The data for these findings consists of the available information through October 7th 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.
Legendary Tales of Adventure Streaming This October

Register For Free
entrata.com/connect
EPISODE 2 - OCT. 14

CARLA HARRIS

TONY FINAU
OCCUPANCY
OCCUPANCY
CONVENTIONAL PROPERTIES

OCCUPANCY PERCENTAGE

MONTH-OVER-MONTH
△ 0.10%

YEAR-OVER-YEAR
↓ 0.21%

2020 2019
RENEWALS
RENEWAL PERCENTAGE

<table>
<thead>
<tr>
<th>Month</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>55%</td>
<td></td>
</tr>
<tr>
<td>Feb</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mar</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Apr</td>
<td></td>
<td></td>
</tr>
<tr>
<td>May</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jun</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jul</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aug</td>
<td>58%</td>
<td>11%</td>
</tr>
<tr>
<td>Sep</td>
<td>44%</td>
<td></td>
</tr>
<tr>
<td>Oct</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nov</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dec</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

MONTH-OVER-MONTH: ↓11%
YEAR-OVER-YEAR: ↓14%
MONTH-TO-MONTH
RENT PAYMENTS
RENT PAID
PERCENT OF UNITS WHO PAID IN SEPTEMBER

STUDENT PROPERTIES

92.98%

CONVENTIONAL PROPERTIES

93.99%

PERCENT OF UNCOLLECTED RENT IN SEPTEMBER

STUDENT PROPERTIES

3.92%

CONVENTIONAL PROPERTIES

7.20%
PERCENT OF UNITS PAID RENT  (SEPTEMBER 2020)
UNCOLLECTED RENT  (SEPTEMBER 2020)
PERCENT OF UNITS PAID RENT (SEPTEMBER 2020)
PERCENT OF UNITS WHO PAID THROUGH OCTOBER RENT WEEK

STUDENT PROPERTIES
89.46%
SEPTEMBER RENT WEEK, 2020 - 84.17%
OCTOBER RENT WEEK, 2019 - 90.57%

CONVENTIONAL PROPERTIES
87.46%
SEPTEMBER RENT WEEK, 2020 - 85.44%
OCTOBER RENT WEEK, 2019 - 88.52%

PERCENT OF UNCOLLECTED RENT THROUGH OCTOBER RENT WEEK

STUDENT PROPERTIES
8.47%
SEPTEMBER RENT WEEK, 2020 - 10.96%
OCTOBER RENT WEEK, 2019 - 8.16%

CONVENTIONAL PROPERTIES
14.11%
SEPTEMBER RENT WEEK, 2020 - 15.39%
OCTOBER RENT WEEK, 2019 - 12.89%
PERCENT OF UNITS PAID RENT  (OCTOBER 2020 RENT WEEK)
UNCOLLECTED RENT  (OCTOBER 2020 RENT WEEK)
PERCENT OF UNITS PAID RENT  (OCTOBER 2020 RENT WEEK)
UNCOLLECTED RENT  (OCTOBER 2020 RENT WEEK)
PAYMENT TYPES
PAYMENT TYPE (SEPTEMBER 2020)

- CREDIT/DEBIT: 4% (↑ 5%)
- SCANNED CHECK: 9% (↓ 4%)
- eCHECK: 67% (0%)
- eMONEYGRAM: 13% (1%)
- NO CHANGE: 24% (0%)

YEAR-OVER-YEAR

STUDENT PROPERTIES
PAYMENT TYPE  (SEPTEMBER 2020)

CONVENTIONAL PROPERTIES

CREDIT/DEBIT
- 18%
- 6%

SCANNED CHECK
- 22%
- 9%

eCHECK
- 57%
- 3%

eMONEYGRAM
- 3%
- NO CHANGE
FEES & REPAYMENT AGREEMENTS
LATE FEES
LATE FEES POSTED

MONTH-OVER-MONTH: ↑57.62%
YEAR-OVER-YEAR: ↓36.04%

LATE FEES WAIVED

MONTH-OVER-MONTH: ↑76.61%
YEAR-OVER-YEAR: ↑26.08%
PERCENT CHANGE IN LATE FEES (SEPTEMBER 2020)
CONVENTIONAL PROPERTIES

LATE FEES POSTED

MONTH-OVER-MONTH: 25.34%
YEAR-OVER-YEAR: 28.02%

LATE FEES WAIVED

MONTH-OVER-MONTH: 17.94%
YEAR-OVER-YEAR: 88.23%
PERCENT CHANGE IN LATE FEES (SEPTEMBER 2020)
REPAYMENT AGREEMENTS
NEW REPAYMENT PLANS CREATED EACH MONTH

