

Members of the largest and most tech-savvy generation are now a year older than the last time we surveyed them. See what more than 12,000 Gen Z renters said about how they search for apartments.

Apartment preferences

Is still figuring it out

When searching for an apartment, Gen Z:

2021 36%

2022 40.7%

Knows the apartment size & price

14%

2021

2022 20.5%

2021 2022

Knows the apartment size, price, location & amenities

26%

✓ Be present on an ILS to help Gen Zers who

PRO TIPS

- are just starting their journey ✓ Incorporate professional direct-to-renter
- long-tail marketing (SEO and PPC) to capture long tail searches from customers who know exactly what they want

Ratings & reviews

In both 2021 and 2022 more than

Gen Z loves reading online reviews

60%

said they consider ratings and reviews "most of the time"

when searching online

PRO TIPS

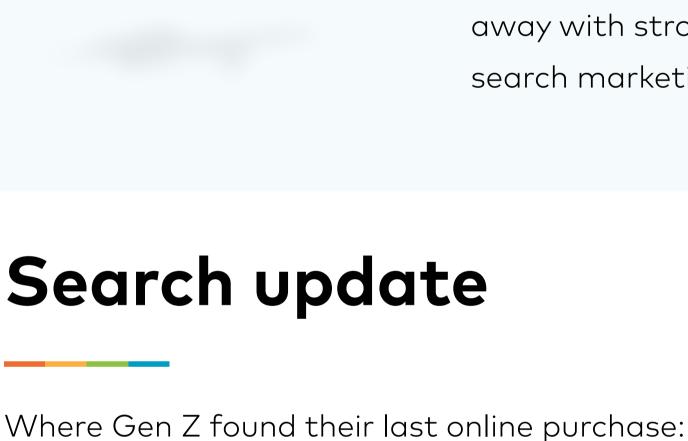


✓ Ask for honest and positive reviews, then post them on your website

- and negative ✓ Keep an eye on competitors to make sure
- you're staying ahead

✓ Respond to all reviews, both positive

The attention span of Gen Z is less than a



goldfish at 8 seconds! Catch their eye right

DON'T FORGET

away with strong search marketing

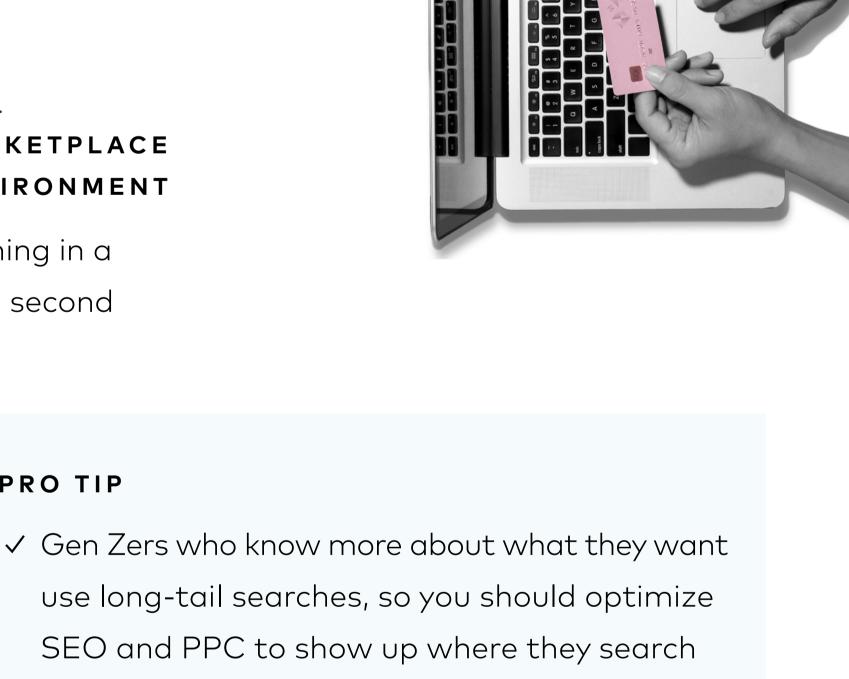
SEARCH ENGINE

RESULTTop choice for 2 years in a row



Coming in a solid second

PRO TIP



28.3%

RATINGS, REVIEWS

& TESTIMONIALS

This just in! On apartment websites, Gen Z values these features the most:

Website features

PROPERTY MAPS

PRO TIP

21.5%

INTERACTIVE

NEIGHBORHOOD MAPS & INFO ✓ Use interactive website elements to increase

20.8%

24.7%

VIDEOS & 360 TOURS

engagement and conversion rates

