

entrata



COVID-19 TRENDS

CHASE HARRINGTON

JUNE 09, 2020



DISCLAIMER

The data for these findings consists of the available information through June 6, 2020 for Entrata Clients. Data has been aggregated and normalized to provide trends, Entrata makes every effort to ensure accuracy and completeness but does not guarantee, warrant or represent the information is accurate or complete.



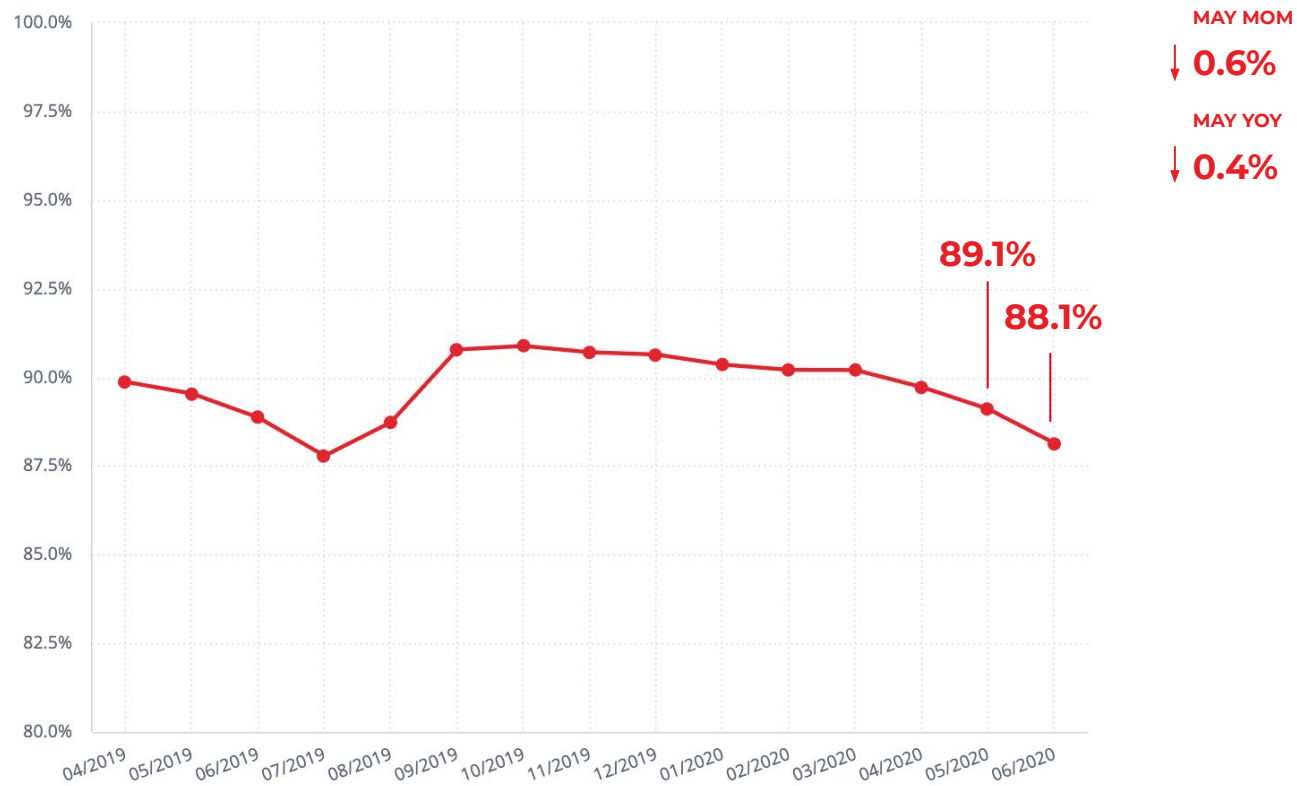
OCCUPANCY



OCCUPANCY

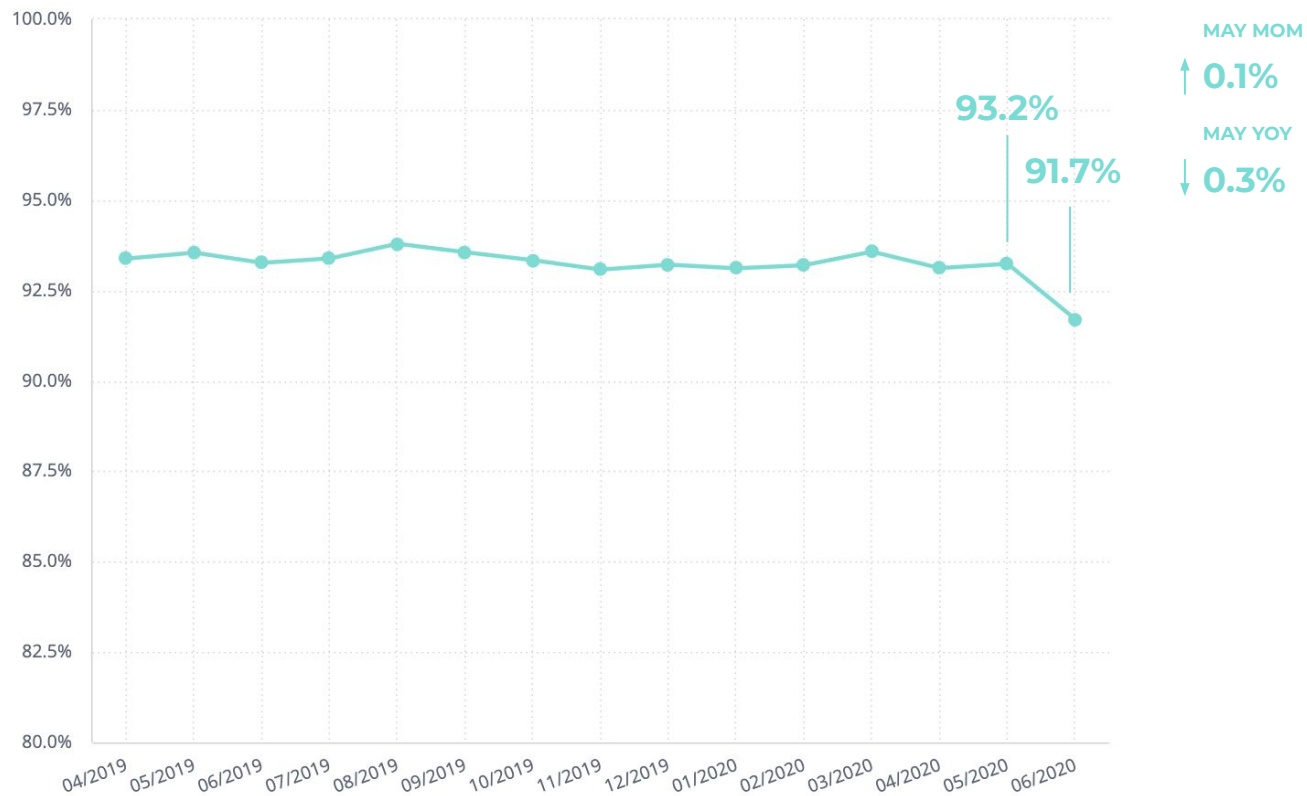
STUDENT PROPERTIES

OCCUPANCY PERCENTAGE



CONVENTIONAL PROPERTIES

OCCUPANCY PERCENTAGE

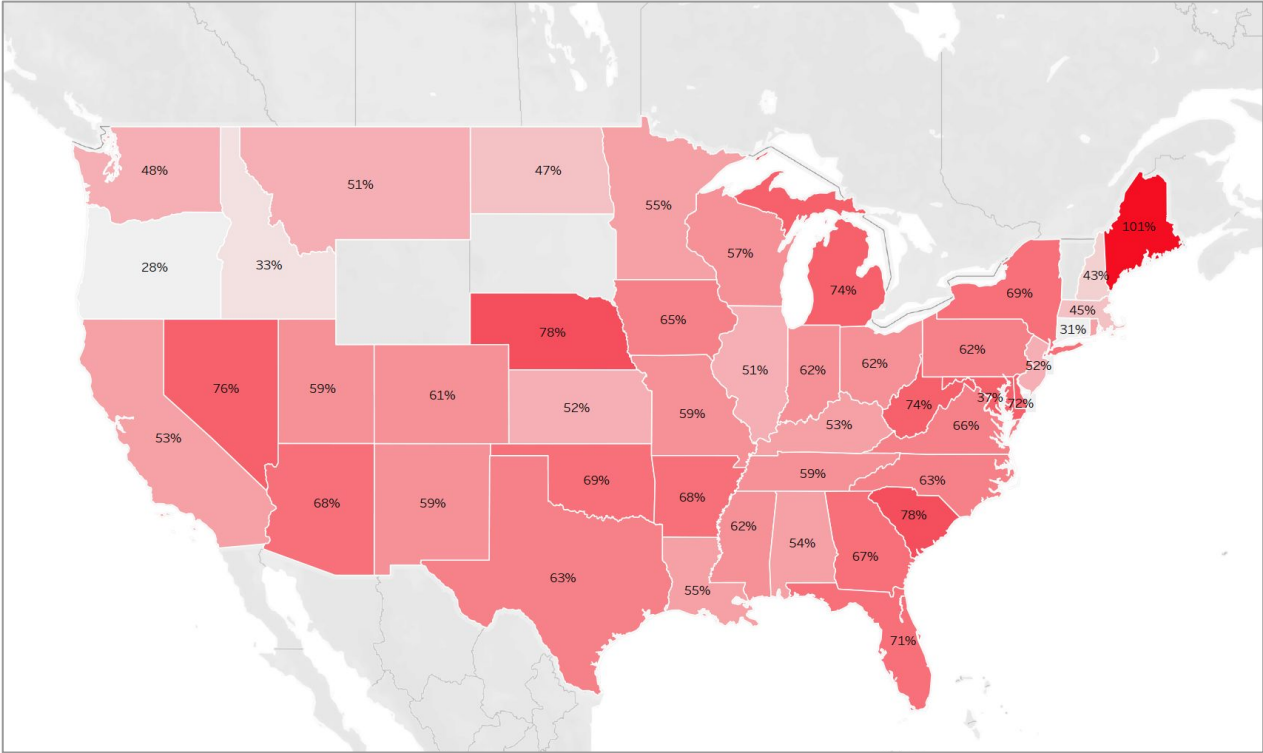




RENEWALS

STUDENT PROPERTIES

PRE-LEASE PERCENTAGE BY STATE



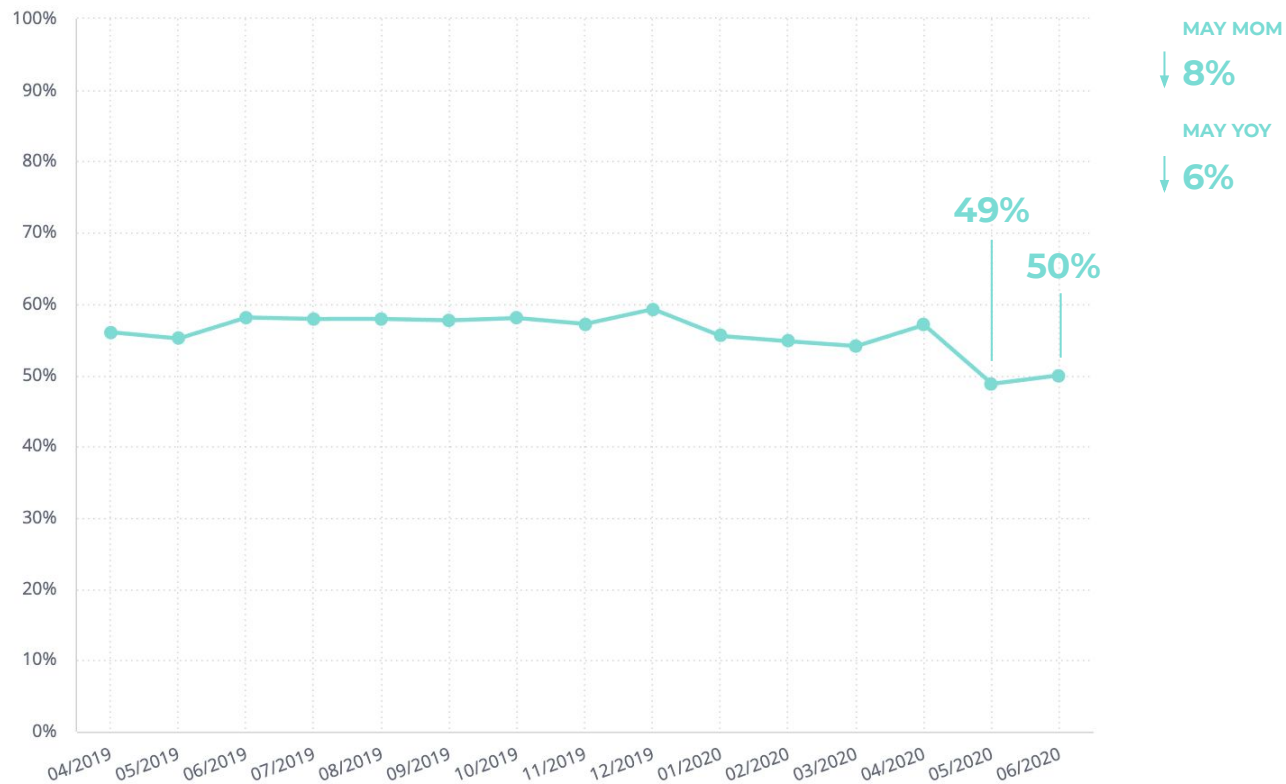
NATIONAL
AVERAGE
63.68%

RENEWAL
RATE
41.24%



CONVENTIONAL PROPERTIES

RENEWAL PERCENTAGE

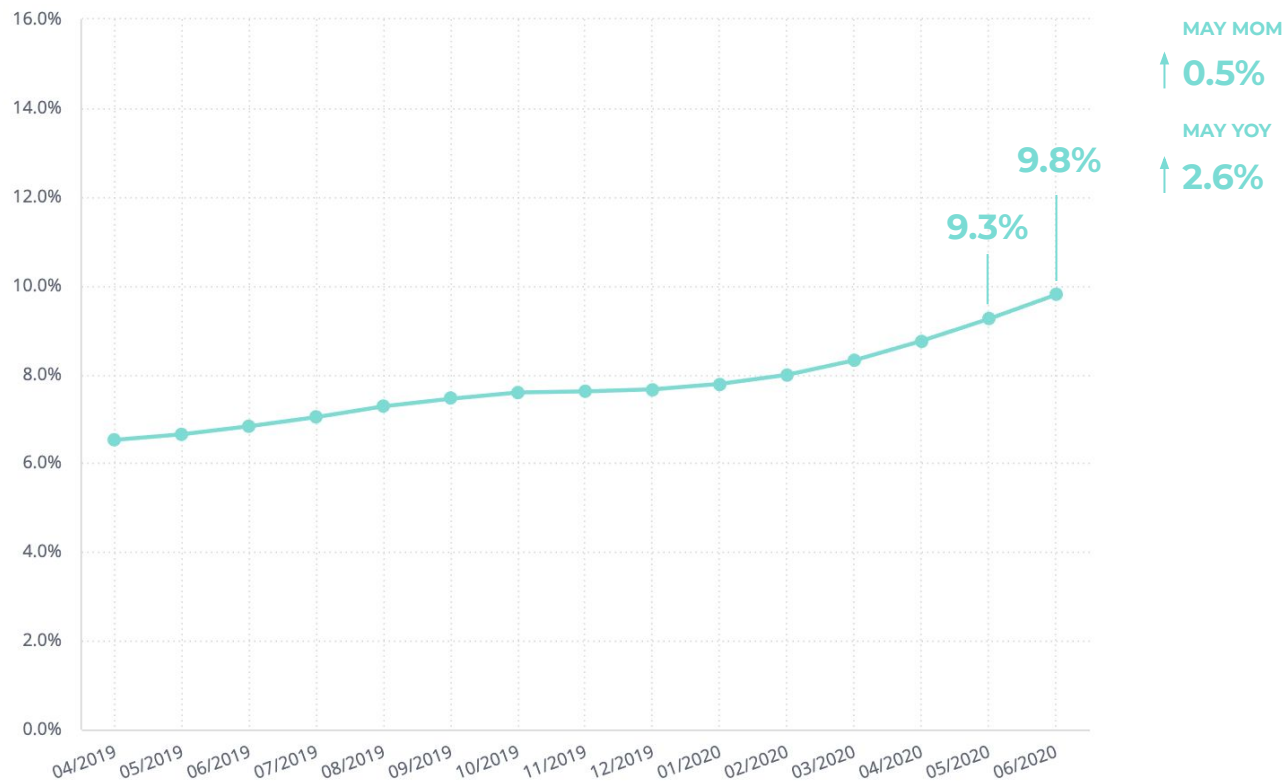




MONTH-TO-MONTH

CONVENTIONAL PROPERTIES

MONTH-TO-MONTH PERCENTAGE





RENT PAYMENTS



