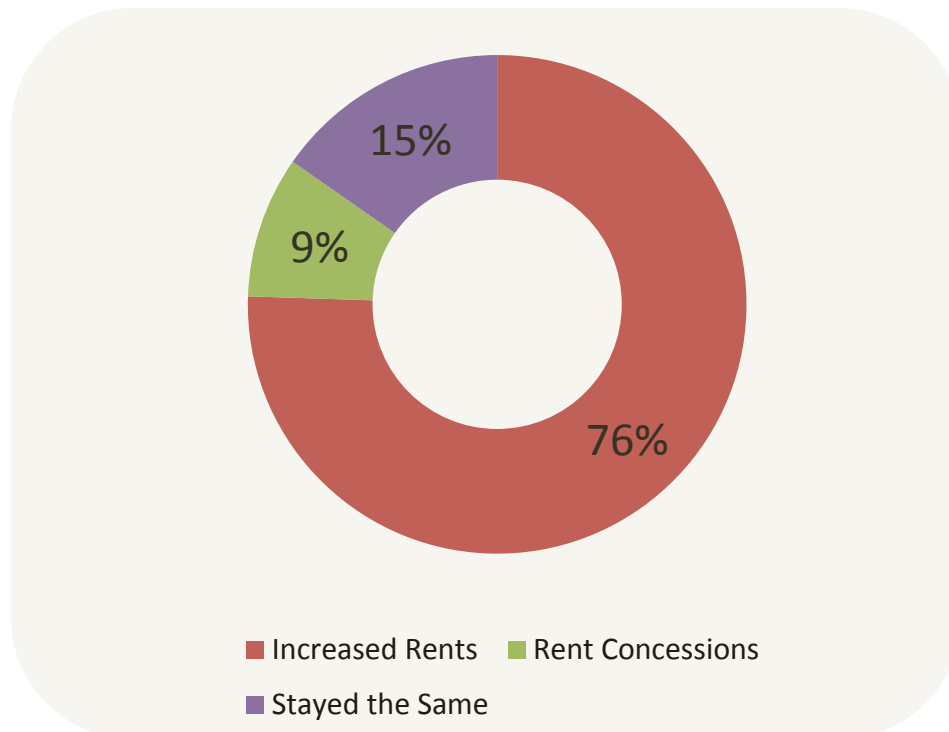
## INDUSTRY LEADERS SURVEY

Number of Responses – 196

### I feel optimistic about rent growth in the next 12 months



### Generally speaking, what has been the rent trend for your portfolio in 2016?

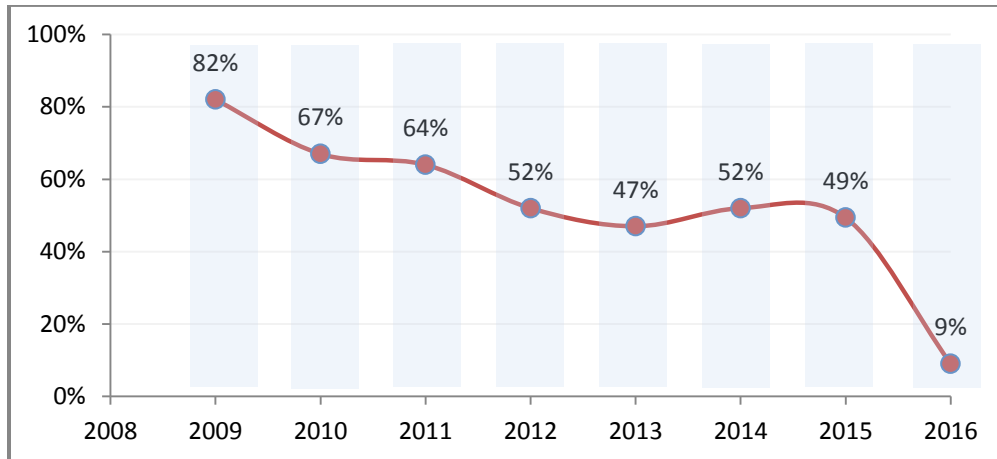