MONTH-OVER-MONTH

↑ 44.32%

YEAR-OVER-YEAR

↑ 602.63%
NEW REPAYMENT PLANS CREATED EACH MONTH

MONTH-OVER-MONTH
↓ 39.41%

YEAR-OVER-YEAR
↑ 808.82%
LEADS
NEW LEADS PER UNIT

MONTH-OVER-MONTH

↑ 66.67%

YEAR-OVER-YEAR

↑ 212.5%
PERCENT CHANGE IN LEADS  (SEPTEMBER 2020)
NEW LEADS BREAKDOWN BY WEEK

<table>
<thead>
<tr>
<th></th>
<th>WEEK 1 (1-7)</th>
<th>WEEK 2 (8-14)</th>
<th>WEEK 3 (15-21)</th>
<th>WEEK 4 (22-EOM)</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAY</td>
<td>0.11</td>
<td>0.13</td>
<td>0.18</td>
<td>0.32</td>
<td>0.74</td>
</tr>
<tr>
<td>JUNE</td>
<td>0.28</td>
<td>0.30</td>
<td>0.24</td>
<td>0.33</td>
<td>1.15</td>
</tr>
<tr>
<td>JULY</td>
<td>0.16</td>
<td>0.18</td>
<td>0.17</td>
<td>0.30</td>
<td>0.81</td>
</tr>
<tr>
<td>AUG</td>
<td>0.20</td>
<td>0.15</td>
<td>0.18</td>
<td>0.23</td>
<td>0.76</td>
</tr>
<tr>
<td>SEPT</td>
<td>0.10</td>
<td>0.14</td>
<td>0.20</td>
<td>0.47</td>
<td>0.91</td>
</tr>
</tbody>
</table>
NEW LEADS PER UNIT

MONTH-OVER-MONTH

YEAR-OVER-YEAR

↑ 9.23%

↑ 102.85%
PERCENT CHANGE IN LEADS  (SEPTEMBER 2020)
## New Leads Breakdown by Week

<table>
<thead>
<tr>
<th></th>
<th>WEEK 1 (1-7)</th>
<th>WEEK 2 (8-14)</th>
<th>WEEK 3 (15-21)</th>
<th>WEEK 4 (22-EOM)</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAY</td>
<td>0.11</td>
<td>0.11</td>
<td>0.12</td>
<td>0.15</td>
<td>0.49</td>
</tr>
<tr>
<td>JUNE</td>
<td>0.13</td>
<td>0.13</td>
<td>0.13</td>
<td>0.17</td>
<td>0.57</td>
</tr>
<tr>
<td>JULY</td>
<td>0.12</td>
<td>0.14</td>
<td>0.14</td>
<td>0.20</td>
<td>0.60</td>
</tr>
<tr>
<td>AUG</td>
<td>0.15</td>
<td>0.15</td>
<td>0.15</td>
<td>0.23</td>
<td>0.68</td>
</tr>
<tr>
<td>SEPT</td>
<td>0.13</td>
<td>0.15</td>
<td>0.14</td>
<td>0.22</td>
<td>0.64</td>
</tr>
</tbody>
</table>
SELF-GUIDED TOURS
TOUR TYPES

<table>
<thead>
<tr>
<th>Tour Type</th>
<th>Self-Guided Tours</th>
<th>Virtual Tours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unique Tours</td>
<td>52.63 K</td>
<td>49.70 K</td>
</tr>
<tr>
<td>Unique Tours with Apps</td>
<td>12.22 K</td>
<td>13.49 K</td>
</tr>
<tr>
<td>Unique Tours with Leases Approved</td>
<td>8.59 K</td>
<td>9.46 K</td>
</tr>
<tr>
<td>Unique Tours with Leases Complete</td>
<td>8.68 K</td>
<td>9.55 K</td>
</tr>
</tbody>
</table>