RENT PAID

* MAY 1-31, 2020

PERCENT OF UNITS WHO PAID THROUGH MAY 31ST

STUDENT PROPERTIES

92.41%

APRIL 1-30, 2020 - 93.14%
MAY 1-31, 2019 - 95.17%

CONVENTIONAL PROPERTIES

94.42%

APRIL 1-30, 2020 - 94.70%
MAY 1-31, 2019 - 95.07%

PERCENT OF UNCOLLECTED RENT THROUGH MAY 31ST

STUDENT PROPERTIES

5.18%

APRIL 1-30, 2020 - 4.61%
MAY 1-31, 2019 - 2.97%

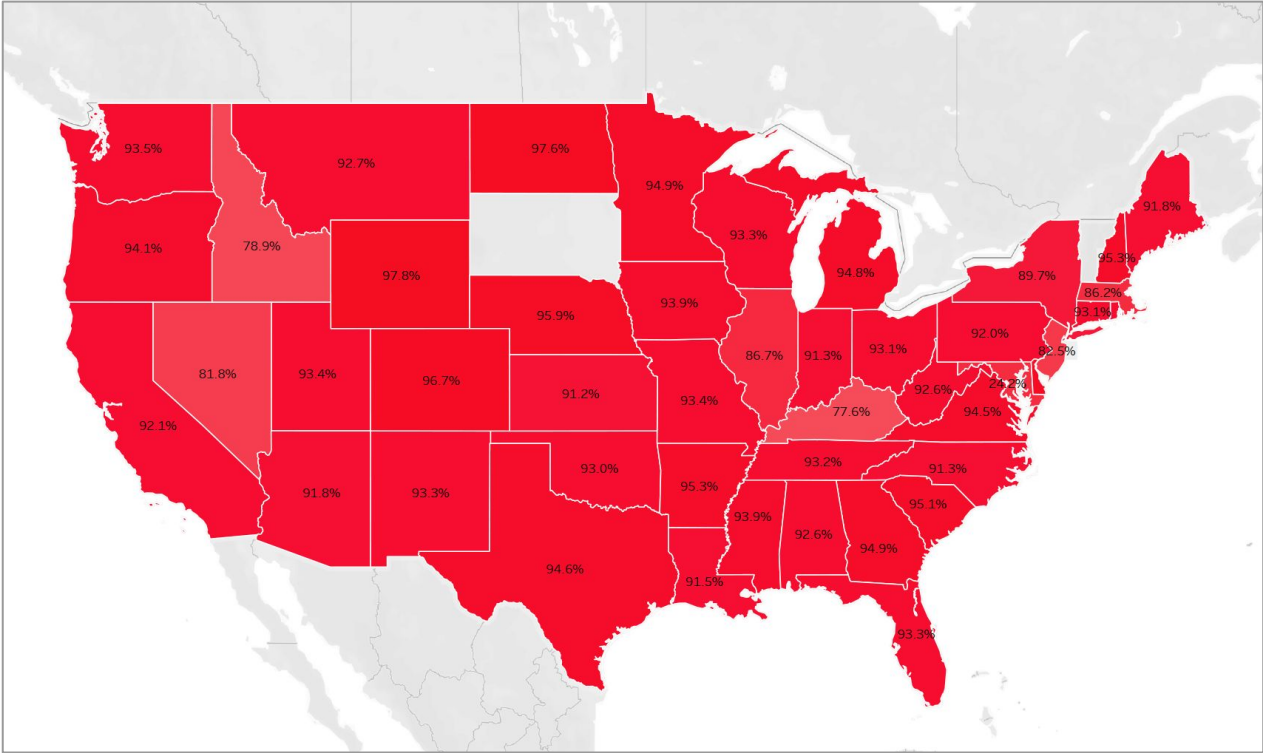
CONVENTIONAL PROPERTIES

7.35%

APRIL 1-30, 2020 - 6.24%
MAY 1-31, 2019 - 5.53%

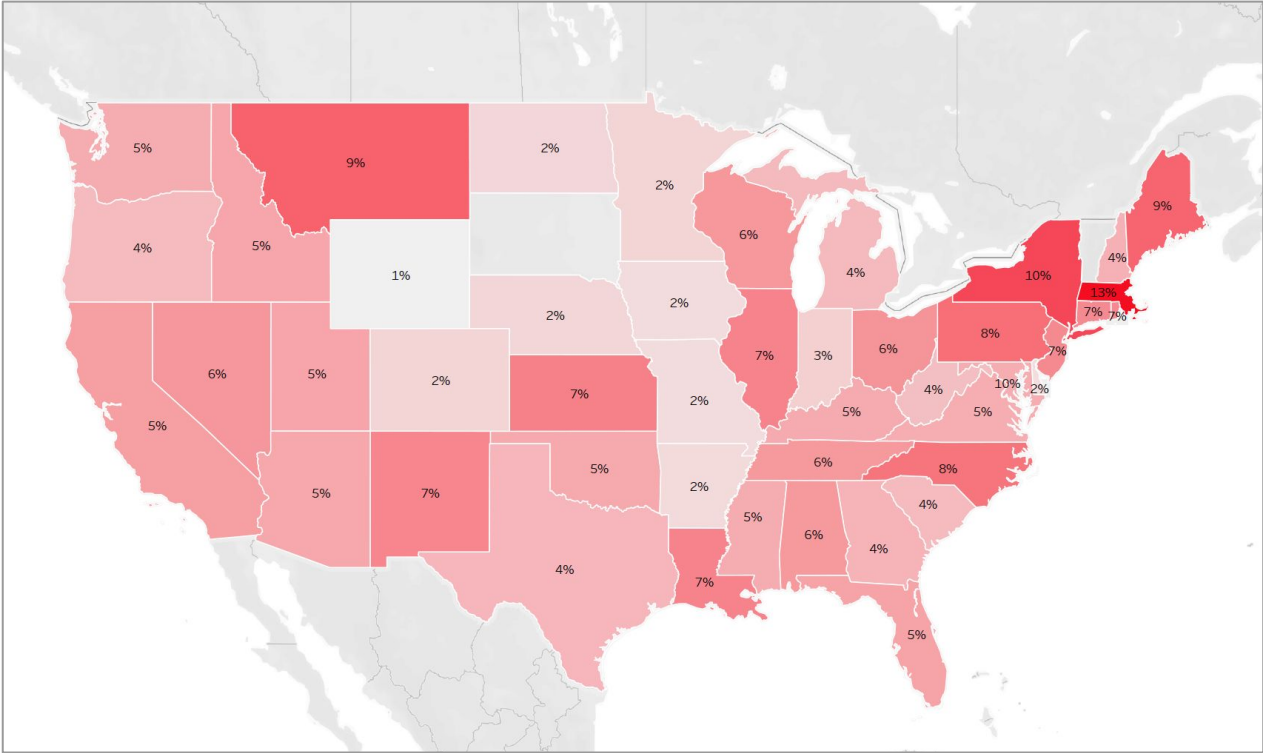
STUDENT PROPERTIES

PERCENT OF UNITS PAID RENT MAY



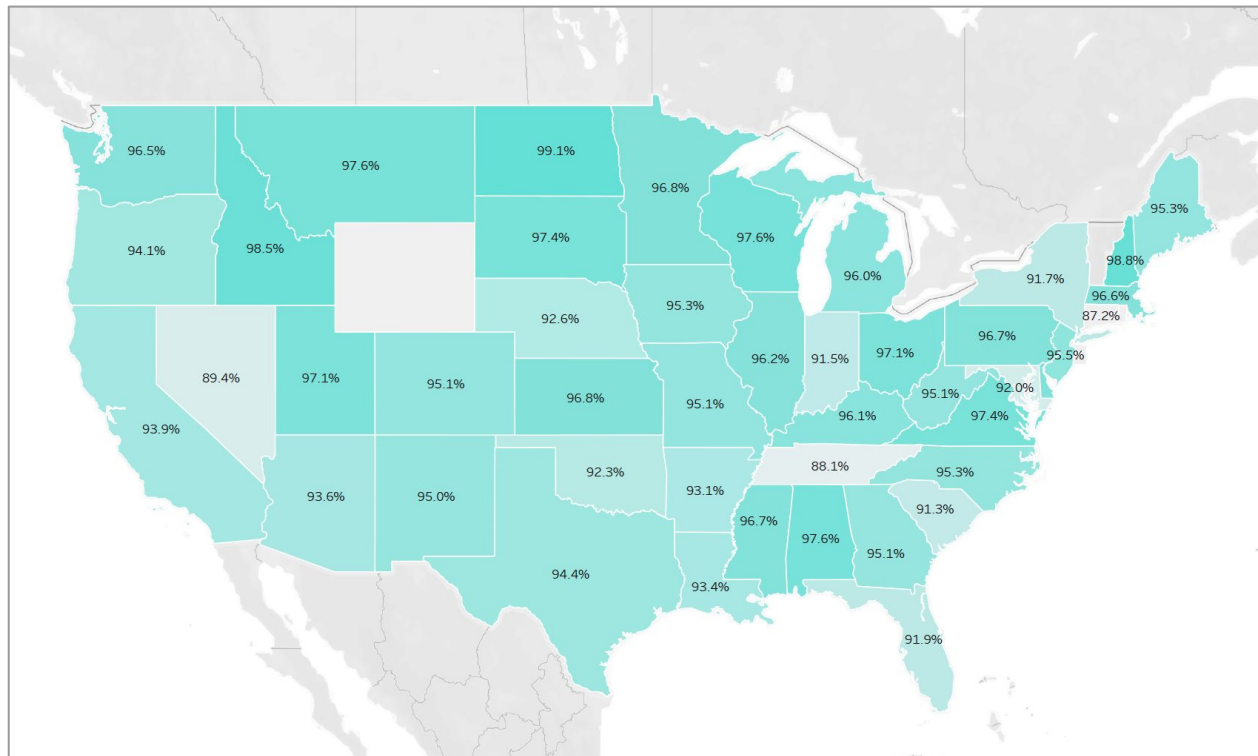
STUDENT PROPERTIES

PERCENT OF UNCOLLECTED RENT



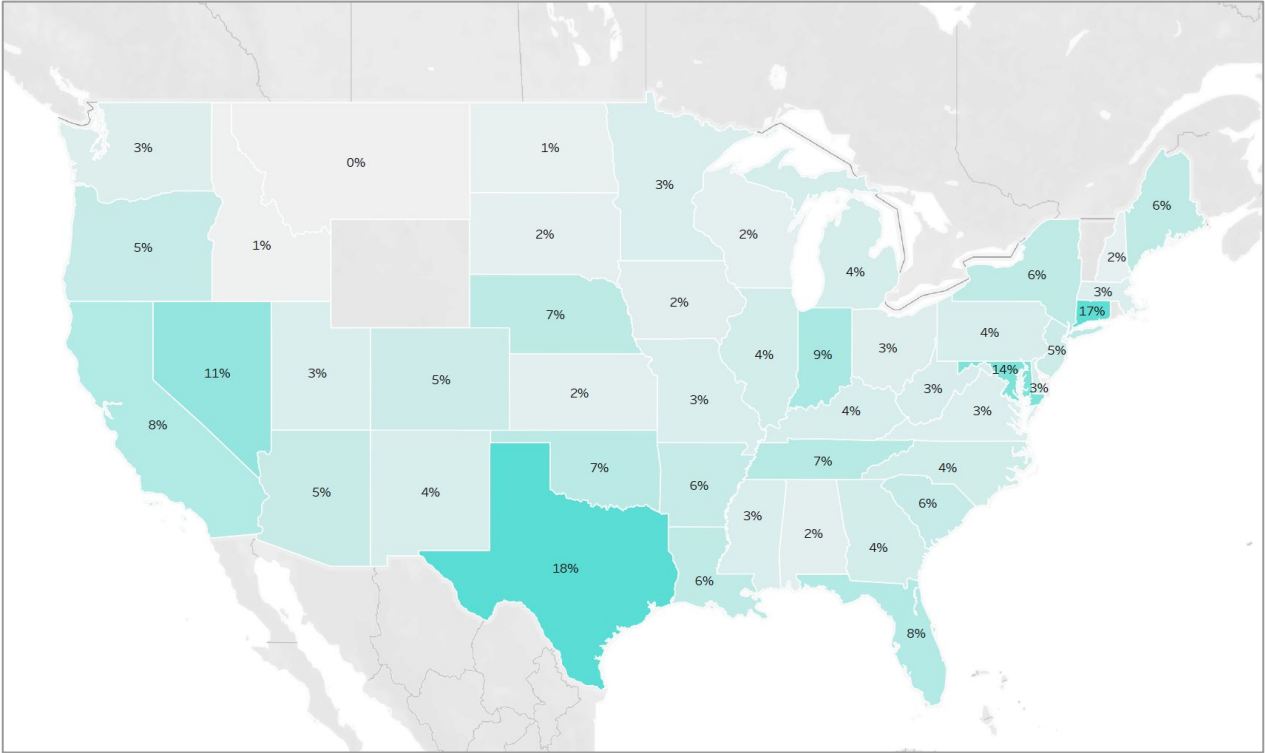
CONVENTIONAL PROPERTIES

PERCENT OF UNITS PAID RENT MAY



CONVENTIONAL PROPERTIES

PERCENT OF UNCOLLECTED RENT



* JUNE 1-6, 2020

PERCENT OF UNITS WHO PAID THROUGH JUNE 6TH

STUDENT PROPERTIES

85.51%

MAY 1-6, 2020 - 86.11%
JUNE 1-6, 2019 - 89.84%

CONVENTIONAL PROPERTIES