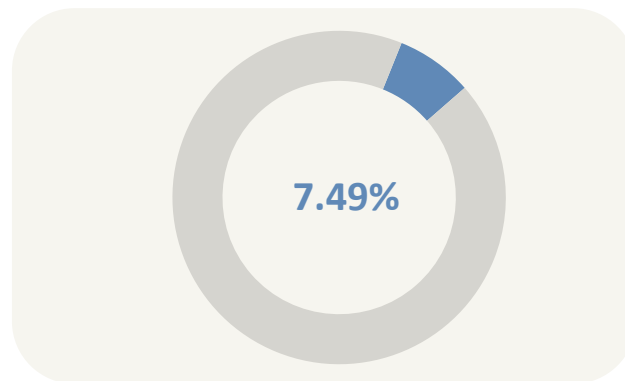
# INDUSTRY LEADERS SURVEY

## Rent Concessions

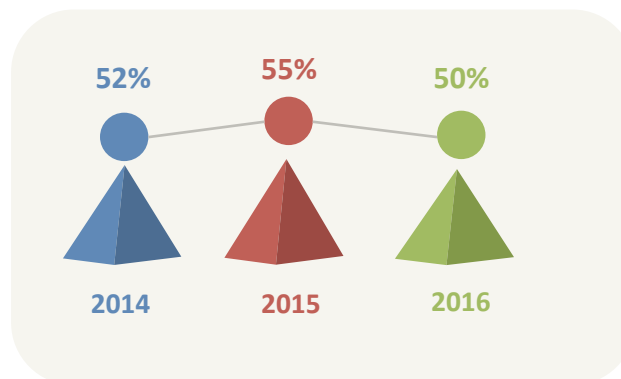
Percent of portfolio offering rent concessions



## Average rent increase for 2016



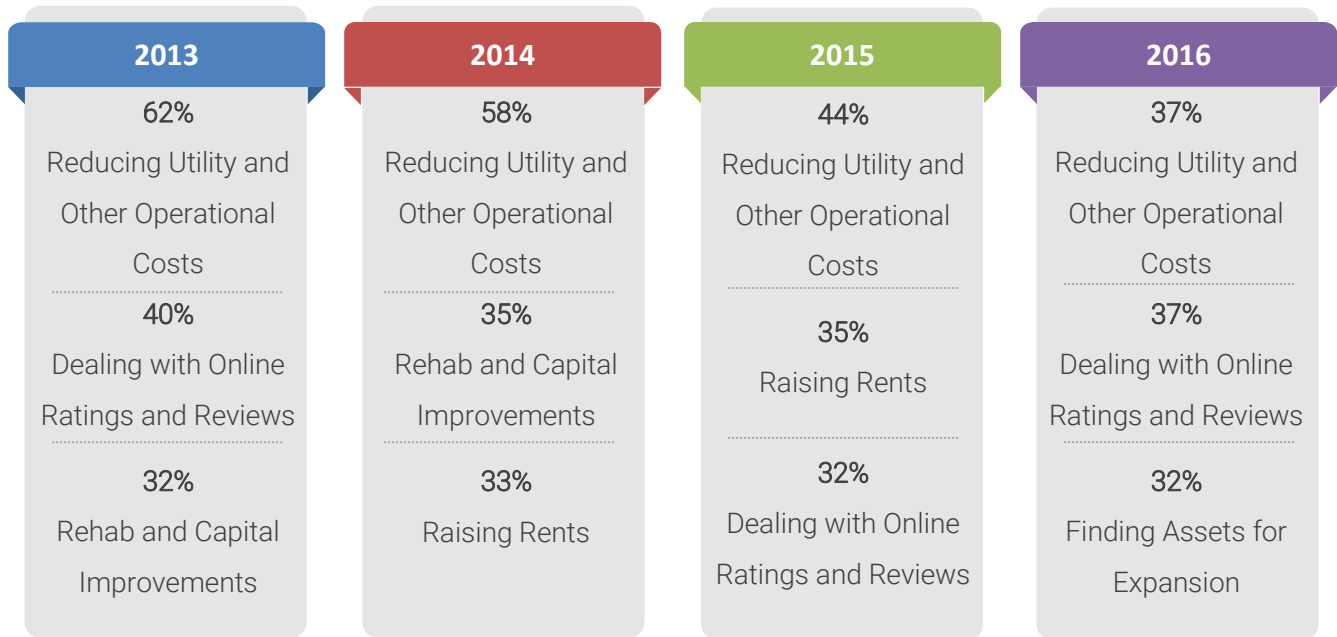
What percent of your portfolio uses a Revenue Management System?