Since July 15, 2020 Launch
NEW APPLICATIONS PER UNIT

MONTH-OVER-MONTH

↑ 60.7%

YEAR-OVER-YEAR

↑ 164.7%
PERCENT CHANGE IN NEW APPLICATIONS STARTED PER UNIT  (SEPTEMBER 2020)
NEW APPLICATIONS BREAKDOWN BY WEEK

<table>
<thead>
<tr>
<th></th>
<th>WEEK 1 (1-7)</th>
<th>WEEK 2 (8-14)</th>
<th>WEEK 3 (15-21)</th>
<th>WEEK 4 (22-EOM)</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAY</td>
<td>0.06</td>
<td>0.06</td>
<td>0.06</td>
<td>0.08</td>
<td>0.26</td>
</tr>
<tr>
<td>JUNE</td>
<td>0.07</td>
<td>0.08</td>
<td>0.08</td>
<td>0.11</td>
<td>0.34</td>
</tr>
<tr>
<td>JULY</td>
<td>0.08</td>
<td>0.09</td>
<td>0.09</td>
<td>0.17</td>
<td>0.43</td>
</tr>
<tr>
<td>AUG</td>
<td>0.12</td>
<td>0.07</td>
<td>0.07</td>
<td>0.07</td>
<td>0.33</td>
</tr>
<tr>
<td>SEPT</td>
<td>0.03</td>
<td>0.04</td>
<td>0.05</td>
<td>0.09</td>
<td>0.21</td>
</tr>
</tbody>
</table>
NEW APPLICATIONS PER UNIT

MONTH-OVER-MONTH

NO CHANGE

YEAR-OVER-YEAR

↑ 46.15%
PERCENT CHANGE IN NEW APPLICATIONS STARTED PER UNIT (SEPTEMBER 2020)
### NEW APPLICATIONS BREAKDOWN BY WEEK

<table>
<thead>
<tr>
<th></th>
<th>WEEK 1 (1-7)</th>
<th>WEEK 2 (8-14)</th>
<th>WEEK 3 (15-21)</th>
<th>WEEK 4 (22-EOM)</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAY</td>
<td>0.03</td>
<td>0.03</td>
<td>0.03</td>
<td>0.04</td>
<td>0.13</td>
</tr>
<tr>
<td>JUNE</td>
<td>0.03</td>
<td>0.03</td>
<td>0.03</td>
<td>0.04</td>
<td>0.13</td>
</tr>
<tr>
<td>JULY</td>
<td>0.03</td>
<td>0.03</td>
<td>0.03</td>
<td>0.05</td>
<td>0.14</td>
</tr>
<tr>
<td>AUG</td>
<td>0.03</td>
<td>0.03</td>
<td>0.03</td>
<td>0.04</td>
<td>0.13</td>
</tr>
<tr>
<td>SEPT</td>
<td>0.02</td>
<td>0.02</td>
<td>0.02</td>
<td>0.03</td>
<td>0.09</td>
</tr>
</tbody>
</table>
RESIDENT SCREENINGS
STUDENT PROPERTIES

SCREENINGS PER UNIT

MONTH-OVER-MONTH
↓ 56.25%

YEAR-OVER-YEAR
↑ 16.66%
PERCENT CHANGE IN SCREENINGS PER UNIT  (SEPTEMBER 2020)
NEW SCREENINGS BREAKDOWN BY WEEK

<table>
<thead>
<tr>
<th></th>
<th>WEEK 1 (1-7)</th>
<th>WEEK 2 (8-14)</th>
<th>WEEK 3 (15-21)</th>
<th>WEEK 4 (22-EOM)</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAY</td>
<td>0.04</td>
<td>0.04</td>
<td>0.04</td>
<td>0.05</td>
<td>0.17</td>
</tr>
<tr>
<td>JUNE</td>
<td>0.04</td>
<td>0.04</td>
<td>0.05</td>
<td>0.07</td>
<td>0.20</td>
</tr>
<tr>
<td>JULY</td>
<td>0.04</td>
<td>0.05</td>
<td>0.06</td>
<td>0.09</td>
<td>0.24</td>
</tr>
<tr>
<td>AUG</td>
<td>0.05</td>
<td>0.04</td>
<td>0.03</td>
<td>0.03</td>
<td>0.15</td>
</tr>
<tr>
<td>SEPT</td>
<td>0.01</td>
<td>0.02</td>
<td>0.01</td>
<td>0.02</td>
<td>0.06</td>
</tr>
</tbody>
</table>
SCREENINGS PER UNIT