88.07%

MAY 1-6, 2020 - 89.22%
JUNE 1-6, 2019 - 89.06%

PERCENT OF UNCOLLECTED RENT THROUGH JUNE 6TH

STUDENT PROPERTIES

12.96%

MAY 1-6, 2020 - 15.03%
JUNE 1-6, 2019 - 9.70%

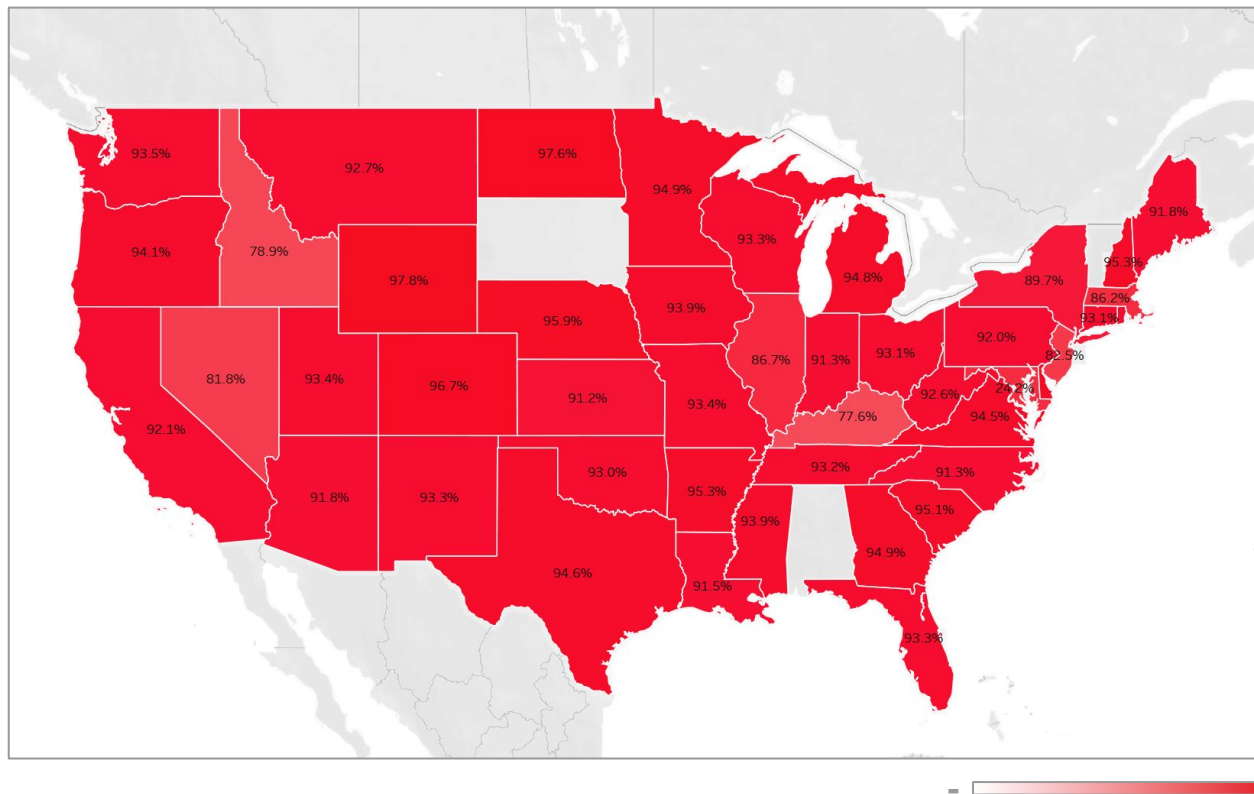
CONVENTIONAL PROPERTIES

15.41%

MAY 1-6, 2020 - 15.83%
JUNE 1-6, 2019 - 14.98%

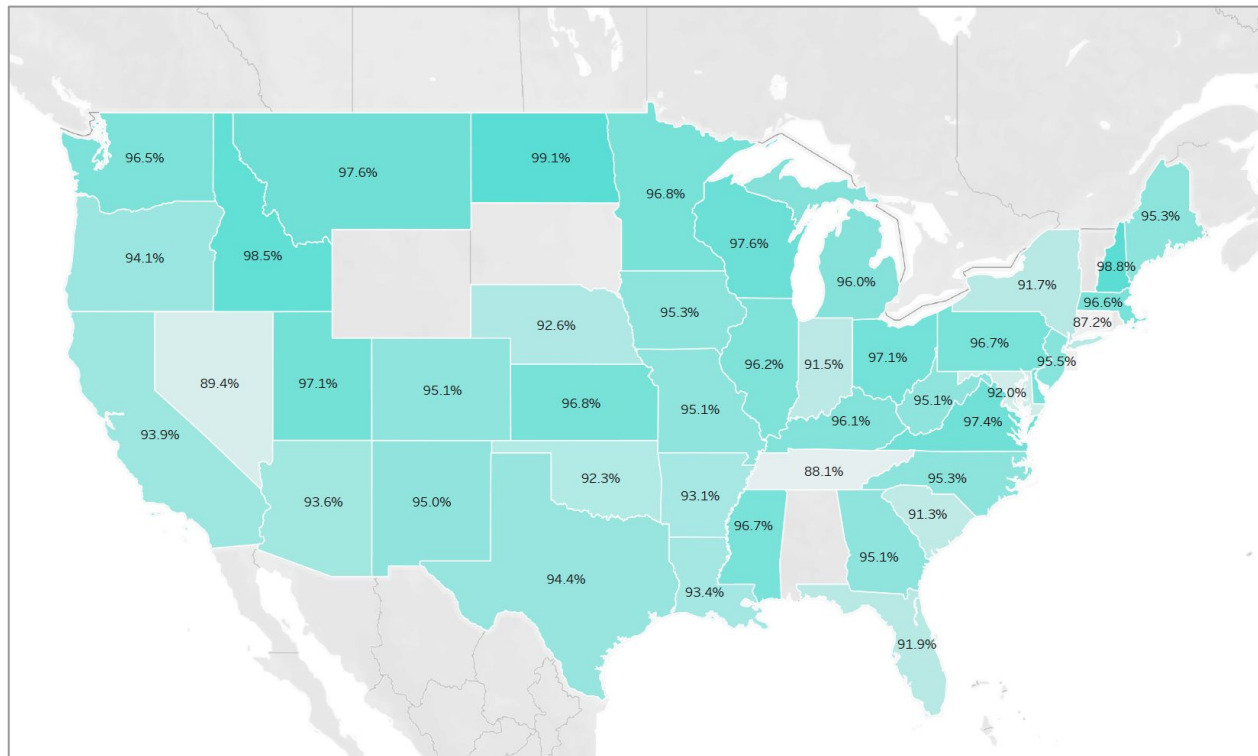
STUDENT PROPERTIES

PERCENT OF UNITS PAID RENT JUNE



CONVENTIONAL PROPERTIES

PERCENT OF UNITS PAID RENT JUNE

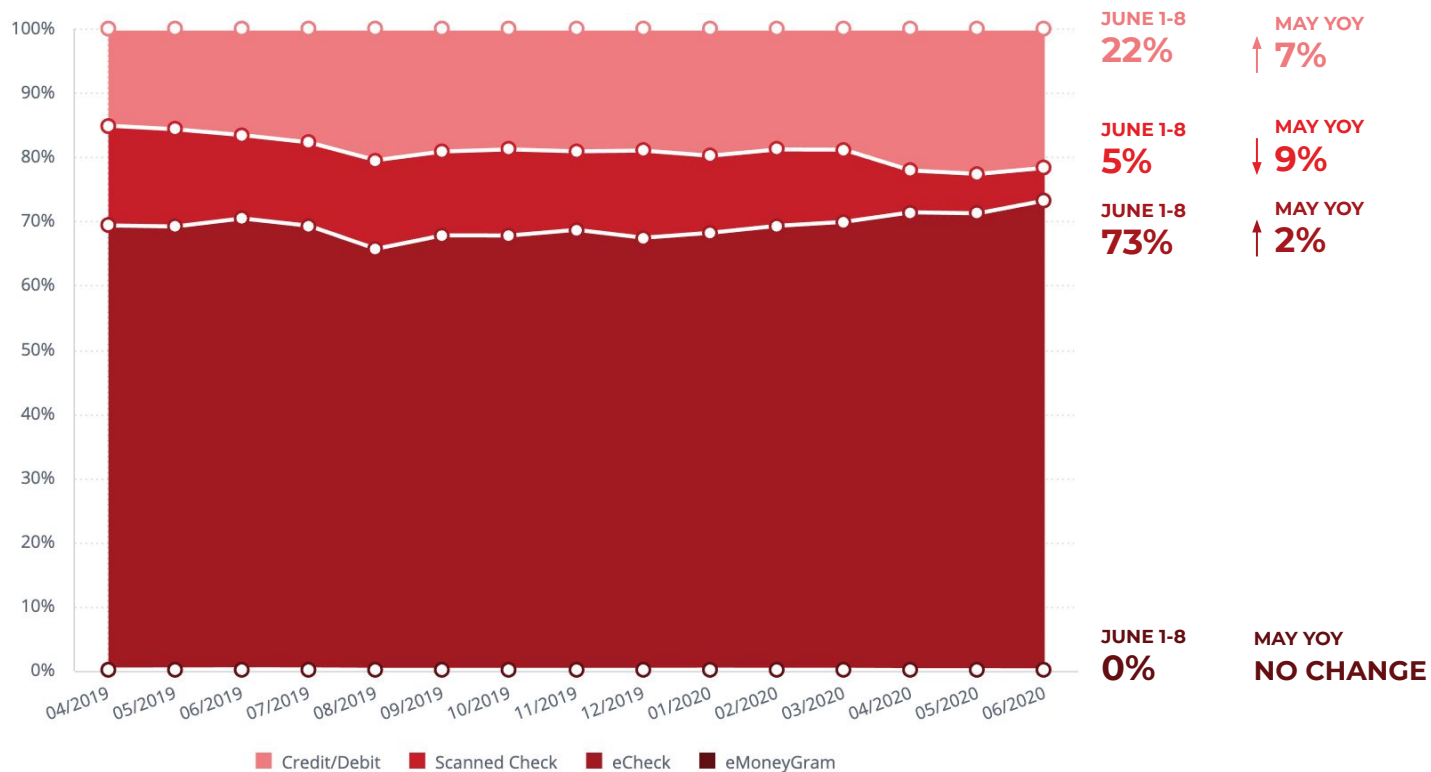




PAYMENT TYPES

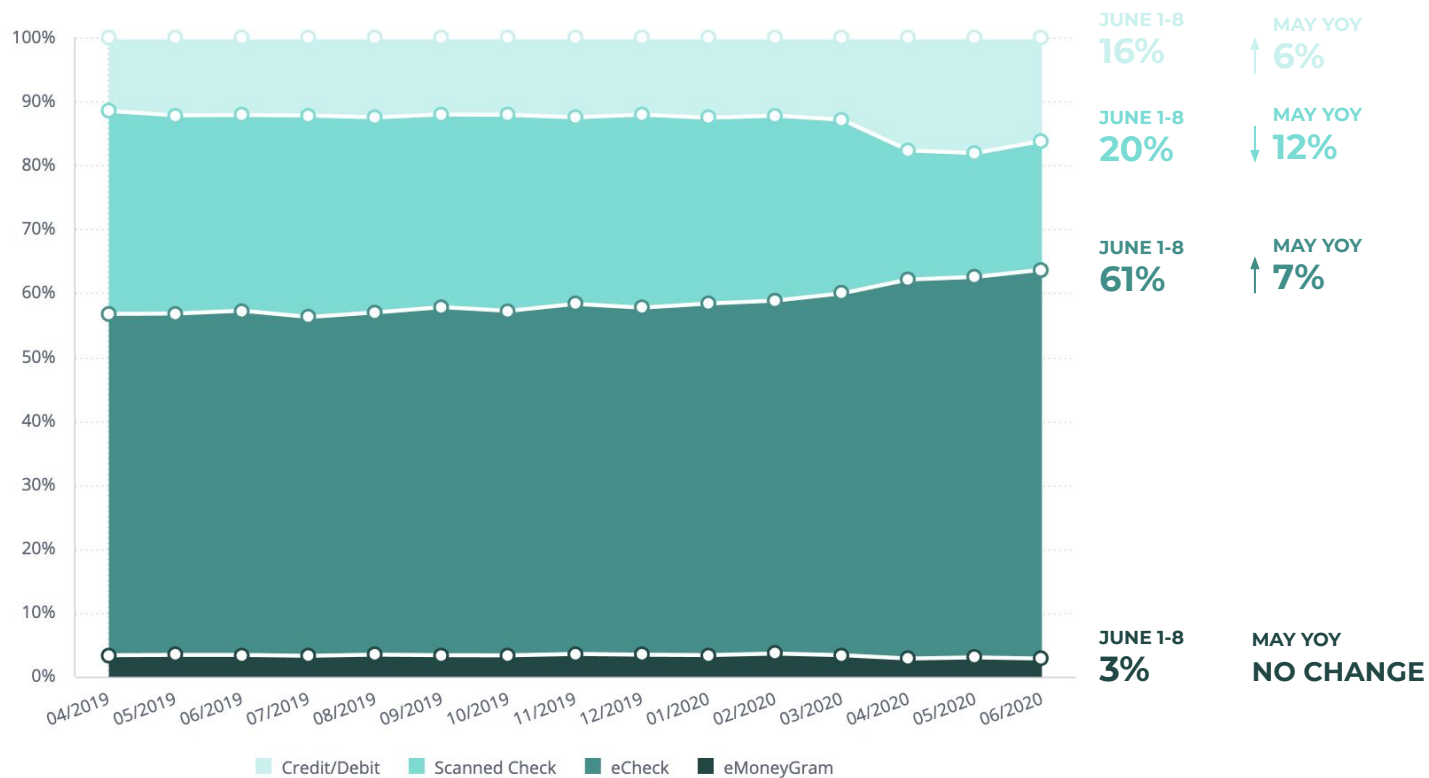
STUDENT PROPERTIES

PAYMENT TYPE



CONVENTIONAL PROPERTIES

PAYMENT TYPE





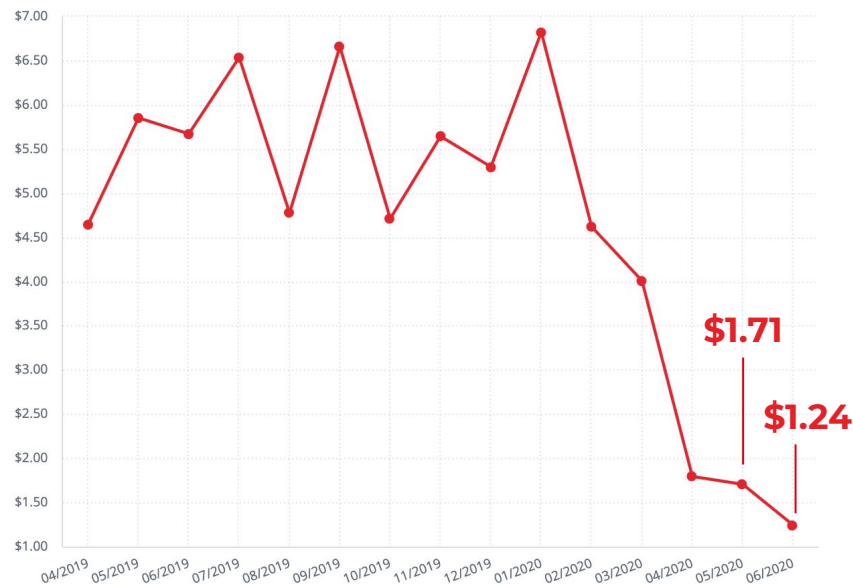
FEES & REPAYMENT AGREEMENTS



LATE FEES

STUDENT PROPERTIES

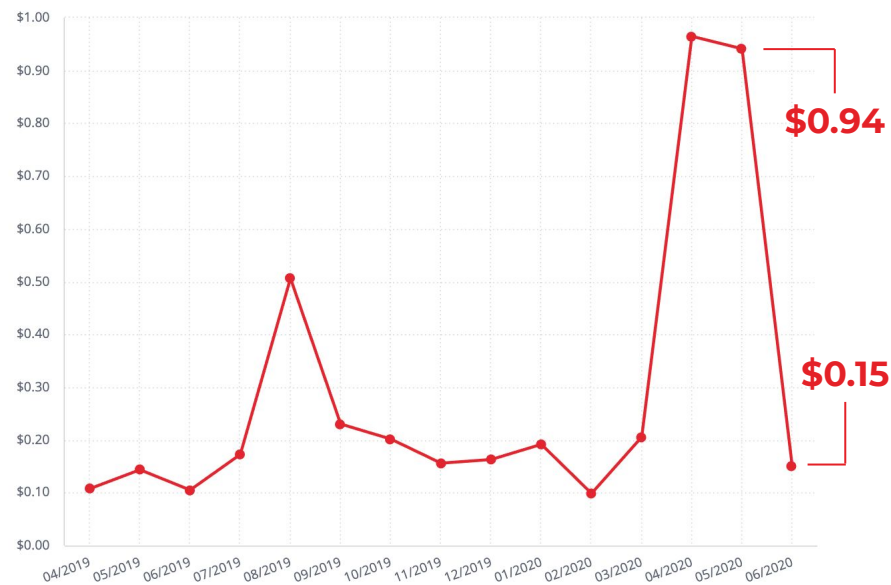
LATE FEES POSTED



MAY MOM
↓ **\$0.08**
4.46%

MAY YOY
↓ **\$4.14**
70.77%

LATE FEES WAIVED

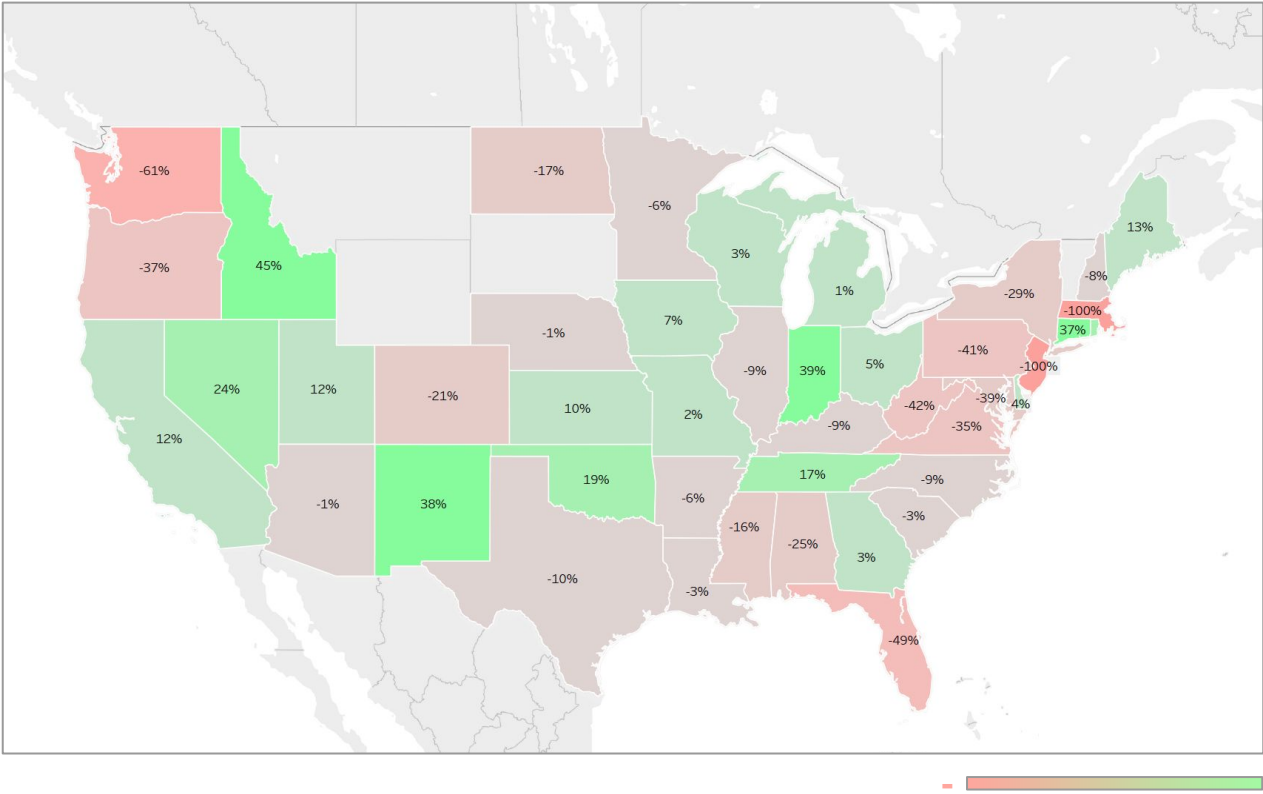


MAY MOM
↓ **\$0.02**
2.08%

MAY YOY
↑ **\$0.80**
