

Renters' Wants & Needs by Generation



Generation Z | Ages 18-23



Furnished properties



Online searches



Fast responses



Quick rental process



Positive online reviews



Housing near work

Millennials | Ages 24-38



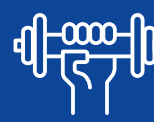
Value that fits budget



Online searches



Smaller buildings



Shared amenities



Social living



Smart home amenities

Generation X | Ages 39-53



Value that fits budget



Proximity to preferred school



Desired floor plan

Baby Boomers | Ages 54-73



In-person tours



Energy-efficient features



Ample storage space