CONVENTIONAL PROPERTIES

| MONTH-OVER-MONTH | 11.94% |
| YEAR-OVER-YEAR | 13.46% |

0.052
0.059
0.067

2020
2019
PERCENT CHANGE IN SCREENINGS PER UNIT  (SEPTEMBER 2020)
## NEW SCREENINGS BREAKDOWN BY WEEK

<table>
<thead>
<tr>
<th></th>
<th>WEEK 1 (1-7)</th>
<th>WEEK 2 (8-14)</th>
<th>WEEK 3 (15-21)</th>
<th>WEEK 4 (22-EOM)</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAY</td>
<td>0.015</td>
<td>0.015</td>
<td>0.016</td>
<td>0.020</td>
<td>0.066</td>
</tr>
<tr>
<td>JUNE</td>
<td>0.016</td>
<td>0.018</td>
<td>0.017</td>
<td>0.024</td>
<td>0.075</td>
</tr>
<tr>
<td>JULY</td>
<td>0.015</td>
<td>0.018</td>
<td>0.018</td>
<td>0.026</td>
<td>0.077</td>
</tr>
<tr>
<td>AUG</td>
<td>0.016</td>
<td>0.016</td>
<td>0.016</td>
<td>0.019</td>
<td>0.067</td>
</tr>
<tr>
<td>SEPT</td>
<td>0.010</td>
<td>0.010</td>
<td>0.010</td>
<td>0.020</td>
<td>0.050</td>
</tr>
</tbody>
</table>
LEASES
PERCENT CHANGE IN LEASES GENERATED PER UNIT  (SEPTEMBER 2020)
PERCENT CHANGE IN LEASES APPROVED PER UNIT  (SEPTEMBER 2020)
## NEW LEASES BREAKDOWN BY WEEK

<table>
<thead>
<tr>
<th></th>
<th>WEEK 1 (1-7)</th>
<th>WEEK 2 (8-14)</th>
<th>WEEK 3 (15-21)</th>
<th>WEEK 4 (22-EOM)</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAY</td>
<td>0.06</td>
<td>0.06</td>
<td>0.06</td>
<td>0.07</td>
<td>0.25</td>
</tr>
<tr>
<td>JUNE</td>
<td>0.07</td>
<td>0.08</td>
<td>0.07</td>
<td>0.11</td>
<td>0.33</td>
</tr>
<tr>
<td>JULY</td>
<td>0.07</td>
<td>0.08</td>
<td>0.09</td>
<td>0.19</td>
<td>0.43</td>
</tr>
<tr>
<td>AUG</td>
<td>0.14</td>
<td>0.09</td>
<td>0.08</td>
<td>0.07</td>
<td>0.38</td>
</tr>
<tr>
<td>SEPT</td>
<td>0.03</td>
<td>0.03</td>
<td>0.03</td>
<td>0.05</td>
<td>0.14</td>
</tr>
</tbody>
</table>
**LEASES GENERATED PER UNIT**

- Month-over-month 2020: 0.10
- Month-over-month 2019: 0.12
- Year-over-year 2020: 7.69%
- Year-over-year 2019: 20%

**LEASES APPROVED PER UNIT**

- Month-over-month 2020: 0.11
- Month-over-month 2019: 0.13
- Year-over-year 2020: 15.38%
- Year-over-year 2019: NO CHANGE

CONVENTIONAL PROPERTIES
PERCENT CHANGE IN LEASES GENERATED PER UNIT (SEPTEMBER 2020)
PERCENT CHANGE IN LEASES APPROVED PER UNIT  (SEPTEMBER 2020)
### NEW LEASES BREAKDOWN BY WEEK