571.43%

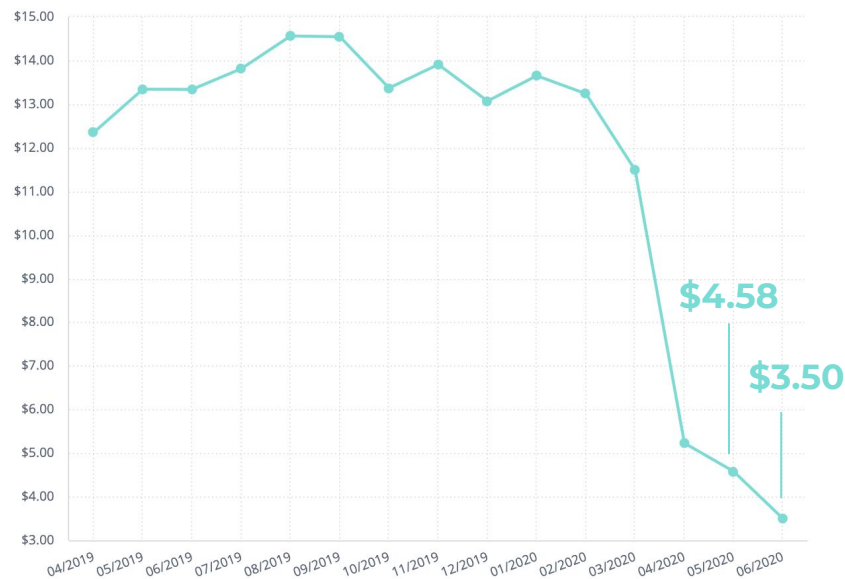
STUDENT PROPERTIES

PERCENT CHANGE IN LATE FEES



CONVENTIONAL PROPERTIES

LATE FEES POSTED



MAY MOM
↓ \$0.65
12.43%

MAY YOY
↓ \$8.76
65.67%

LATE FEES WAIVED

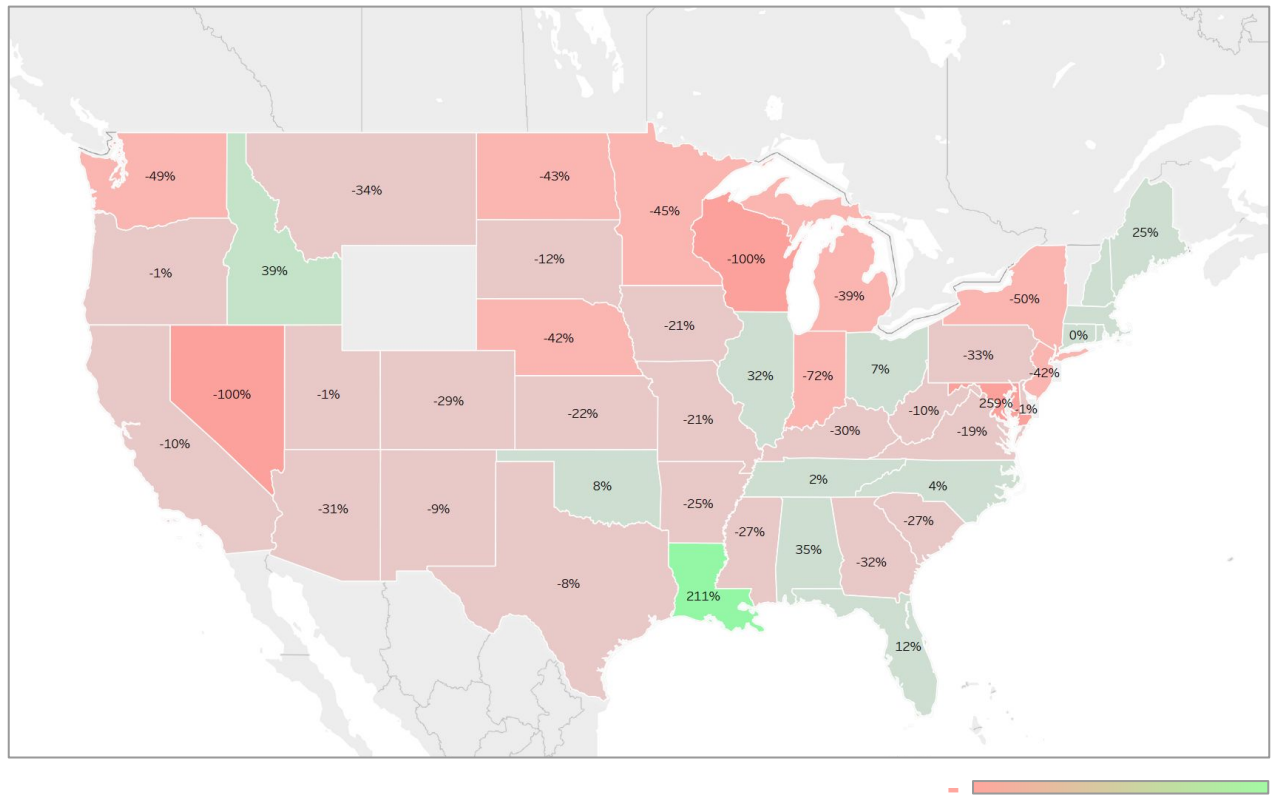


MAY MOM
↓ \$0.11
8.46%

MAY YOY
↑ \$0.83
230.56%

CONVENTIONAL PROPERTIES

PERCENT CHANGE IN LATE FEES

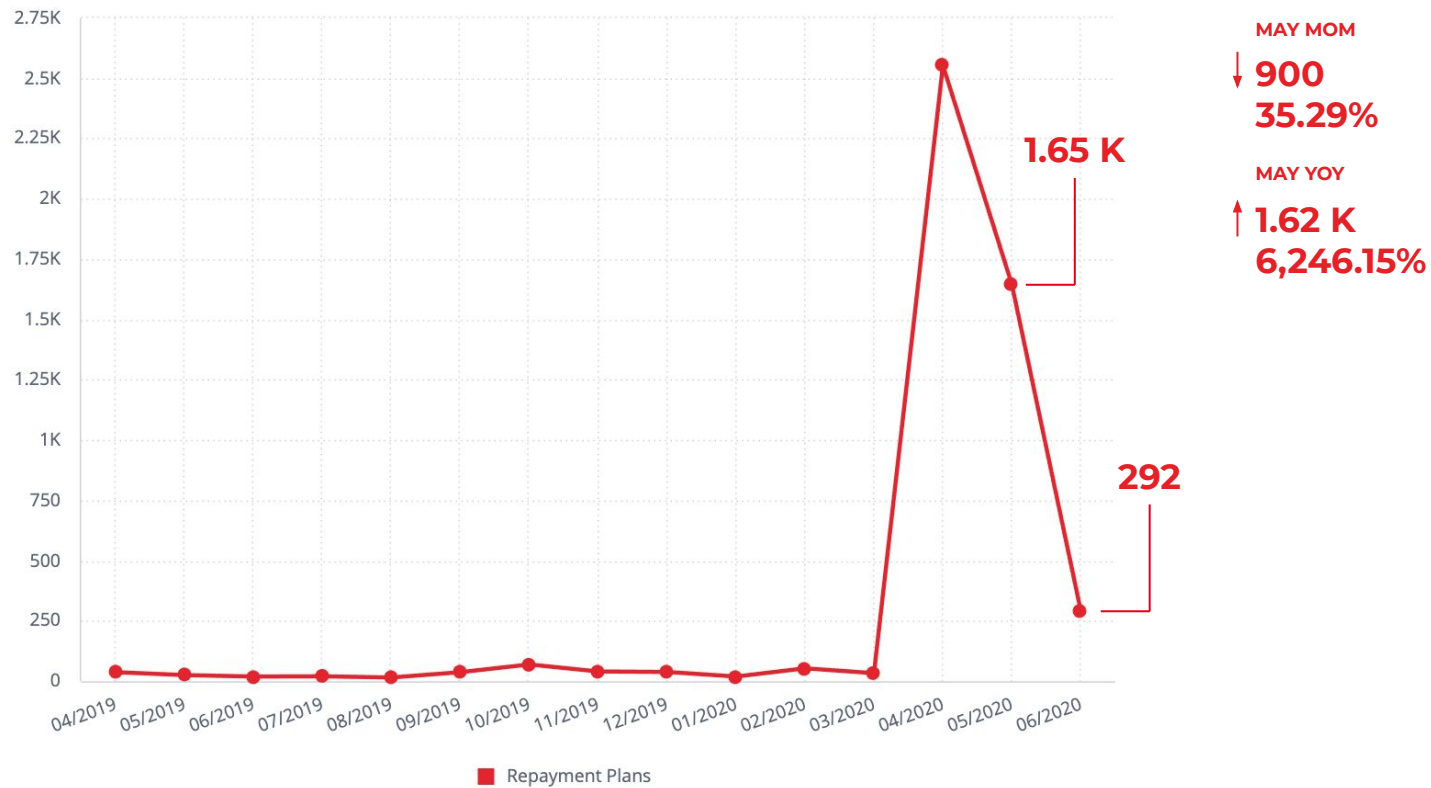




REPAYMENT AGREEMENTS

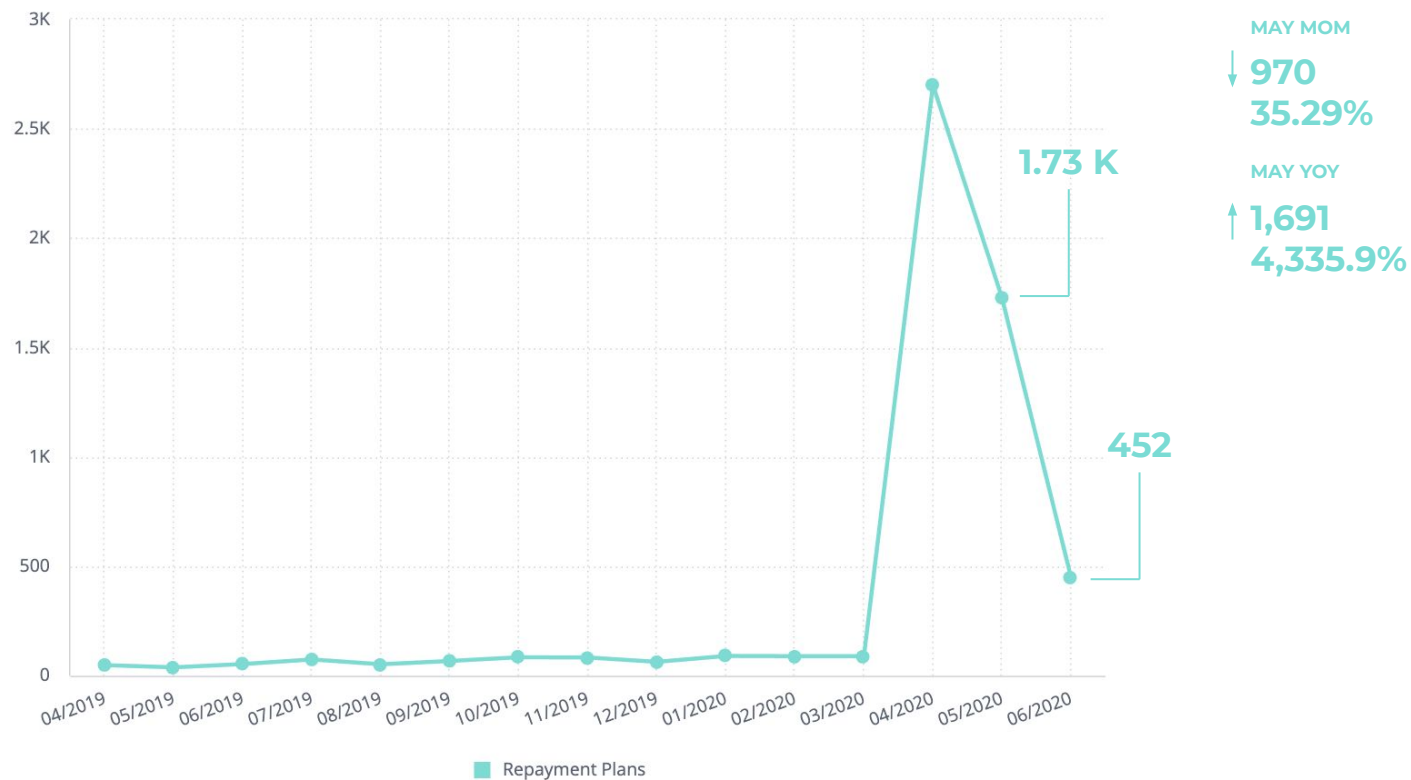
STUDENT PROPERTIES

NEW REPAYMENT PLANS CREATED EACH MONTH



CONVENTIONAL PROPERTIES

NEW REPAYMENT PLANS CREATED EACH MONTH





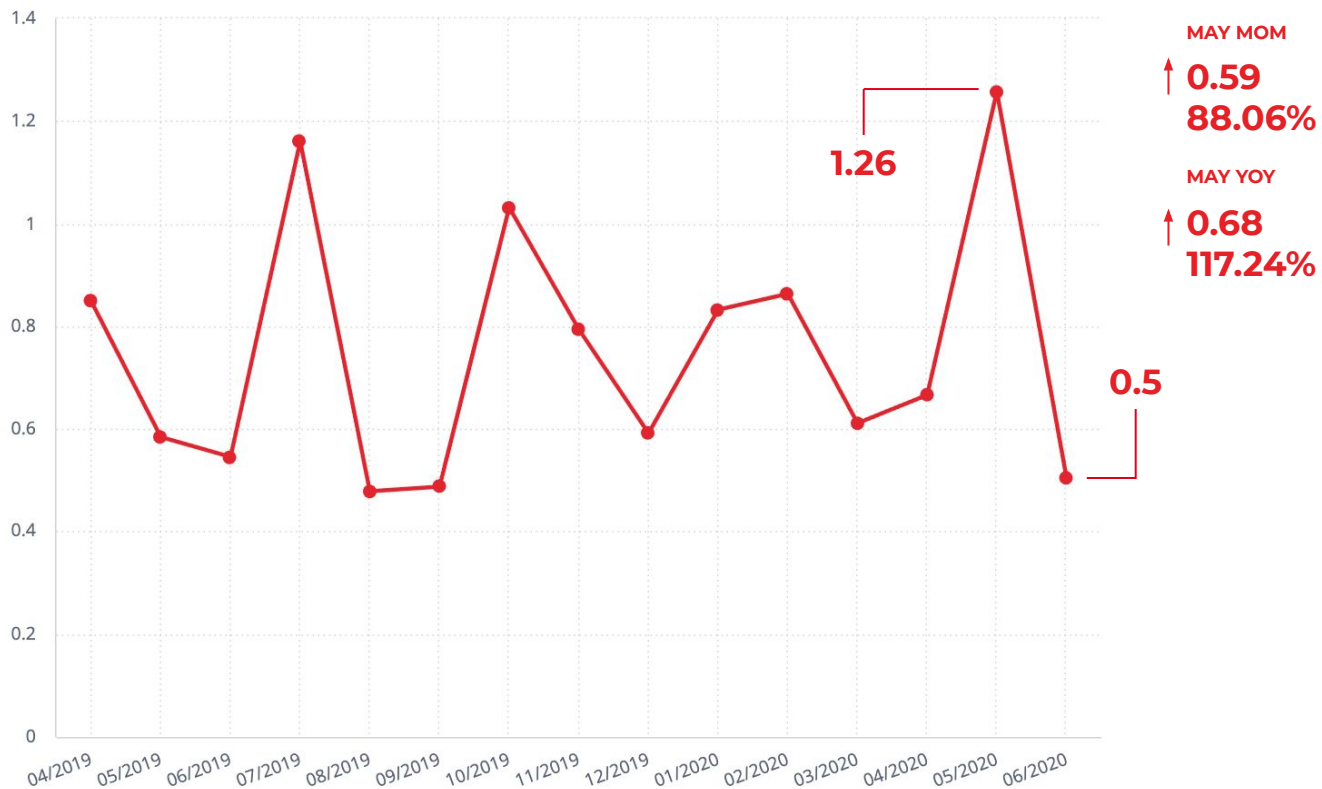
LEASING



LEADS

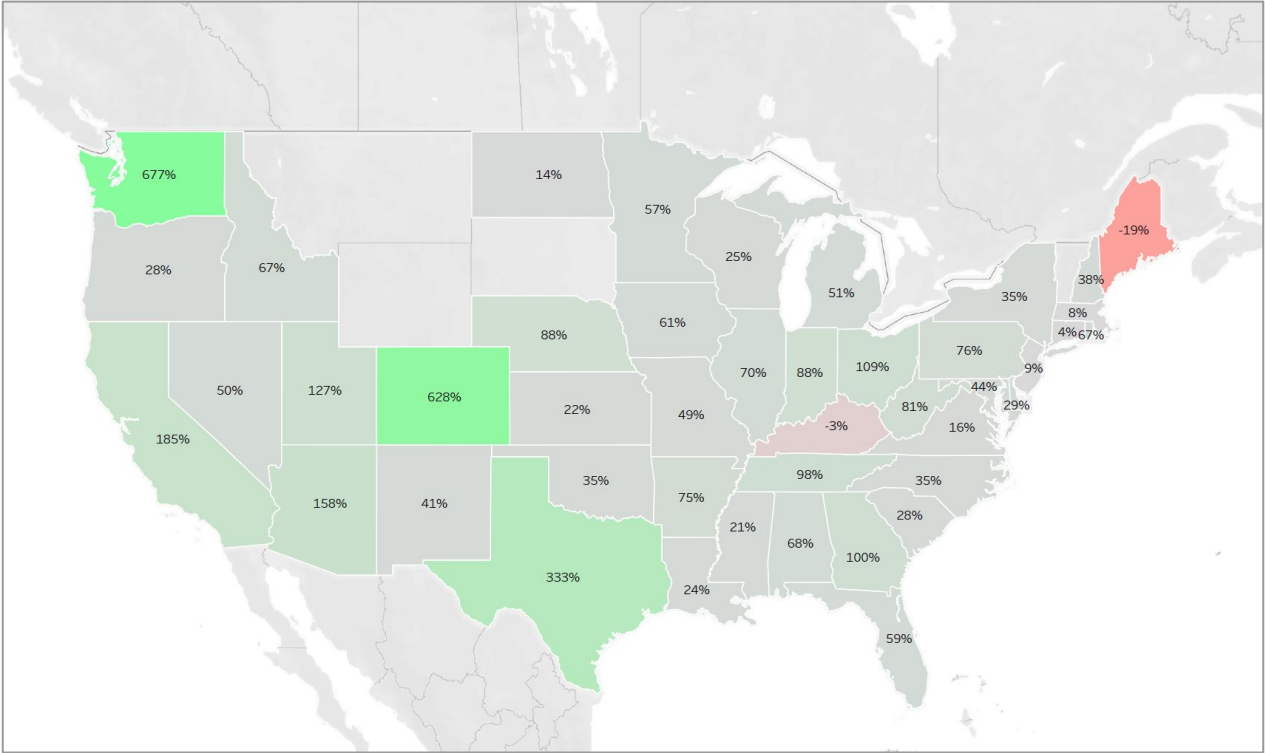
STUDENT PROPERTIES

NEW LEADS PER UNIT



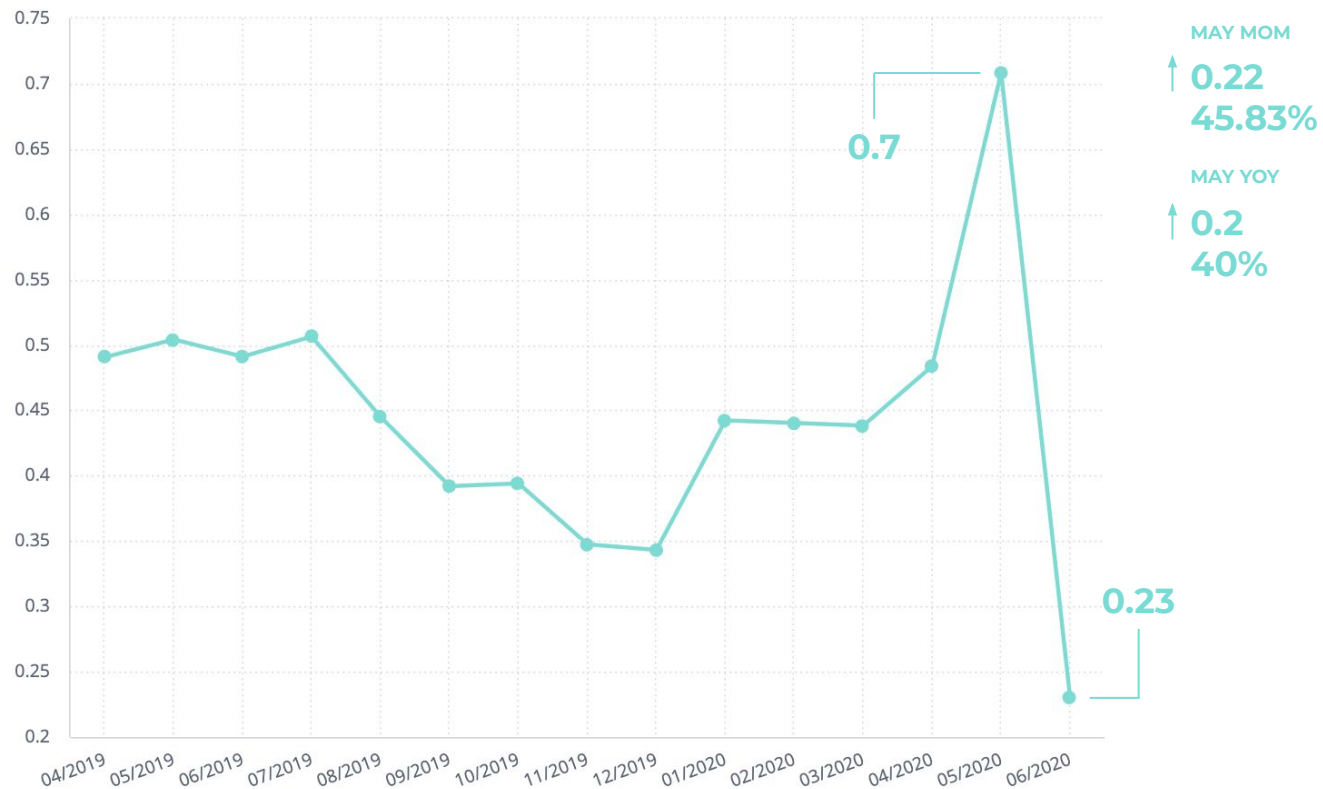
STUDENT PROPERTIES

PERCENT CHANGE IN LEADS



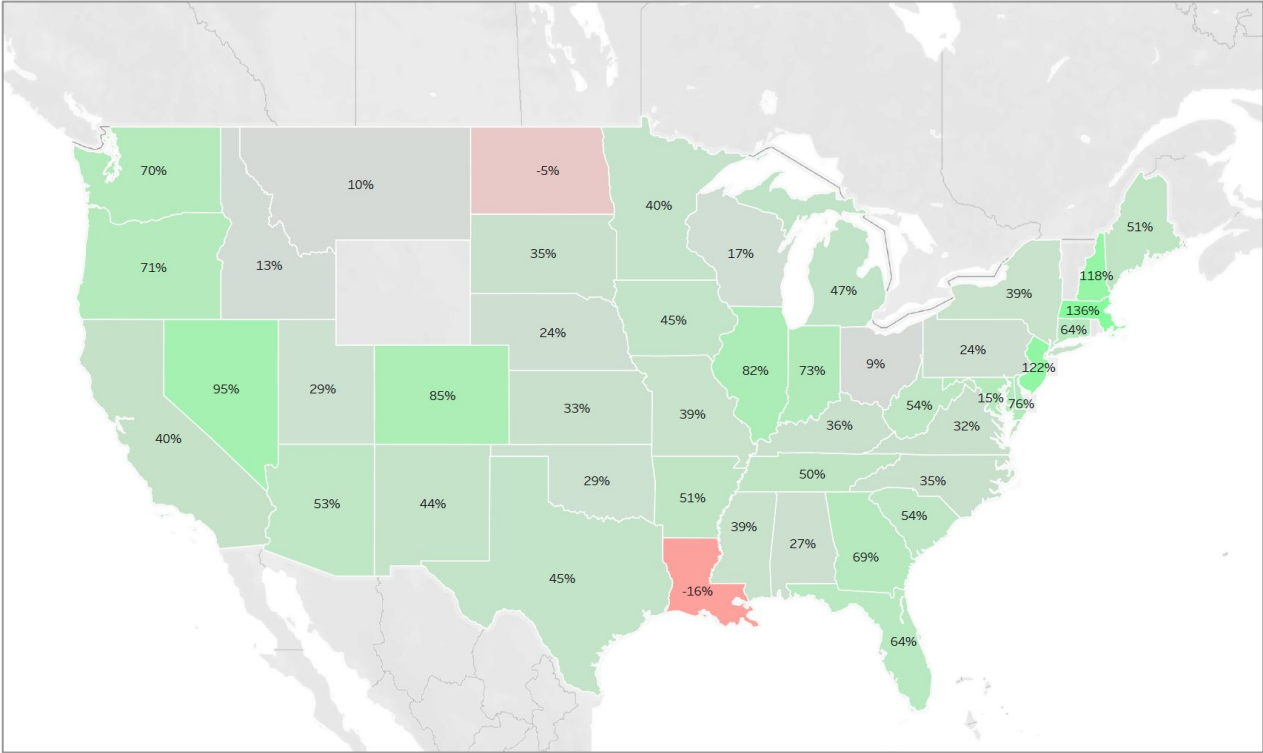
CONVENTIONAL PROPERTIES

NEW LEADS PER UNIT



CONVENTIONAL PROPERTIES

PERCENT CHANGE IN LEADS