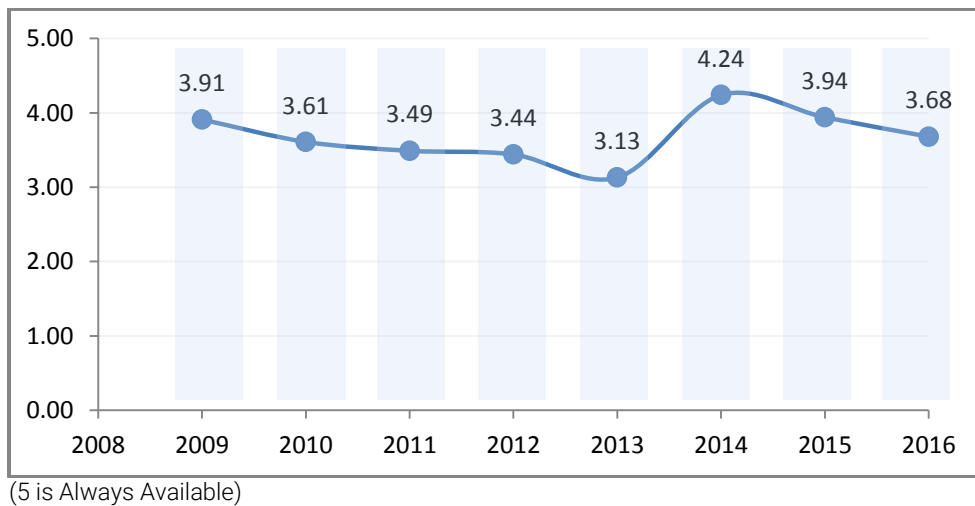


## INDUSTRY LEADERS SURVEY

What are the top three most challenging issues facing you today?



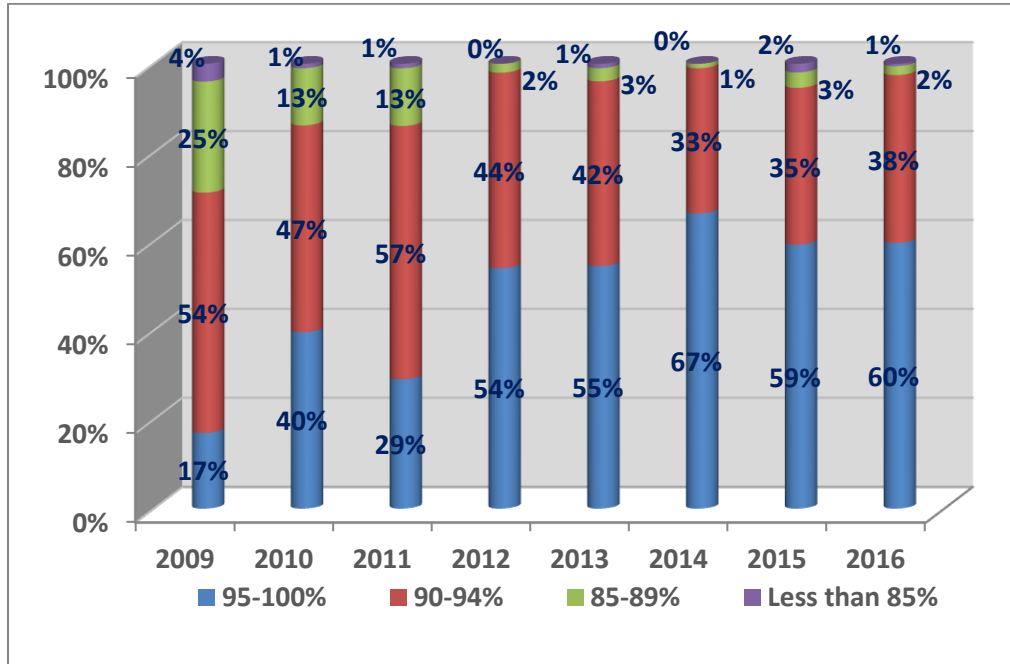
In your opinion, what is the availability of financing today?



