

Multifamily Renters and Remote Touring Technology

Today's renters seek digital tools to improve searches and move paper transactions online.

Multifamily renters are enthusiastic about 3D tours and floor plans, but still want to see a home in person before making a decision

54%

agree that 3D tours help give a better feel for a space over static photos*

45%

wish more listings had 3D tours available*

66%

say viewing a floor plan of the home is important in helping decide if a rental home was right for them^

68%

say taking a private tour of the home is a top criteria for choosing the right rental^

Renters value a variety of virtual touring tools

Tools liked by all prospective renters**

51%

Live video walkthroughs

51%

3D tours

47%

Pre-recorded video tours

Online payments and paperwork are the way to go

Activities multifamily renters prefer to complete online

66%

Pay rent

62%

Apply for a rental

53%

Sign a lease

Key takeaways:

1 Encourage remote viewing

Supplement in-person visits with virtual tools, like a Zillow 3D Home® tour.

2 Add floor plans

Include floor plans and photos that clearly correlate to each room.

3 Take paperwork online

Facilitate options for online applications, leases and payments.

*Statistics refer to the percent of multifamily renters who agree somewhat or completely with each statement.

^Statistics refer to the percent of single-family/multifamily renters who say that each criteria is very or extremely important to helping decide if a rental home was right for them.

**2020 Zillow Group COVID-19 and Renters Report refers to all prospective renters, regardless of preference for or rent of a multifamily home.

Renters refer to household decision makers that moved in the past year and rent their primary residence.