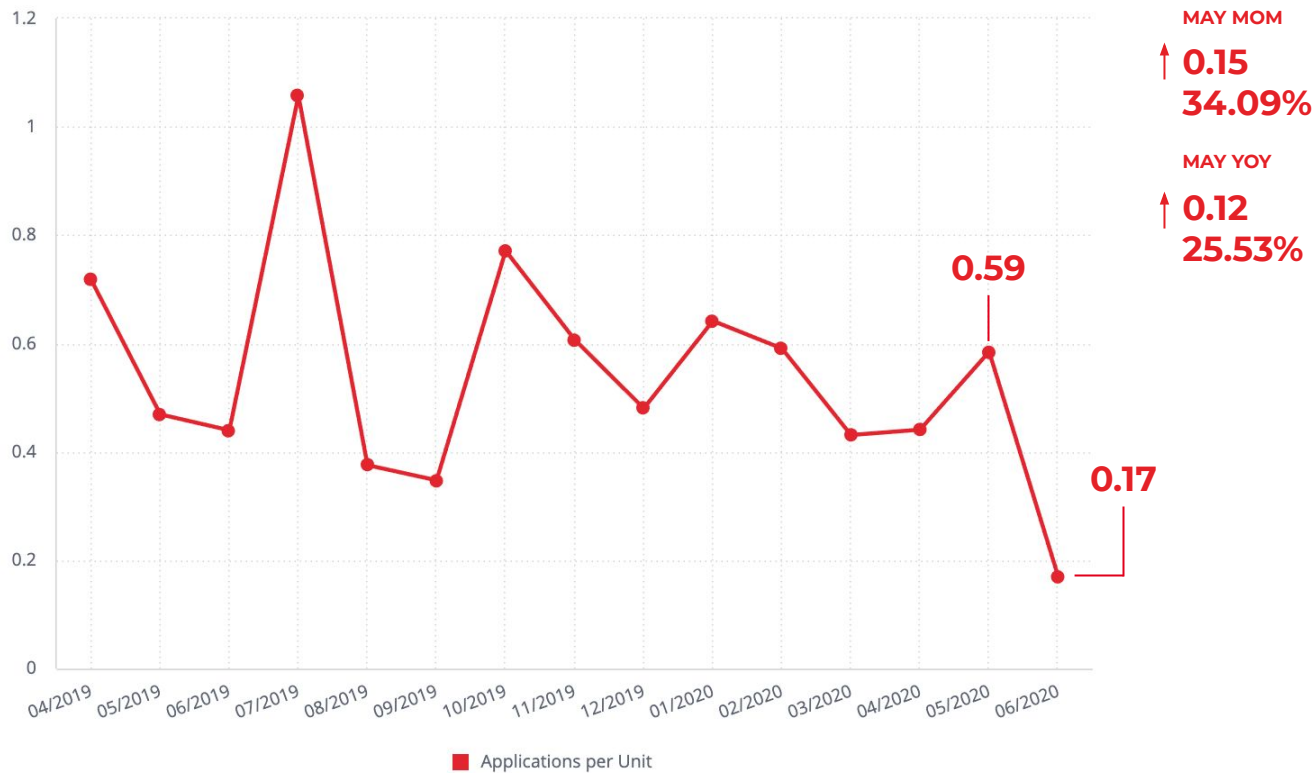




APPLICATIONS

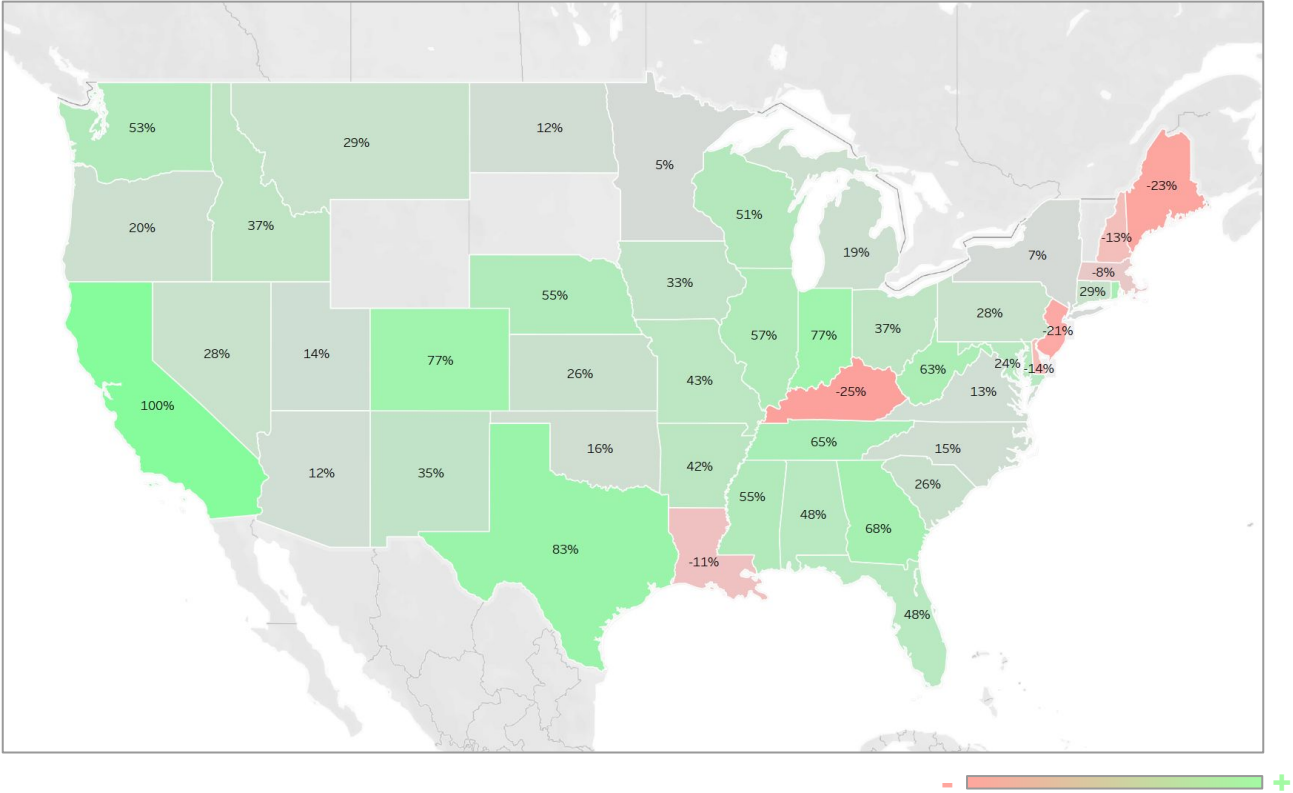
STUDENT PROPERTIES

NEW APPLICATIONS PER UNIT



STUDENT PROPERTIES

PERCENT CHANGE IN NEW APPLICATIONS STARTED PER UNIT



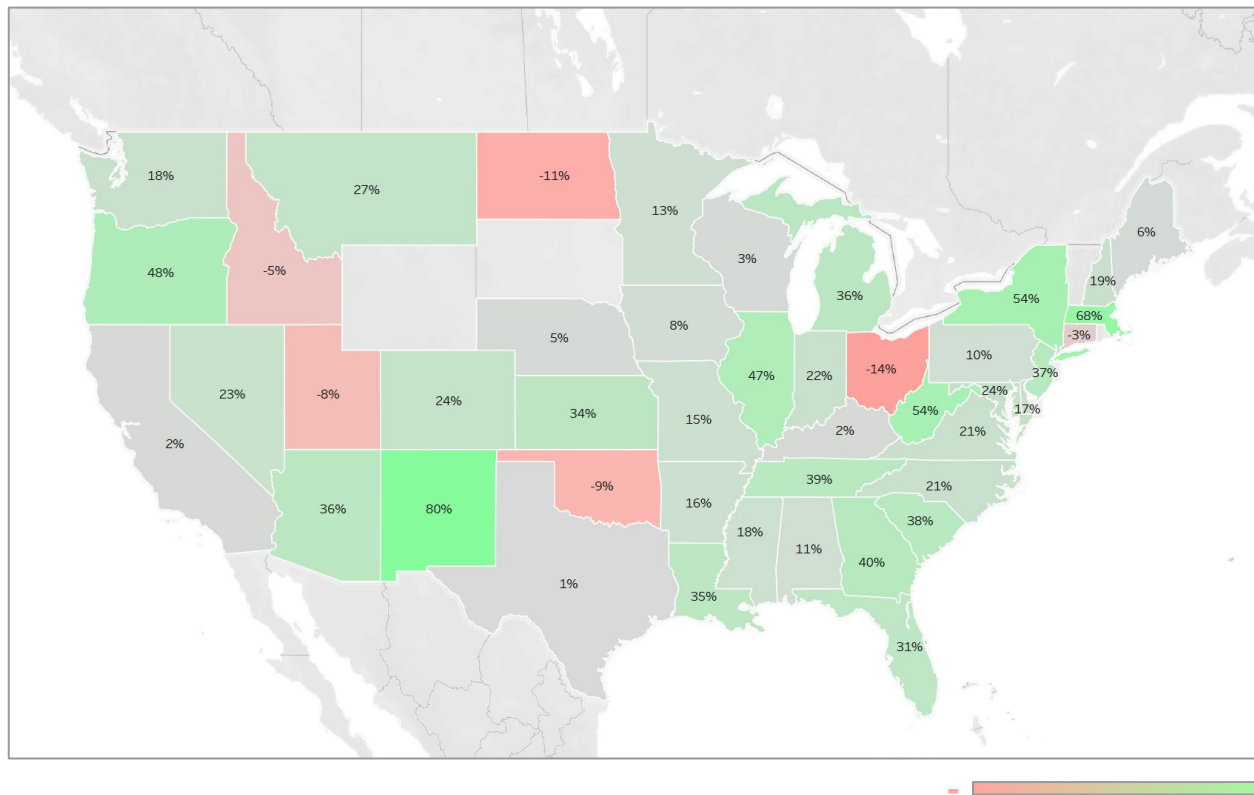
CONVENTIONAL PROPERTIES

NEW APPLICATIONS PER UNIT



CONVENTIONAL PROPERTIES

PERCENT CHANGE IN NEW APPLICATIONS STARTED PER UNIT

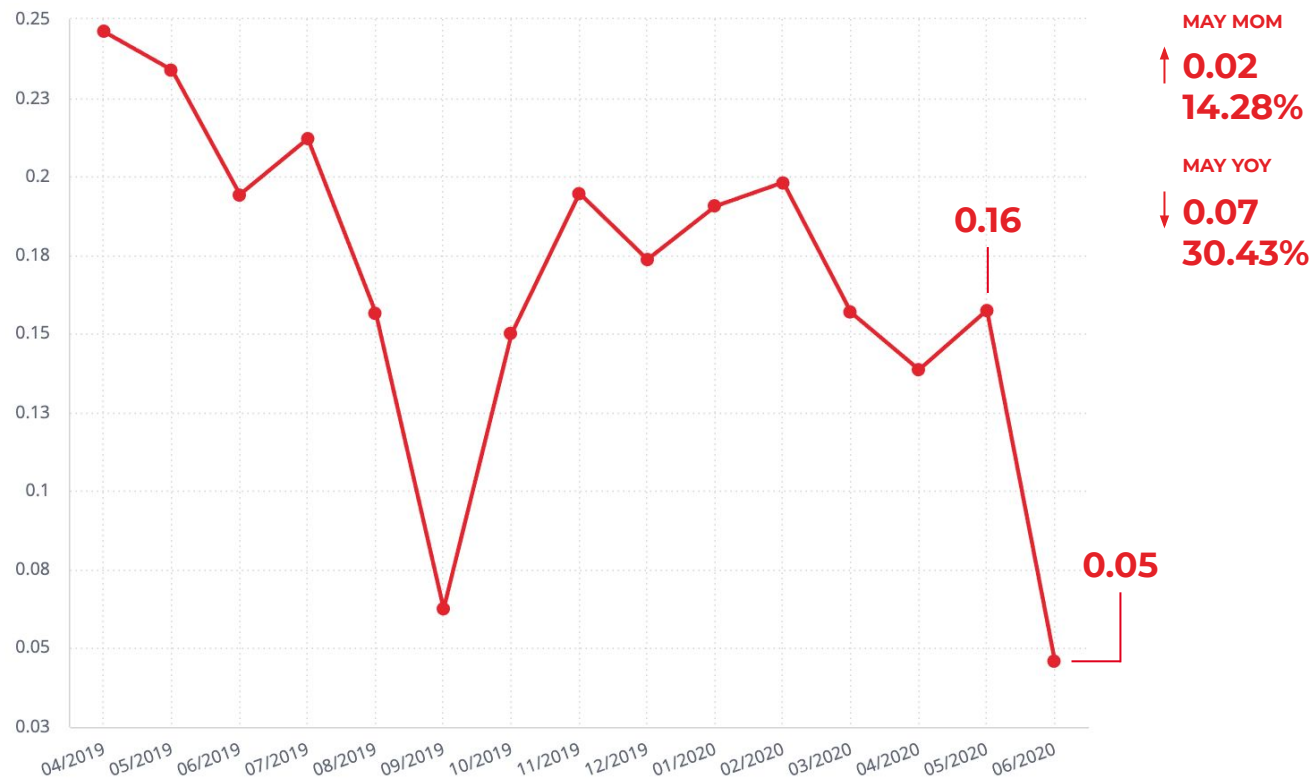




RESIDENT SCREENINGS

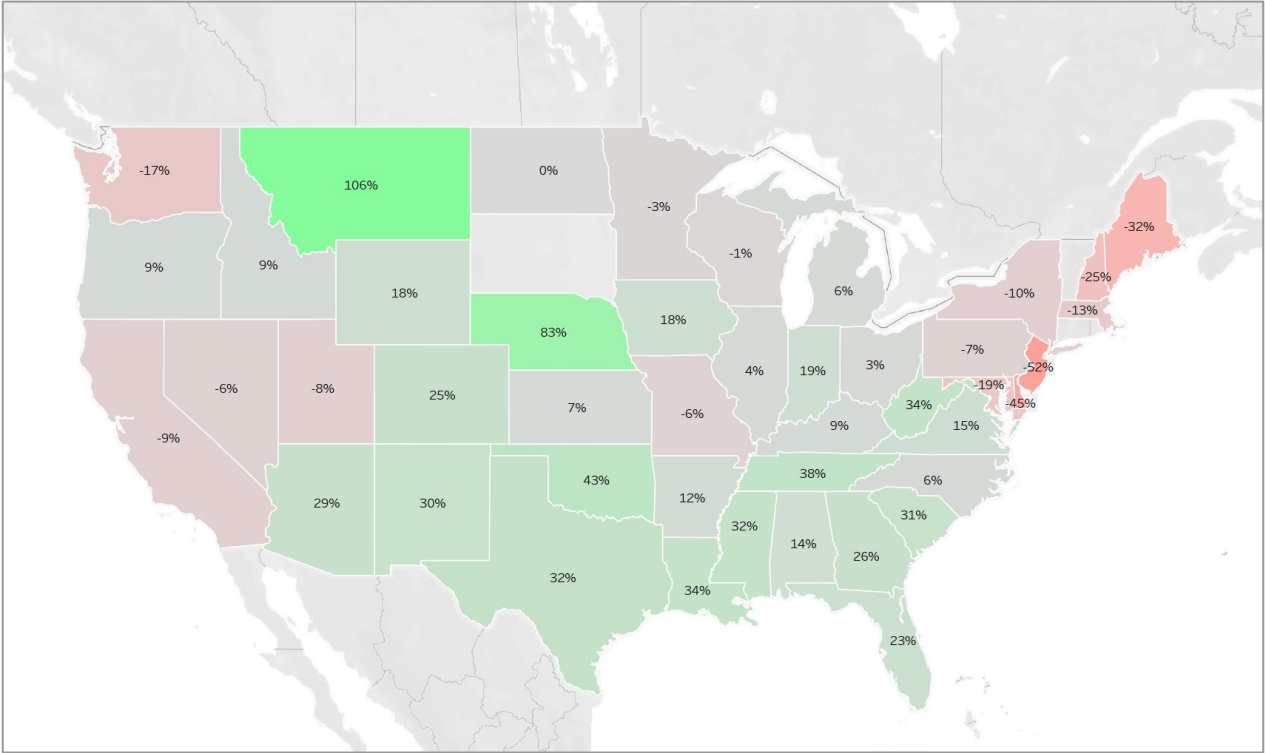
STUDENT PROPERTIES

SCREENINGS PER UNIT



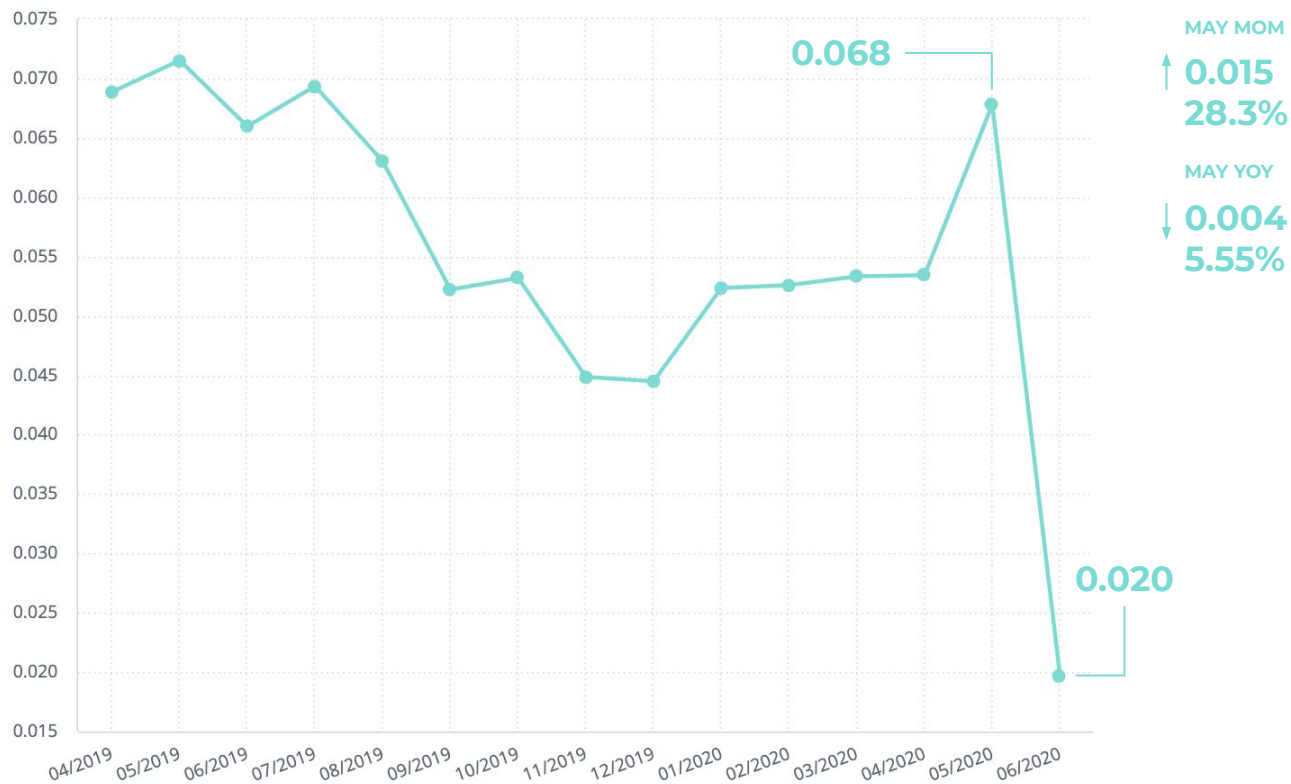
STUDENT PROPERTIES

PERCENT CHANGE IN SCREENINGS PER UNIT



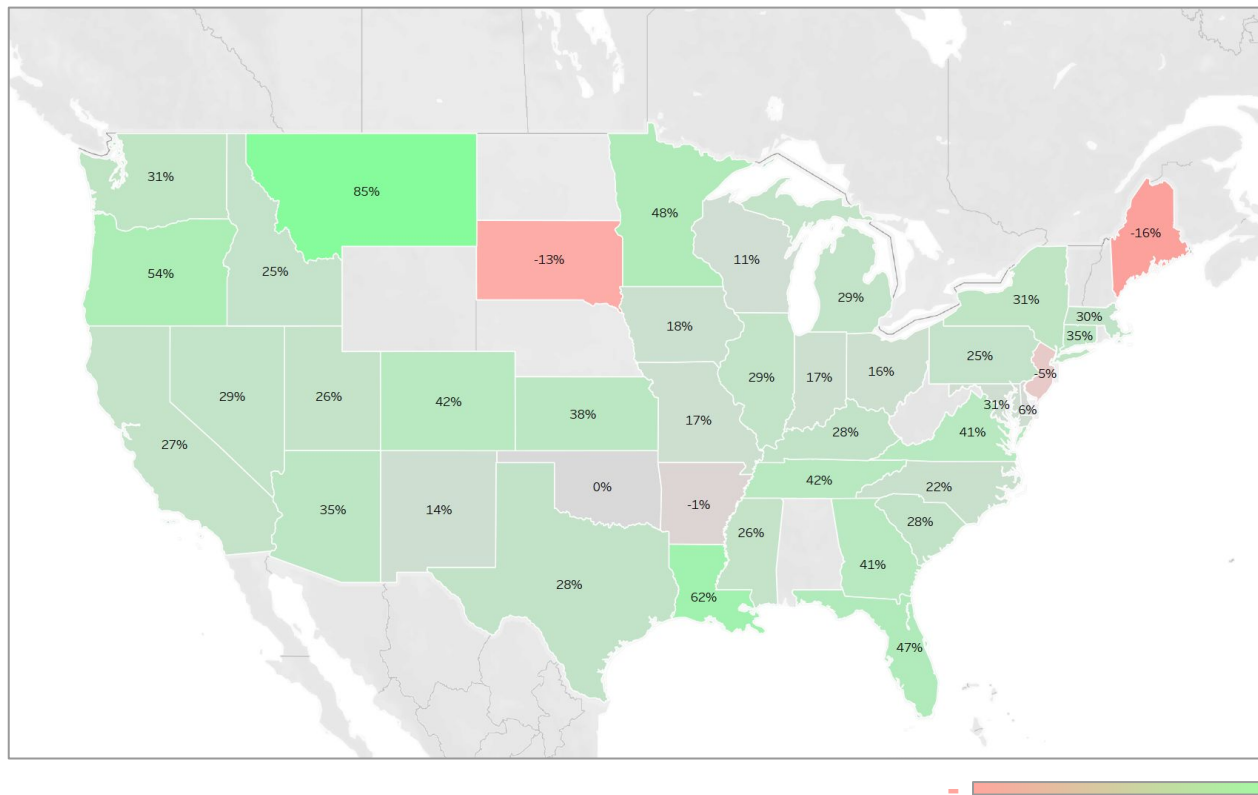
CONVENTIONAL PROPERTIES

SCREENINGS PER UNIT



CONVENTIONAL PROPERTIES

PERCENT CHANGE IN SCREENINGS PER UNIT

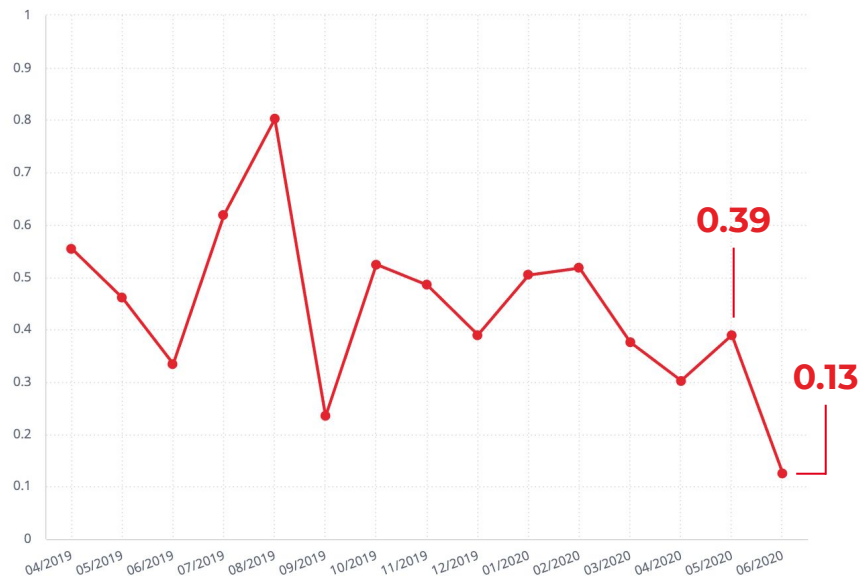




LEASES

STUDENT PROPERTIES

LEASES GENERATED PER UNIT



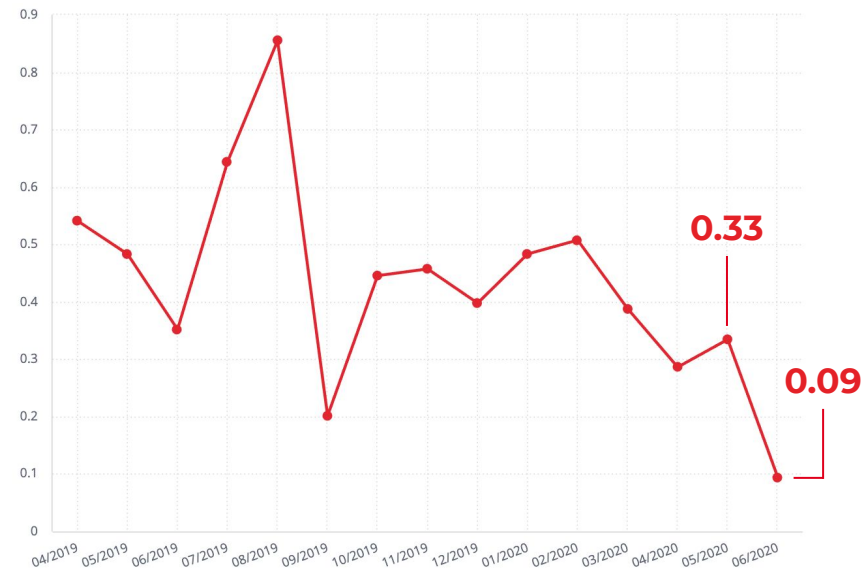
MAY MOM

↑ **0.09**
30%

MAY YOY