<table>
<thead>
<tr>
<th></th>
<th>WEEK 1 (1-7)</th>
<th>WEEK 2 (8-14)</th>
<th>WEEK 3 (15-21)</th>
<th>WEEK 4 (22-EOM)</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAY</td>
<td>0.03</td>
<td>0.02</td>
<td>0.02</td>
<td>0.03</td>
<td>0.10</td>
</tr>
<tr>
<td>JUNE</td>
<td>0.03</td>
<td>0.02</td>
<td>0.03</td>
<td>0.04</td>
<td>0.12</td>
</tr>
<tr>
<td>JULY</td>
<td>0.03</td>
<td>0.02</td>
<td>0.03</td>
<td>0.05</td>
<td>0.13</td>
</tr>
<tr>
<td>AUG</td>
<td>0.03</td>
<td>0.03</td>
<td>0.02</td>
<td>0.03</td>
<td>0.11</td>
</tr>
<tr>
<td>SEPT</td>
<td>0.02</td>
<td>0.02</td>
<td>0.02</td>
<td>0.03</td>
<td>0.09</td>
</tr>
</tbody>
</table>
# Leasing Funnel

## Student Properties

<table>
<thead>
<tr>
<th>Stage</th>
<th>Sept 2020</th>
<th>Aug 2020</th>
<th>Sept 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Leads</td>
<td>300</td>
<td>180</td>
<td>96</td>
</tr>
<tr>
<td>New Applications</td>
<td>180</td>
<td>112</td>
<td>68</td>
</tr>
<tr>
<td>Screenings</td>
<td>14</td>
<td>32</td>
<td>12</td>
</tr>
<tr>
<td>Leases Generated</td>
<td>58</td>
<td>90</td>
<td>50</td>
</tr>
<tr>
<td>Leases Approved</td>
<td>46</td>
<td>100</td>
<td>44</td>
</tr>
</tbody>
</table>

## Conventional Properties

<table>
<thead>
<tr>
<th>Stage</th>
<th>Sept 2020</th>
<th>Aug 2020</th>
<th>Sept 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Leads</td>
<td>142</td>
<td>130</td>
<td>70</td>
</tr>
<tr>
<td>New Applications</td>
<td>38</td>
<td>38</td>
<td>26</td>
</tr>
<tr>
<td>Screenings</td>
<td>12</td>
<td>13</td>
<td>10</td>
</tr>
<tr>
<td>Leases Generated</td>
<td>24</td>
<td>26</td>
<td>20</td>
</tr>
<tr>
<td>Leases Approved</td>
<td>22</td>
<td>26</td>
<td>22</td>
</tr>
</tbody>
</table>

*200 Unit Community Example*
CONCESSIONS
CONCESSION DOLLARS PER UNIT

MONTH-OVER-MONTH

$10.50

$7.15

YEAR-OVER-YEAR

$10.50

$7.19

$7.19

$7.15

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

2020 2019

31.9%

0.55%
CONCESSION DOLLARS PER UNIT

MONTH-OVER-MONTH
↓ 0.59%

YEAR-OVER-YEAR
↑ 32.02%

$6.76  $6.72

2020

2019
CALL VOLUME
CALLS PER UNIT

MONTH-OVER-MONTH
↓ 24.03%

YEAR-OVER-YEAR
↑ 21.53%

ALL PROPERTIES
CALLS PER UNIT BY STATE  (SEPTEMBER 2020)
LEAD AND RESIDENT PHONE CALL PERCENTAGES OF TOTAL CALLS

RESIDENT CALLS MONTH-OVER-MONTH
↓3%

RESIDENT CALLS YEAR-OVER-YEAR
↓1%

LEAD CALLS MONTH-OVER-MONTH
↑3%

LEAD CALLS YEAR-OVER-YEAR
↑1%
LEAD AND RESIDENT PHONE CALL PERCENTAGES OF TOTAL CALLS

RESIDENT CALLS MONTH-OVER-MONTH
↓ 2%

RESIDENT CALLS YEAR-OVER-YEAR
↓ 3%

LEAD CALLS MONTH-OVER-MONTH
↑ 2%

LEAD CALLS YEAR-OVER-YEAR
↑ 3%
TOP 5 BEST PRACTICES
TOP 5 BEST PRACTICES

1. Occupancy is holding steady. Watch lease terms and renewals closely.


3. Week 4 is the hero! “Summer” leasing continues.

4. Customers are demanding more connection. Phone calls, contact points, packages, social, etc. Help your teams manage their time.

5. Self Guided Tours converting 3% off of Virtual Tours in three months.