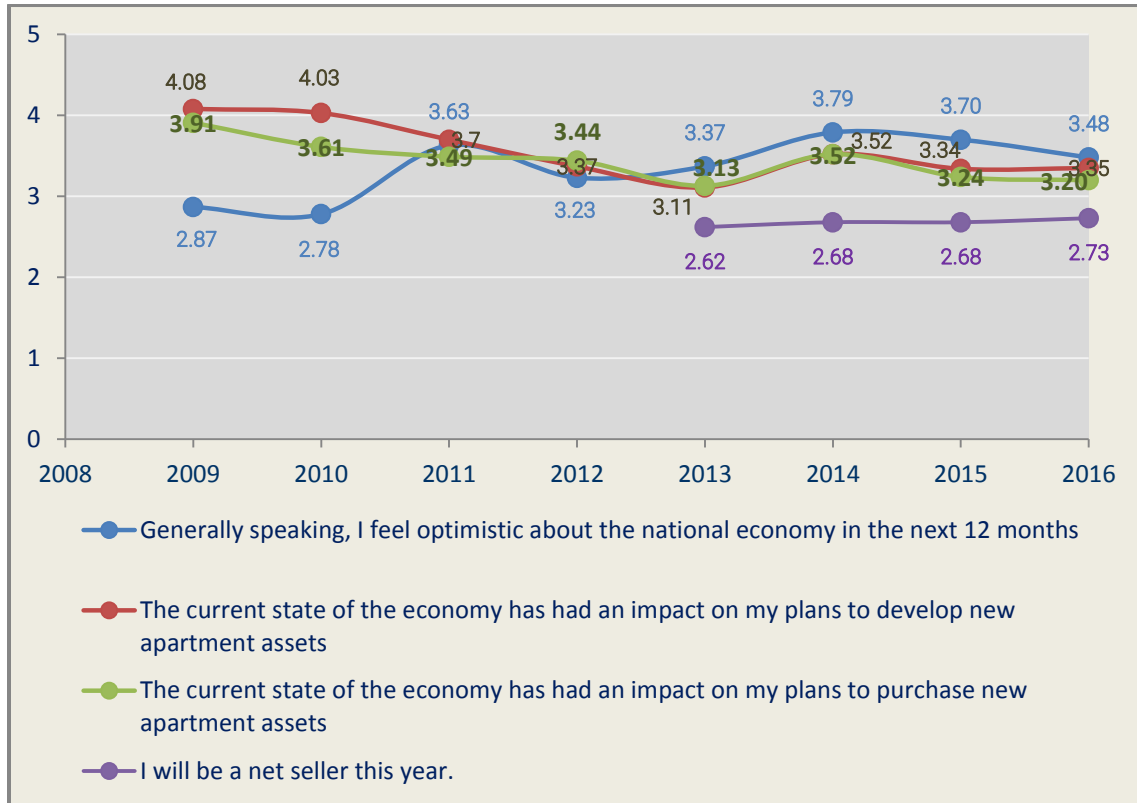


## INDUSTRY LEADERS SURVEY

What is your portfolio's overall occupancy rate?



Please rate the following:

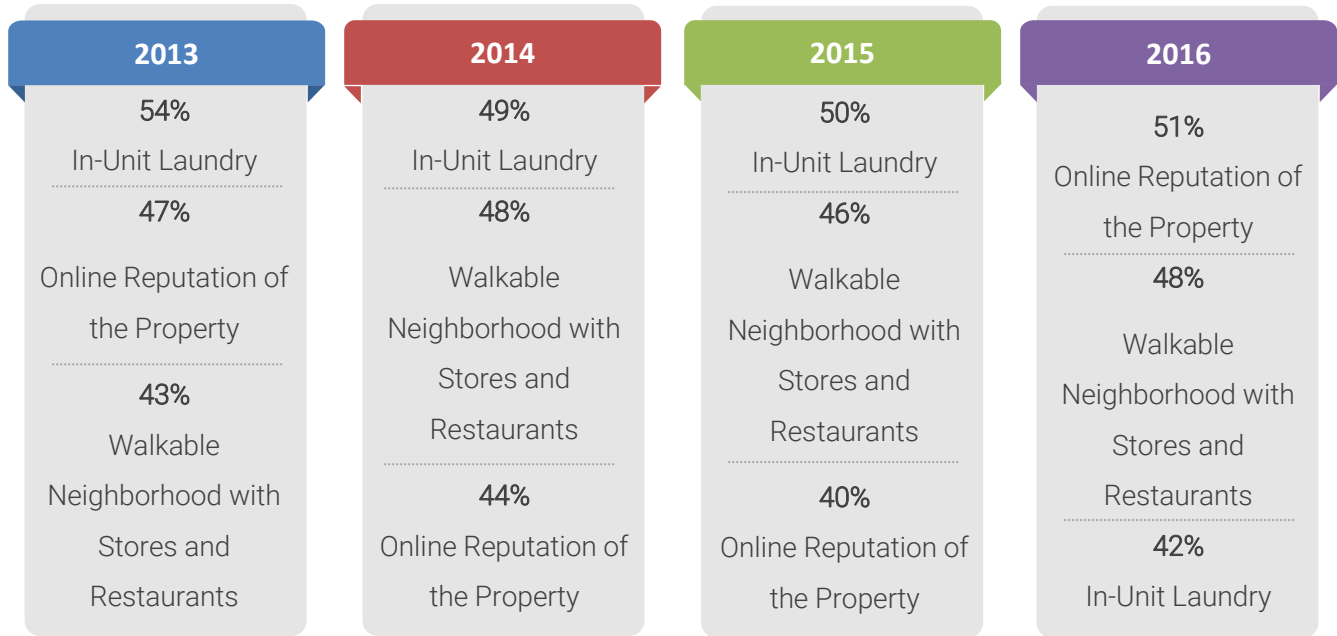


(5 is Strongly Agree)

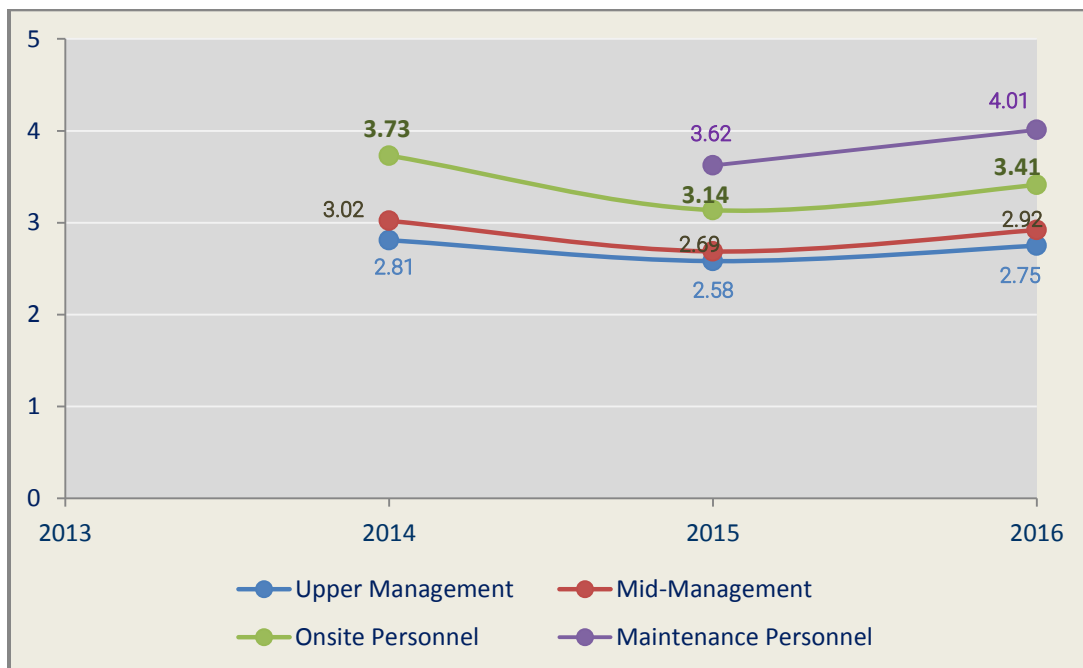


## INDUSTRY LEADERS SURVEY

Besides Rent and Location, Please check the top 3 in importance to your prospective residents.



Please rate the level of difficulty faced in terms of Staffing at the following level:



(5 is Difficult)