↓ **0.07**
15.21%

LEASES APPROVED PER UNIT



MAY MOM

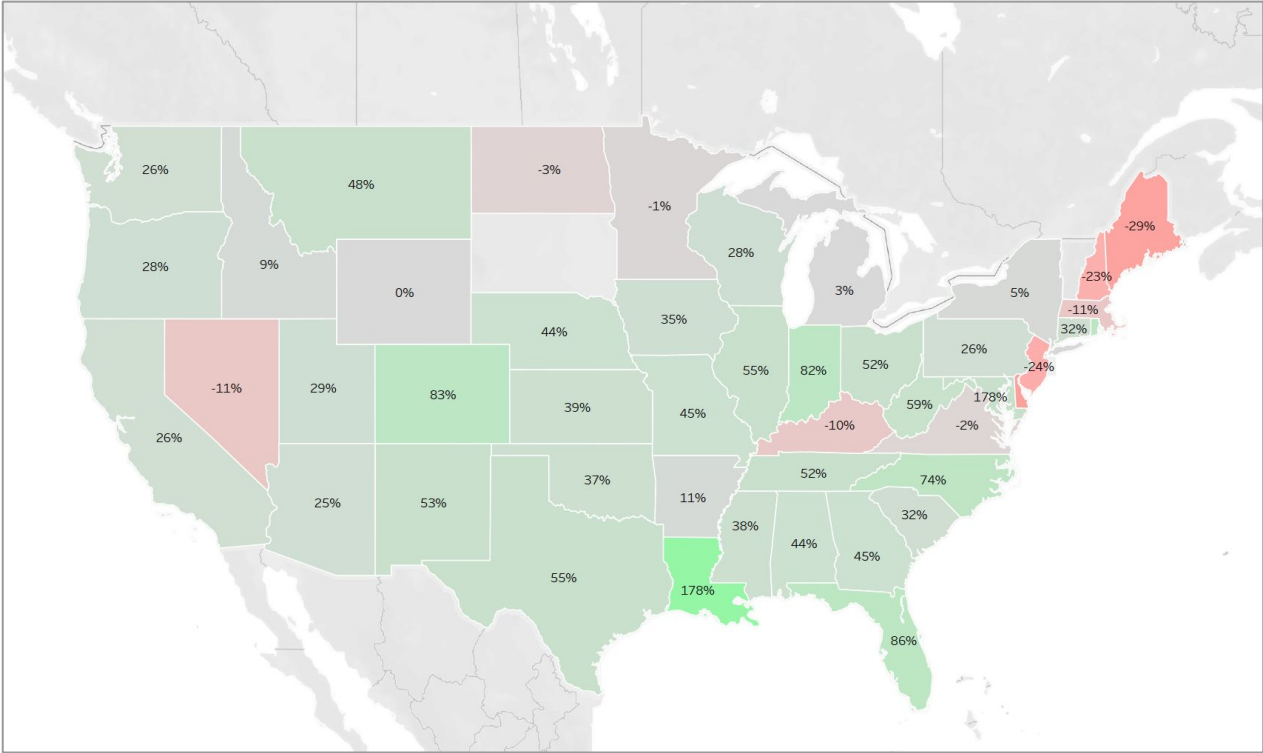
↑ **0.04**
13.79%

MAY YOY

↓ **0.15**
31.25%

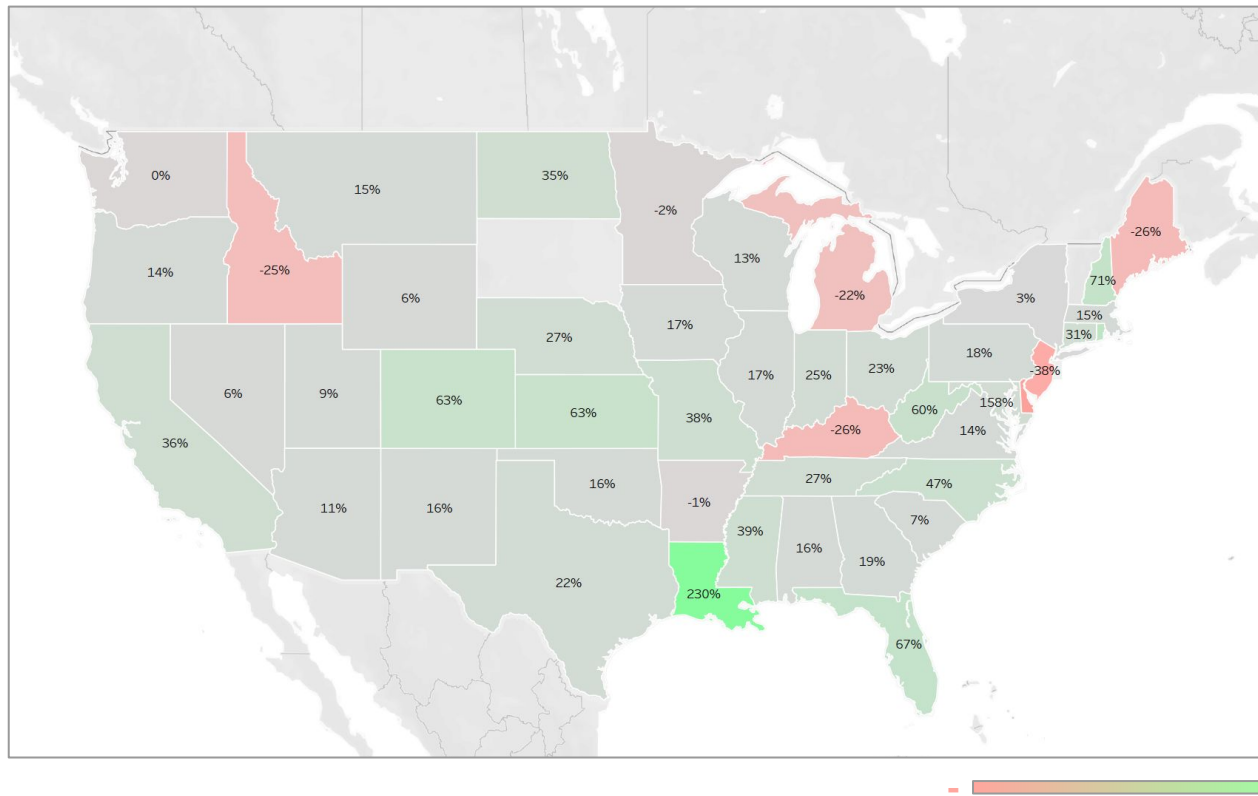
STUDENT PROPERTIES

PERCENT CHANGE IN LEASES GENERATED PER UNIT



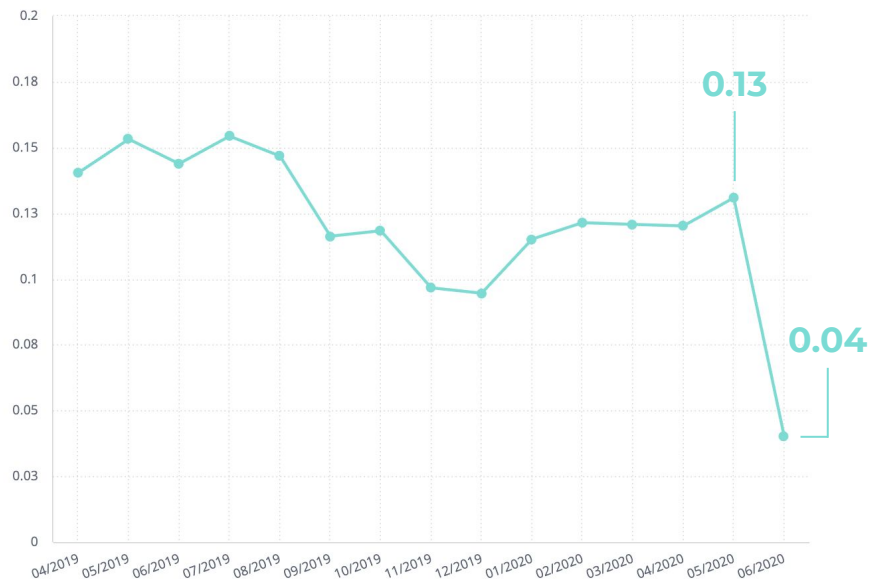
STUDENT PROPERTIES

PERCENT CHANGE IN LEASES APPROVED PER UNIT



CONVENTIONAL PROPERTIES

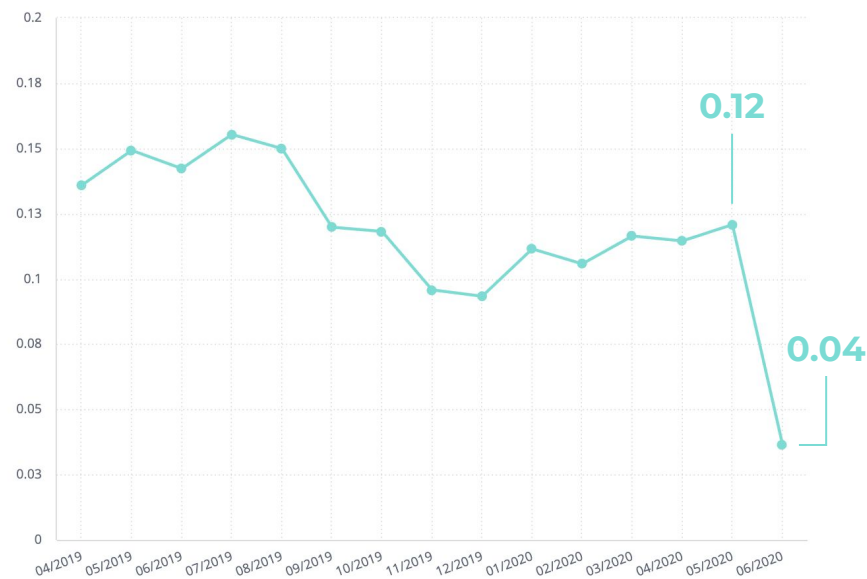
LEASES GENERATED PER UNIT



MAY MOM
↑ 0.01
8.33%

MAY YOY
↓ 0.02
13.33%

LEASES APPROVED PER UNIT

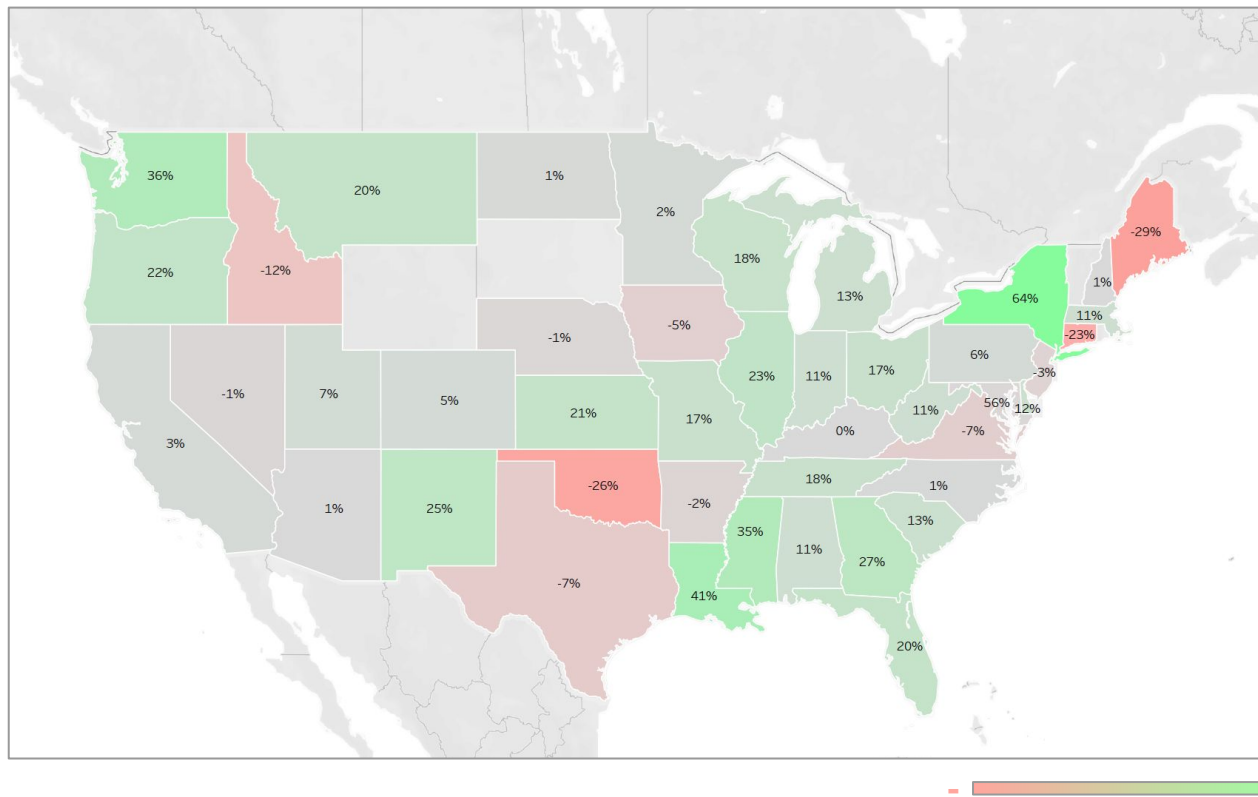


MAY MOM
↑ 0.01
9.09%

MAY YOY
↓ 0.03
20%

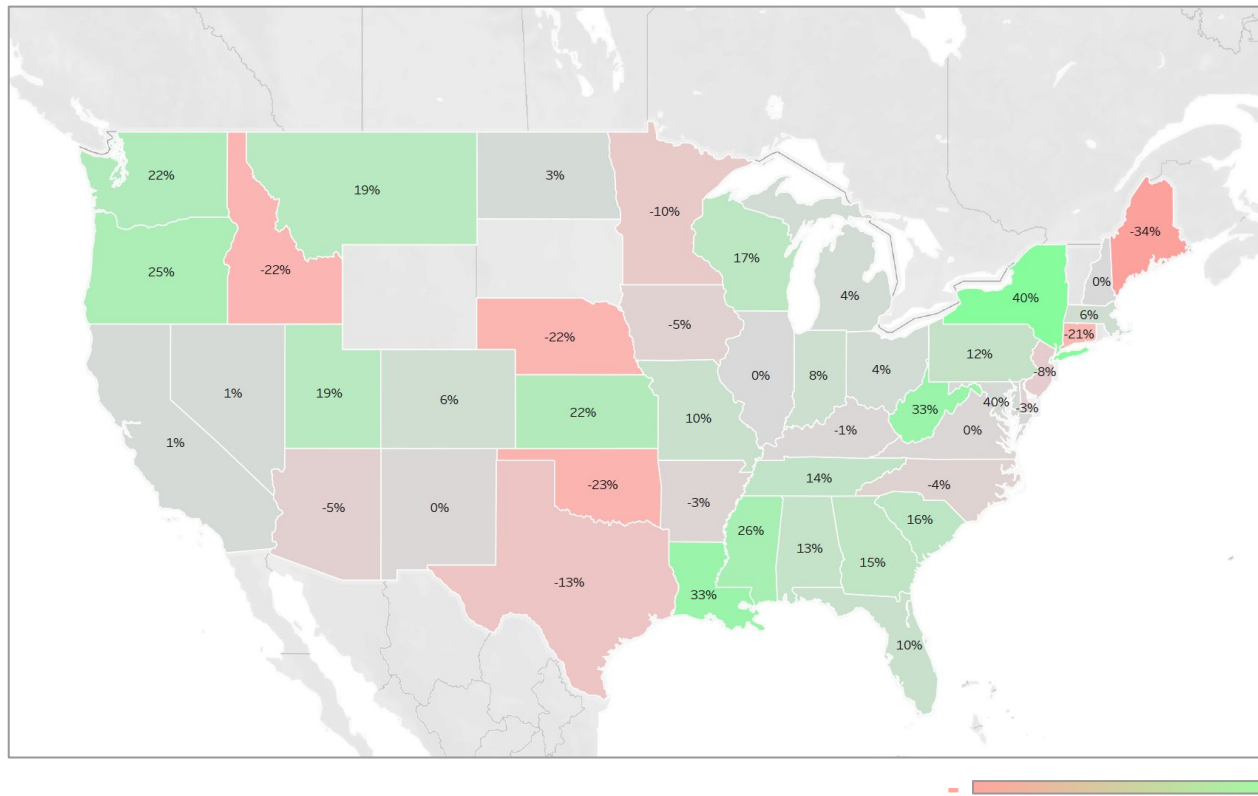
CONVENTIONAL PROPERTIES

PERCENT CHANGE IN LEASES GENERATED PER UNIT



CONVENTIONAL PROPERTIES

PERCENT CHANGE IN LEASES APPROVED PER UNIT



LEASING FUNNEL

STUDENT PROPERTIES

	MAY 2020	APR 2020	MAY 2019
NEW LEADS	252	134	116
NEW APPLICATIONS	118	88	94
SCREENINGS	32	28	46
LEASES GENERATED	78	60	92
LEASES APPROVED	66	58	96

