

What do Gen Z renters want?

We surveyed 2,500 renters. Here's what Gen Z said.

Where do you search for apartments to rent?

39% search Google, followed by apartment search websites at 27%



Increase your SEO and PPC budget to reach the next generation of renters.

What social media channel do you use the most?

36% specified Instagram as their preferred platform, all older generations chose Facebook



Keep your Instagram profile active to attract Gen Z prospects.

What research do you do before touring a property?

30% check ratings and reviews first (compared to 28% of millennials and 25% of Gen X)



Actively manage your online reputation because reviews are more important than ever.

How do you prefer to tour apartments?

52% selected non-agent tour options, including self-guided and virtual tours



Offer a range of tour options to increase conversions.

How important is technology in your apartment & community?

62% said apartment technology is "extremely important" or "very important"



Market yourself as a tech-savvy community that offers online payments, work orders and more.

What is the most important amenity?

#1 choice was high-speed internet access, followed by garage and parking



A strong internet connection is more important to Gen Z than parking, gym and laundry.

How important are amenities like smart locks & thermostats?

2x more important to Gen Z than either millennials or Gen X



Now is the time to get ahead of the rising demand for smart apartments.