



GEN Z

RENTER

UPDATE

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.

A YEAR LATER

Apartment preferences

When searching for an apartment, Gen Z:

Is still figuring it out

2021

36%

2022

40.7%

Knows the apartment size & price

2021

14%

2022

20.5%

Knows the apartment size, price, location & amenities

2021

29%

2022

26%

PRO TIPS

- ✓ Be present on an ILS to help Gen Zers who 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

Gen Z loves reading online reviews

In both 2021 and 2022

more than

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
- ✓ Respond to all reviews, both positive and negative
- ✓ Keep an eye on competitors to make sure you're staying ahead



DON'T FORGET

The attention span of Gen Z is less than a goldfish at **8 seconds!**

Catch their eye right away with strong search marketing

Search update

Where Gen Z found their last online purchase:



SEARCH ENGINE

RESULT

Top choice for 2 years in a row



MARKETPLACE ENVIRONMENT

Coming in a solid second



PRO TIP

- ✓ Gen Zers who know more about what they want use long-tail searches, so you should optimize SEO and PPC to show up where they search

Website features

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

28.3%

RATINGS, REVIEWS & TESTIMONIALS



24.7%

VIDEOS & 360 TOURS



21.5%

INTERACTIVE PROPERTY MAPS



20.8%

NEIGHBORHOOD MAPS & INFO



PRO TIP

- ✓ Use interactive website elements to increase engagement and conversion rates



REACH

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DIGITAL MARKETING AGENCY