CONVENTIONAL PROPERTIES

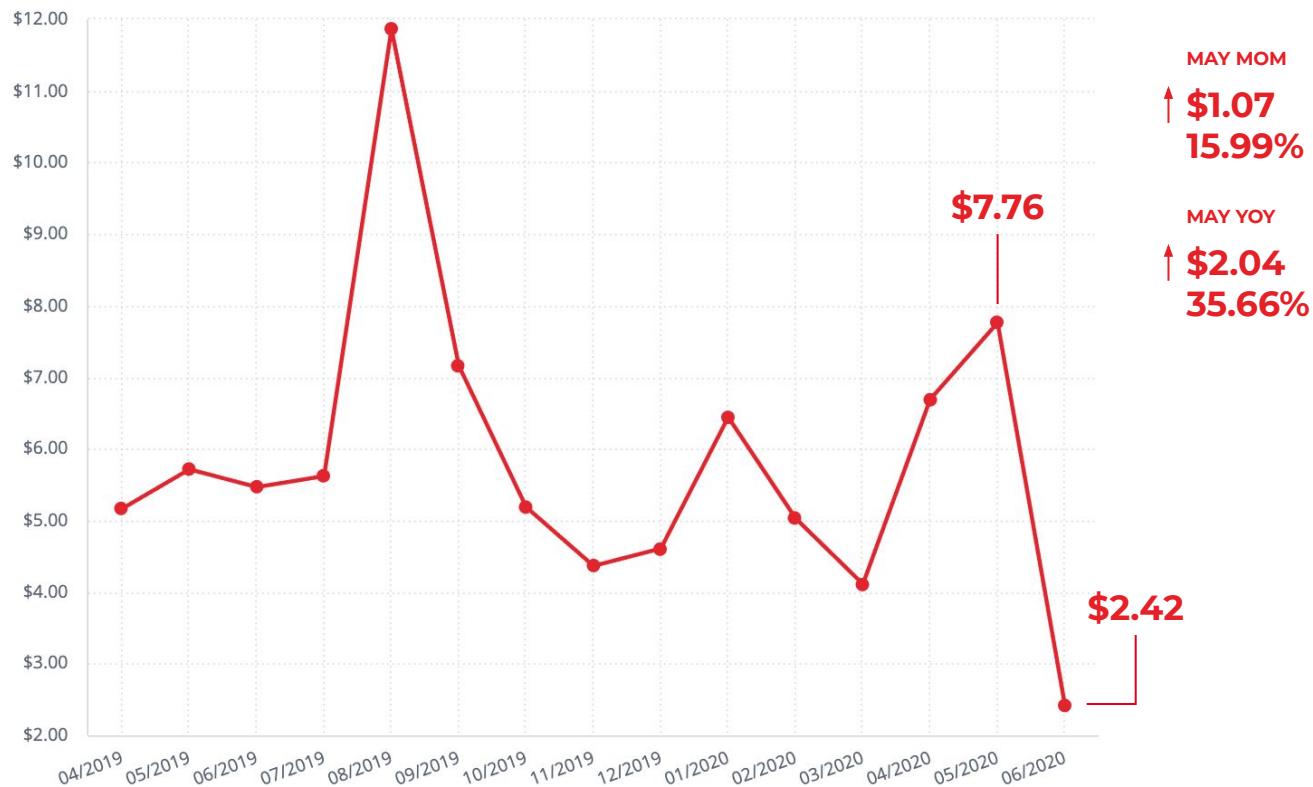
	MAY 2020	APR 2020	MAY 2019
NEW LEADS	140	96	100
NEW APPLICATIONS	46	38	38
SCREENINGS	14	11	14
LEASES GENERATED	26	24	30
LEASES APPROVED	24	22	30



