

What residents want from their communities

MRI Software surveyed over 2,000 renters in the U.S. across a mix of rental types and community locations.



Similar Settings



Amenities



Green Practices



Digital Experiences



Renters like what they know

About **2/3 of renters** plan to continue living in similar settings: city dwellers remaining in the city, suburbanites staying in the suburbs, etc.

64%

of respondents plan to own their own property eventually

68%

of city dwellers plan to own their own property



Top 7 most attractive amenities



1. Private garage
2. High-speed broadband
3. On-site pool
4. In-unit laundry
5. Additional storage
6. Premium appliances
7. 24/7 on-site security

56%

of renters say that having on-site amenities like hair stylists, dry cleaners, or a café in addition to traditional amenities make a purpose-built apartment complex more appealing.



How important are green practices to renters?

50% say green practices are important to them

6% say it's not even a consideration



Are green practices a deal breaker?

Residents in a single room in an apartment/house:

50% Yes

50% No

Residents in apartment units:

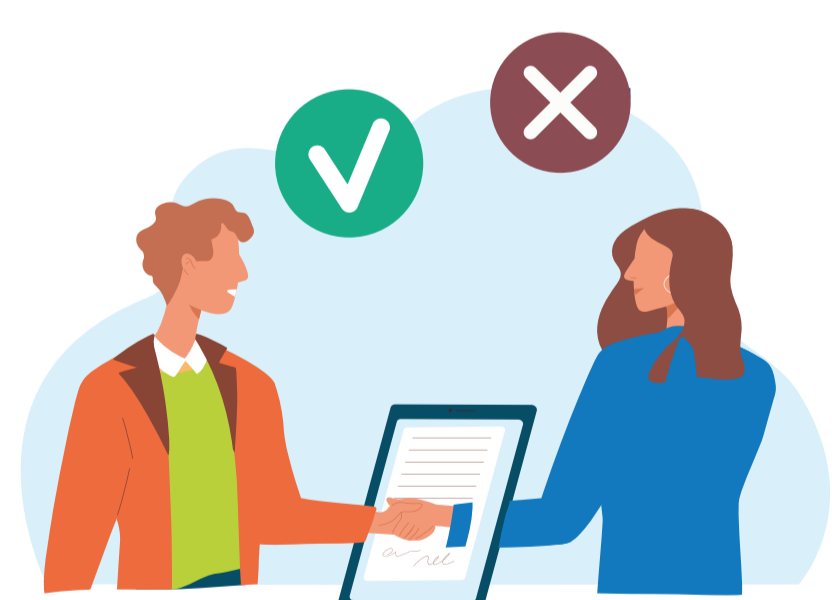
40% Yes

60% No

Residents in a self-contained unit:

46% Yes

54% No

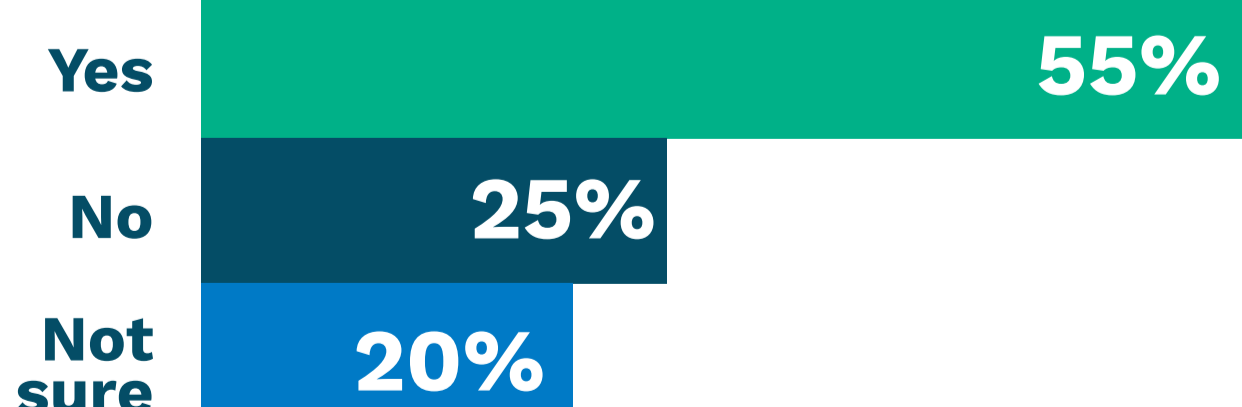


How do residents prefer to communicate?



Residents indicate they prefer digital experiences to all others.

Do you prefer a digitally driven, self-managed approach to dealing with your landlord or property manager?



What technology can help you provide the experiences your residents want?

- › AI-powered Chat
- › Automated Communications
- › Lead Management CRM
- › Self-service Solutions

Let us help you get just what you need!

Your job keeps expanding but the hours in the day don't. MRI has your back with technology that helps you run a tighter ship without sacrificing your personal life in the process. And it's all flexible enough to work together, separately, or alongside your existing property tech.

mri living™