CONCESSIONS

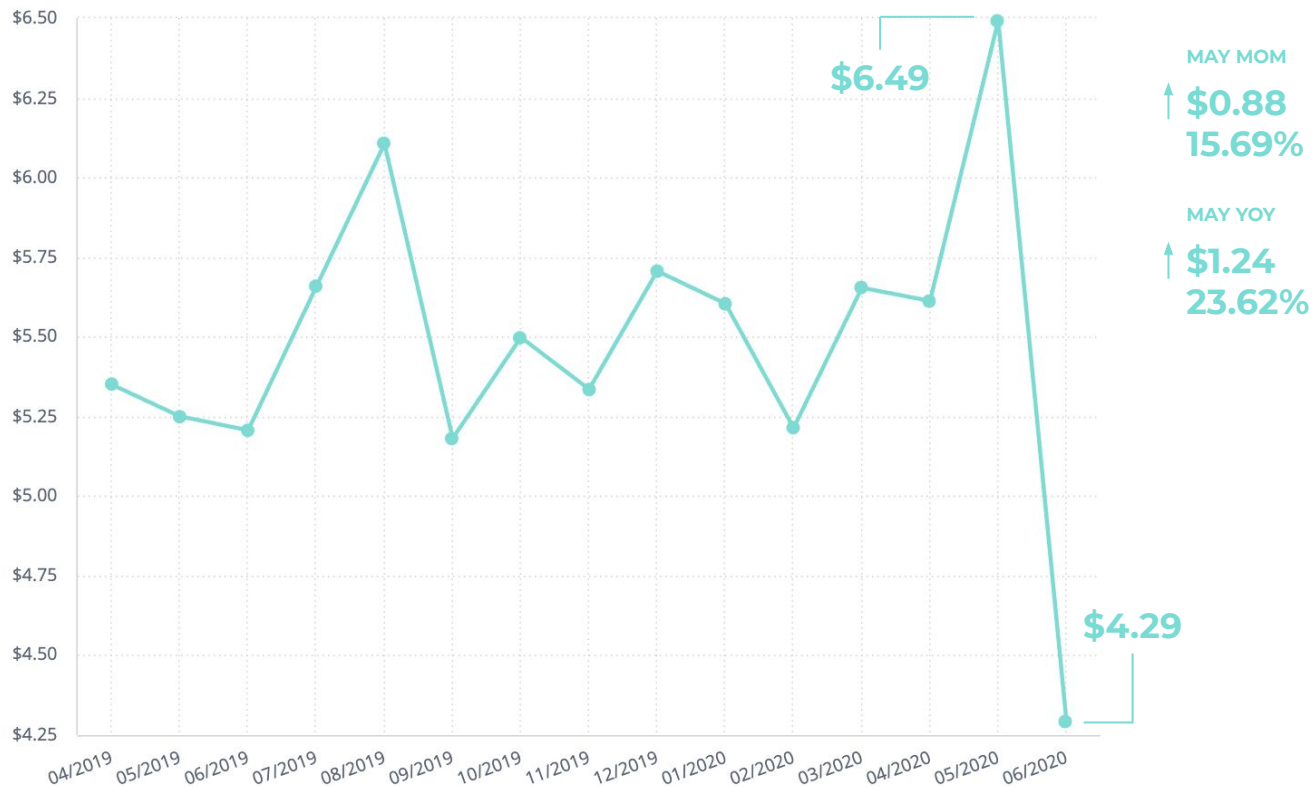
STUDENT PROPERTIES

CONCESSION DOLLARS PER UNIT



CONVENTIONAL PROPERTIES

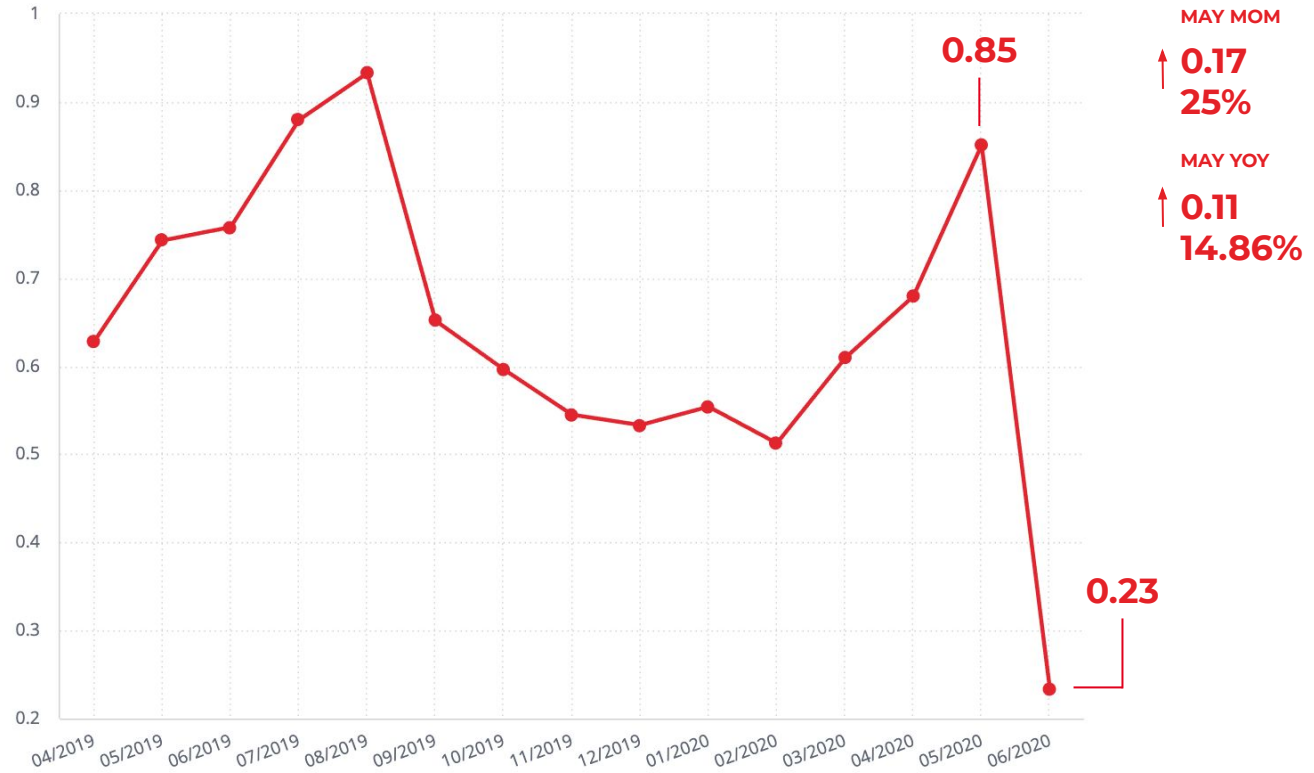
CONCESSION DOLLARS PER UNIT





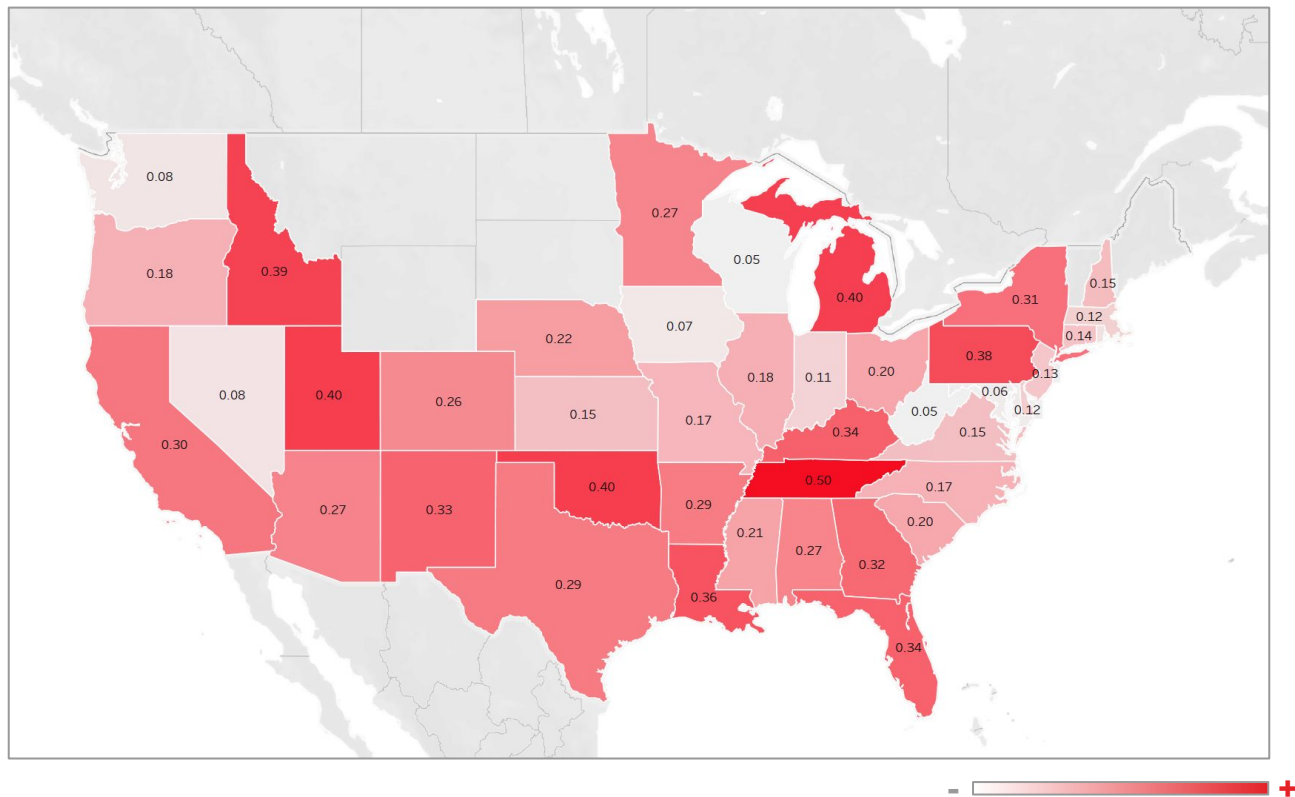
CALL VOLUME

CALLS PER UNIT



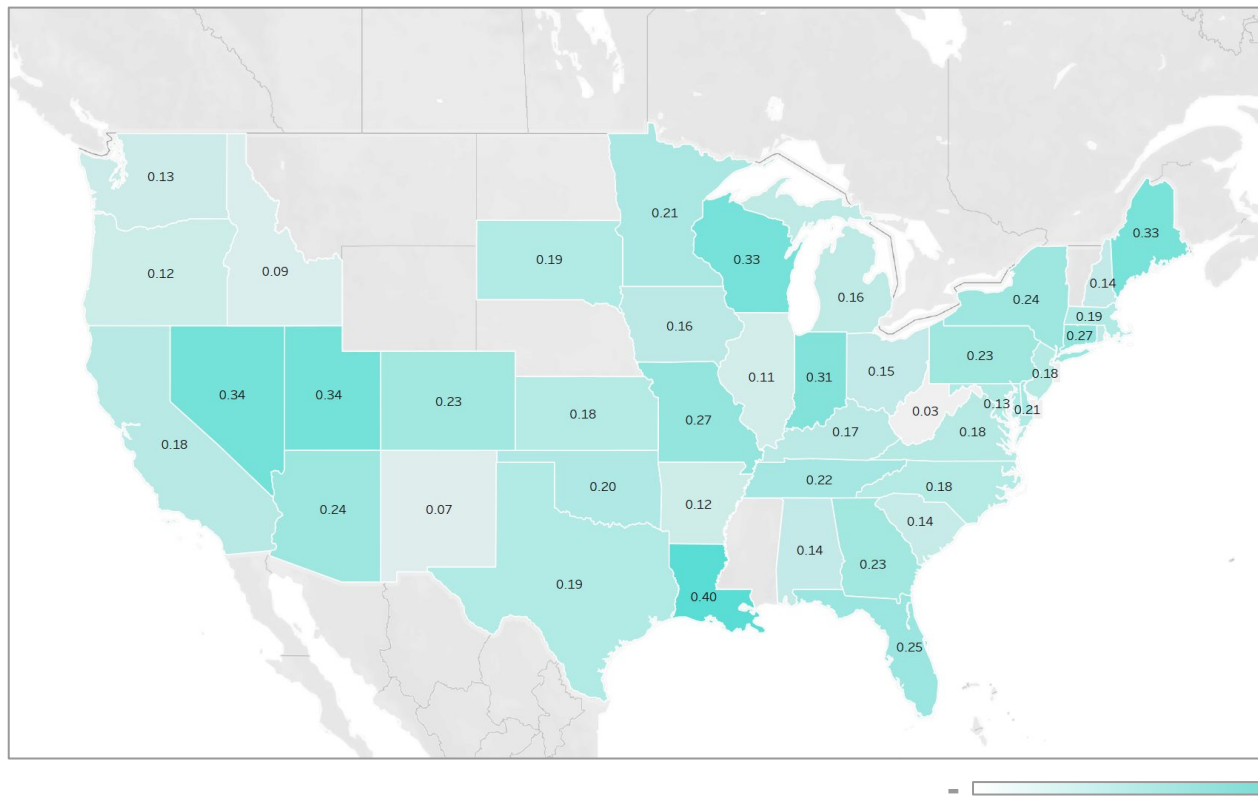
STUDENT PROPERTIES

CALLS PER UNIT BY STATE MAY



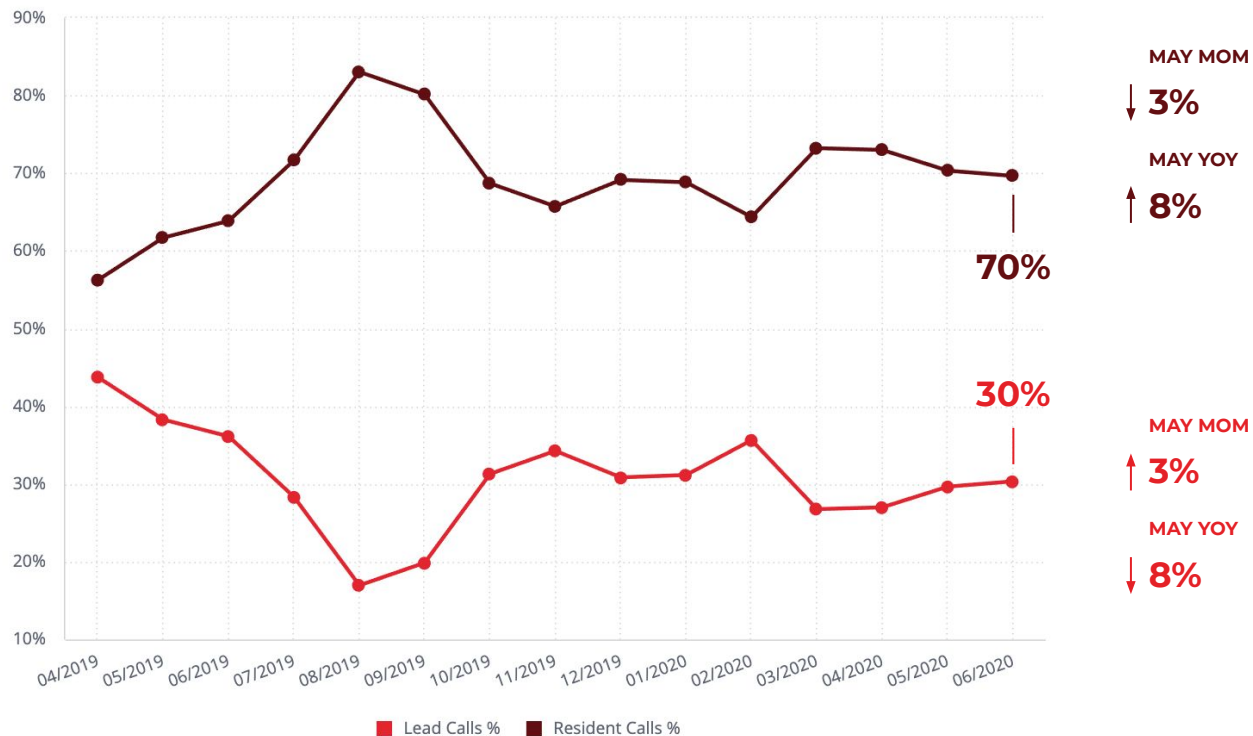
CONVENTIONAL PROPERTIES

CALLS PER UNIT BY STATE MAY



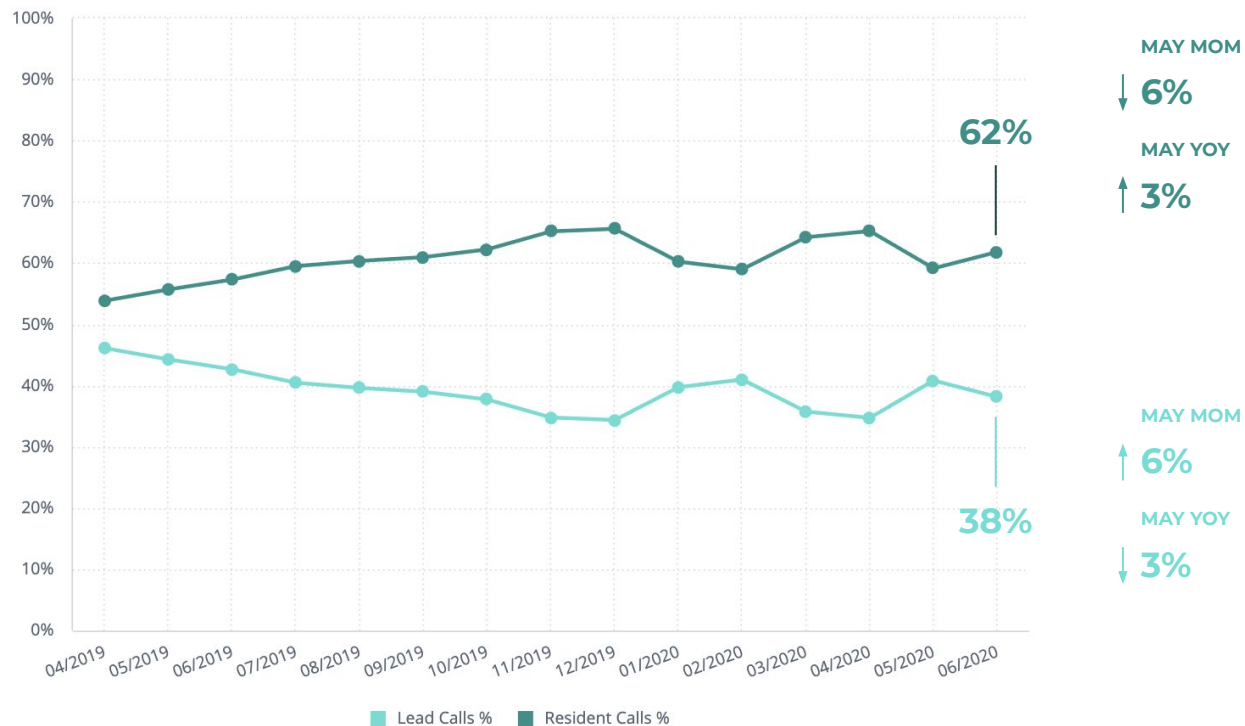
STUDENT PROPERTIES

LEAD AND RESIDENT PHONE CALL PERCENTAGES OF TOTAL CALLS



CONVENTIONAL PROPERTIES

LEAD AND RESIDENT PHONE CALL PERCENTAGES OF TOTAL CALLS





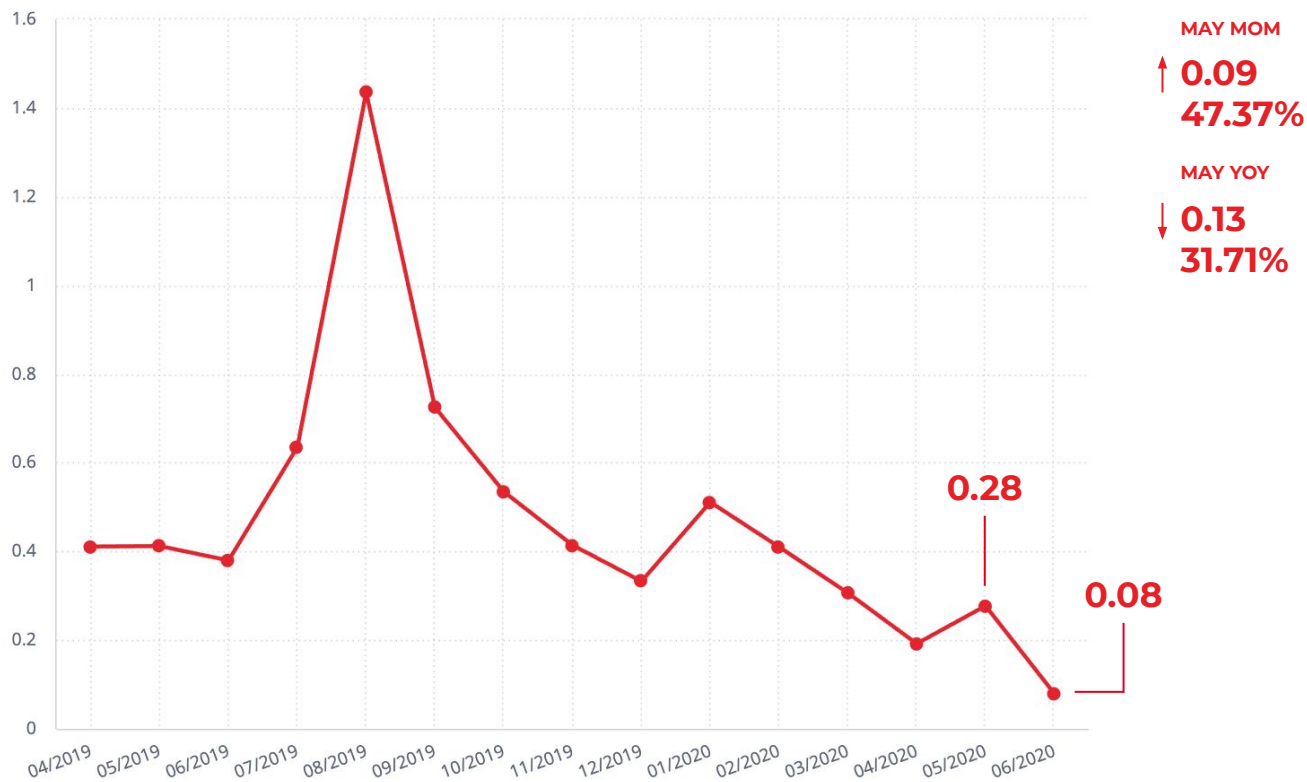
OPERATIONS



MAINTENANCE REQUESTS

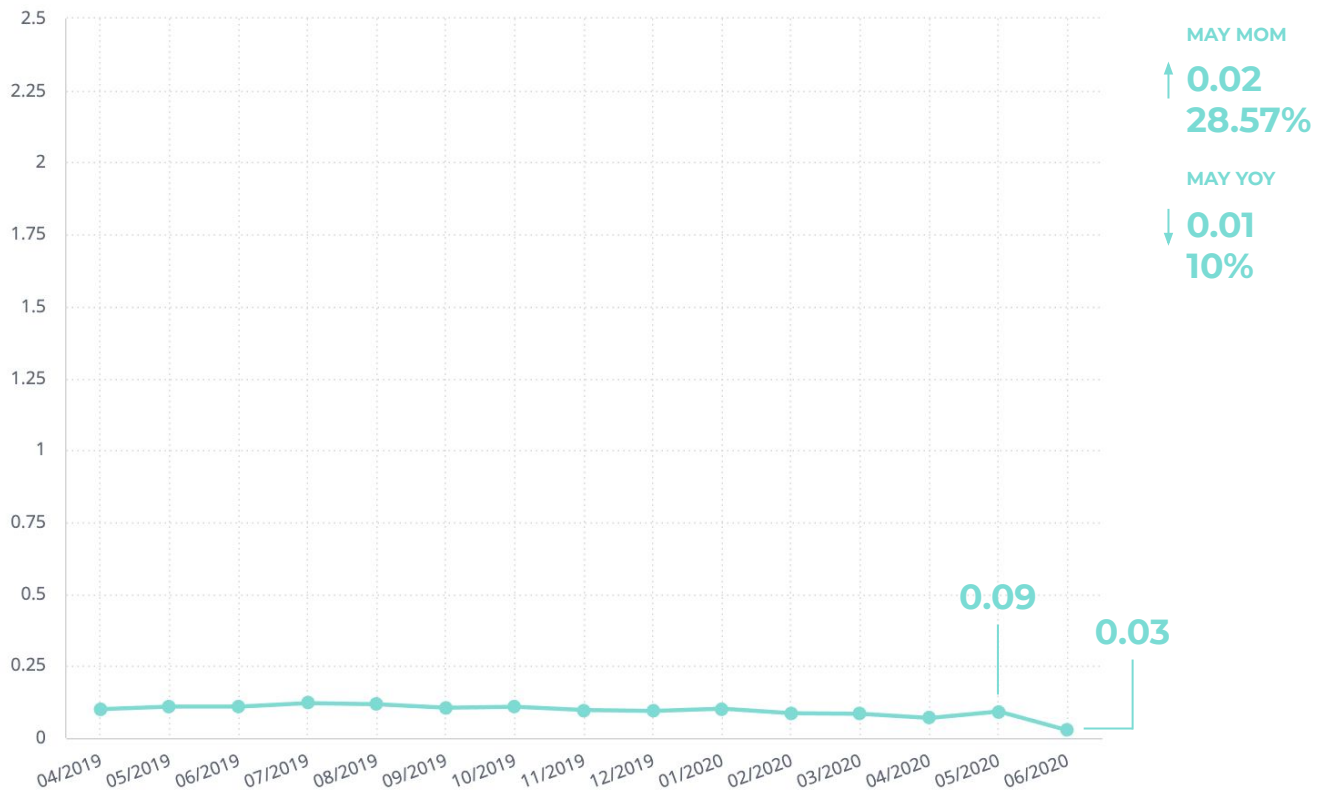
STUDENT PROPERTIES

MAINTENANCE REQUESTS



CONVENTIONAL PROPERTIES

MAINTENANCE REQUESTS

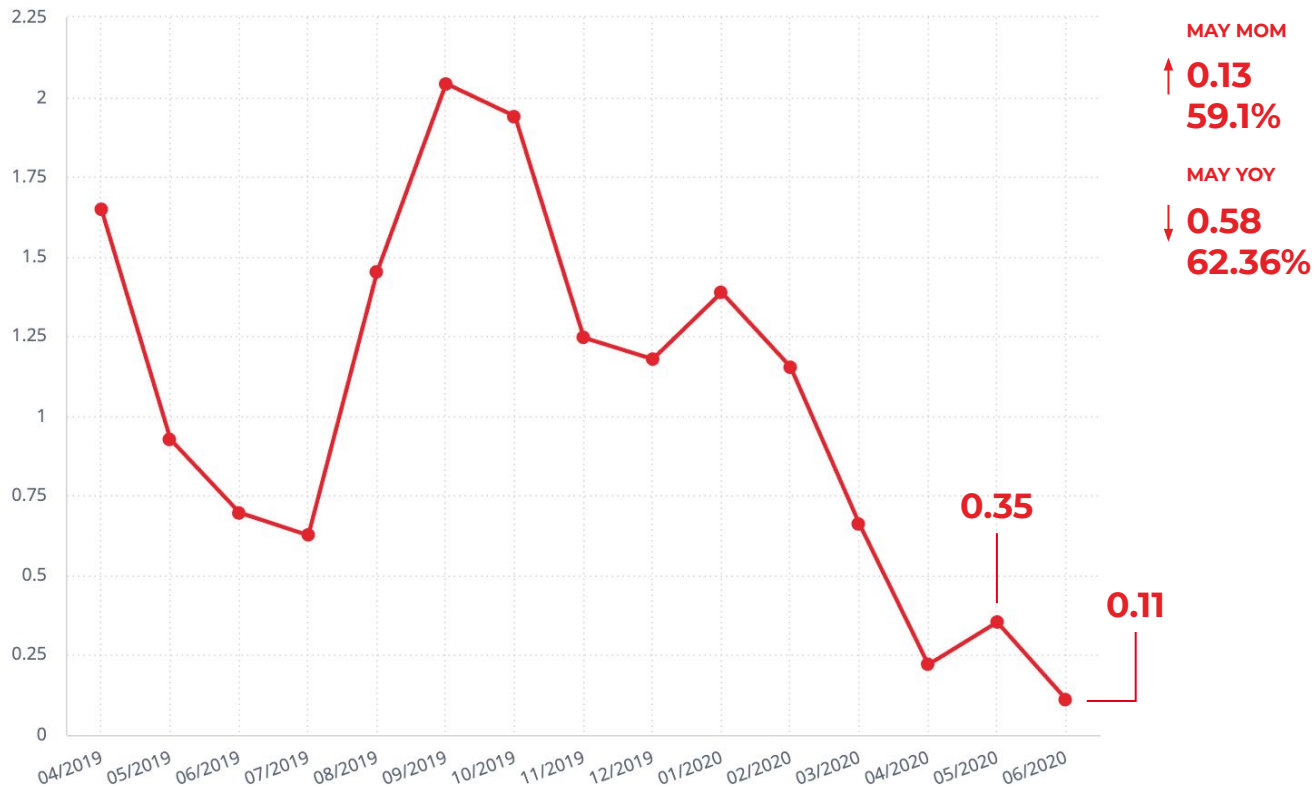




PACKAGES

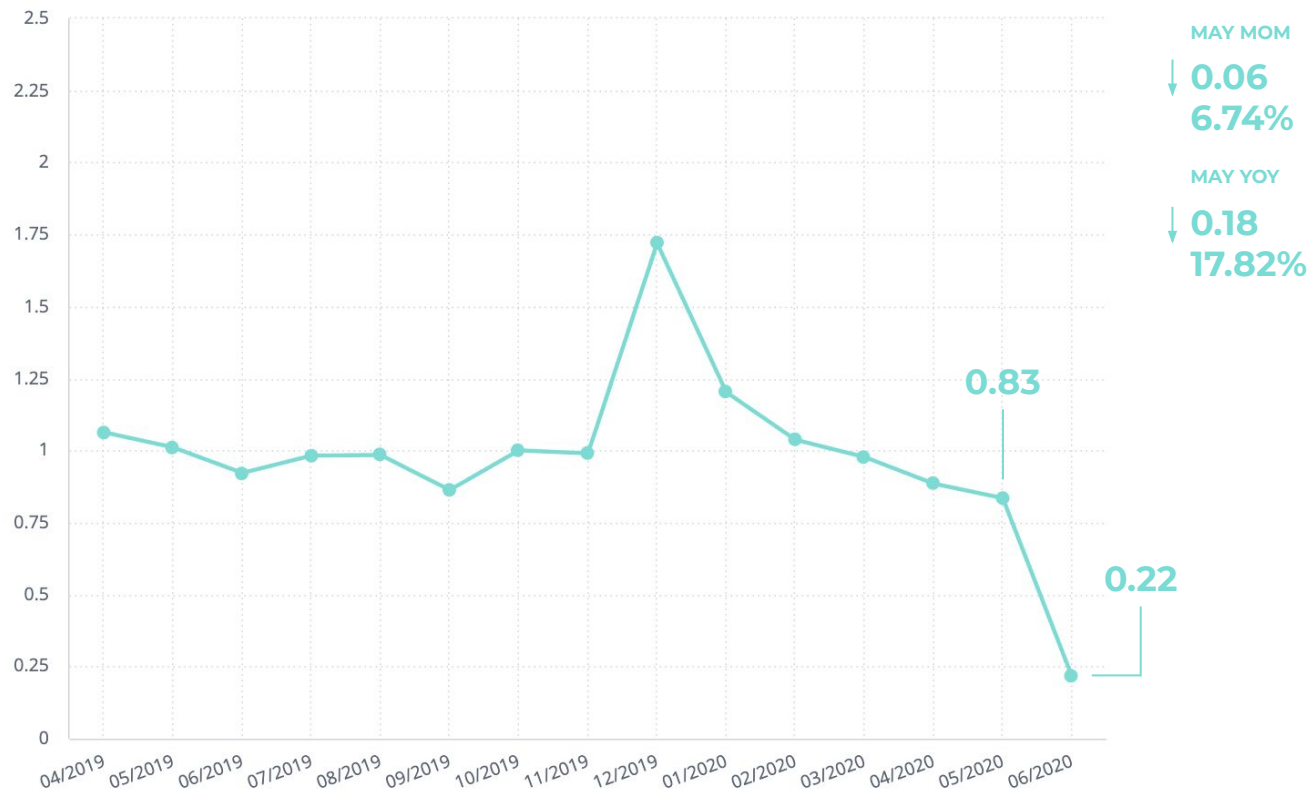
STUDENT PROPERTIES

PARCEL ALERT PACKAGES PER UNIT



CONVENTIONAL PROPERTIES

PARCEL ALERT PACKAGES PER UNIT





TOP 5 BEST PRACTICES

TOP 5 BEST PRACTICES

- Unemployment stimulus to end in July - keep your eye on MTM and renewals as more information comes about populations relocating.
- Like April, the last week in May told the story. Keep your teams focused on leads, resident engagement, and service levels. It is paying off.
- Big jump in resident screenings. We are seeing the lift in leads work down the sales cycle. Revisit and make sure your screening criteria is updated and where you want it.
- Cybersecurity risk is on the rise and defenses are being challenged. Review policies and best practices with employees.
- Communicate transparently with residents. Everyone is facing the crisis together, so be transparent about what your company is going through and what you are doing.

