

entrata



# COVID-19 TRENDS

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APRIL 08, 2020 / CHASE HARRINGTON



# DISCLAIMER

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The data for these findings consists of the available information through the first week of April 2020 for Entrata Clients.



# RENT PAYMENTS

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**RENT PAID**

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PERCENT OF UNITS WHO PAID BY APRIL 7TH

STUDENT PROPERTIES

81.49%

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CONVENTIONAL PROPERTIES

83.38%

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PERCENT OF UNCOLLECTED RENT BY APRIL 7TH

STUDENT PROPERTIES

13.81%

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MARCH 7, 2020 - 7.27%

CONVENTIONAL PROPERTIES

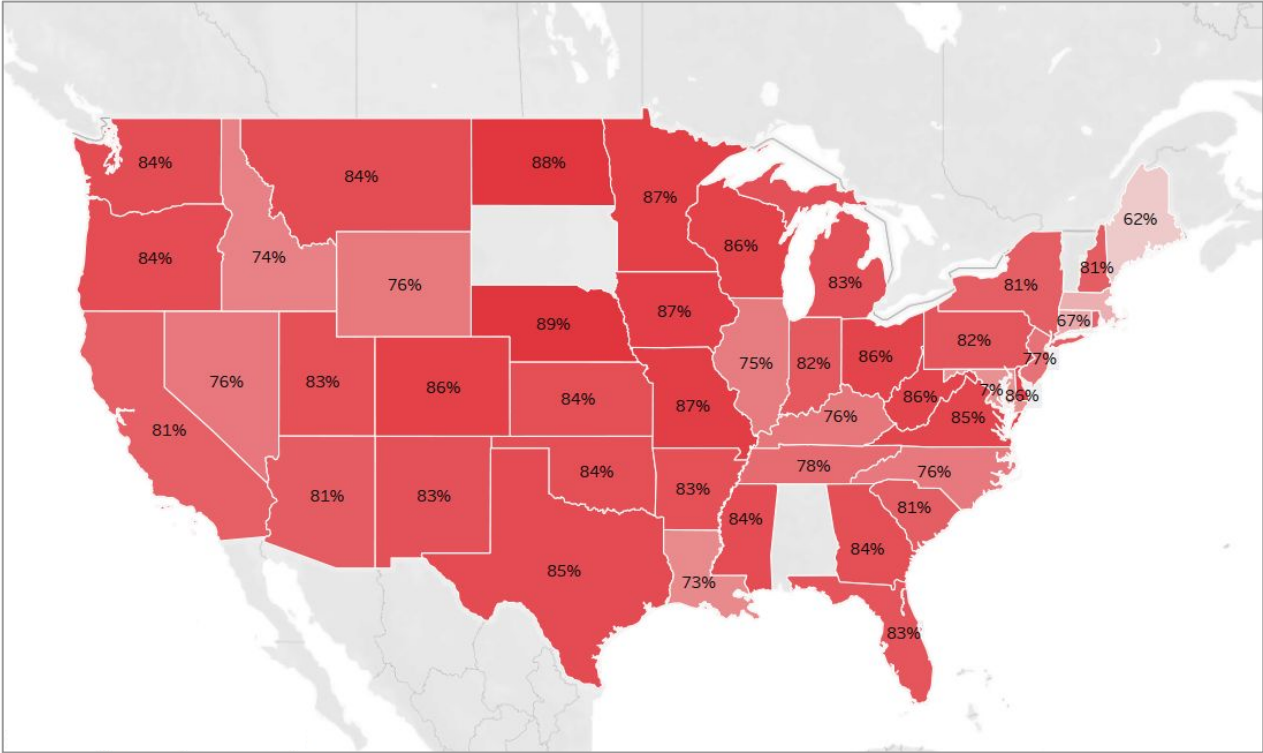
15.08%

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MARCH 7, 2020 - 12.09%

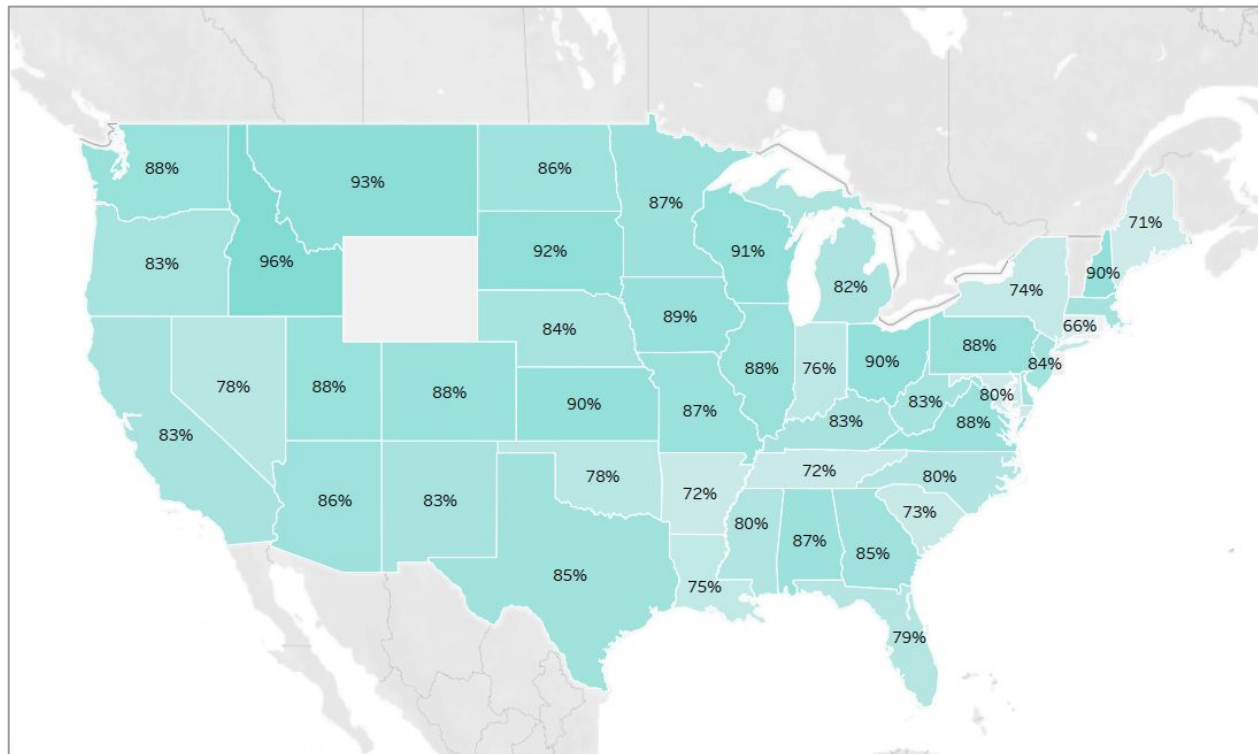
**STUDENT PROPERTIES**

**PERCENT OF RENT PAID BY APRIL 7TH**



## CONVENTIONAL PROPERTIES

### PERCENT OF RENT PAID BY APRIL 7TH





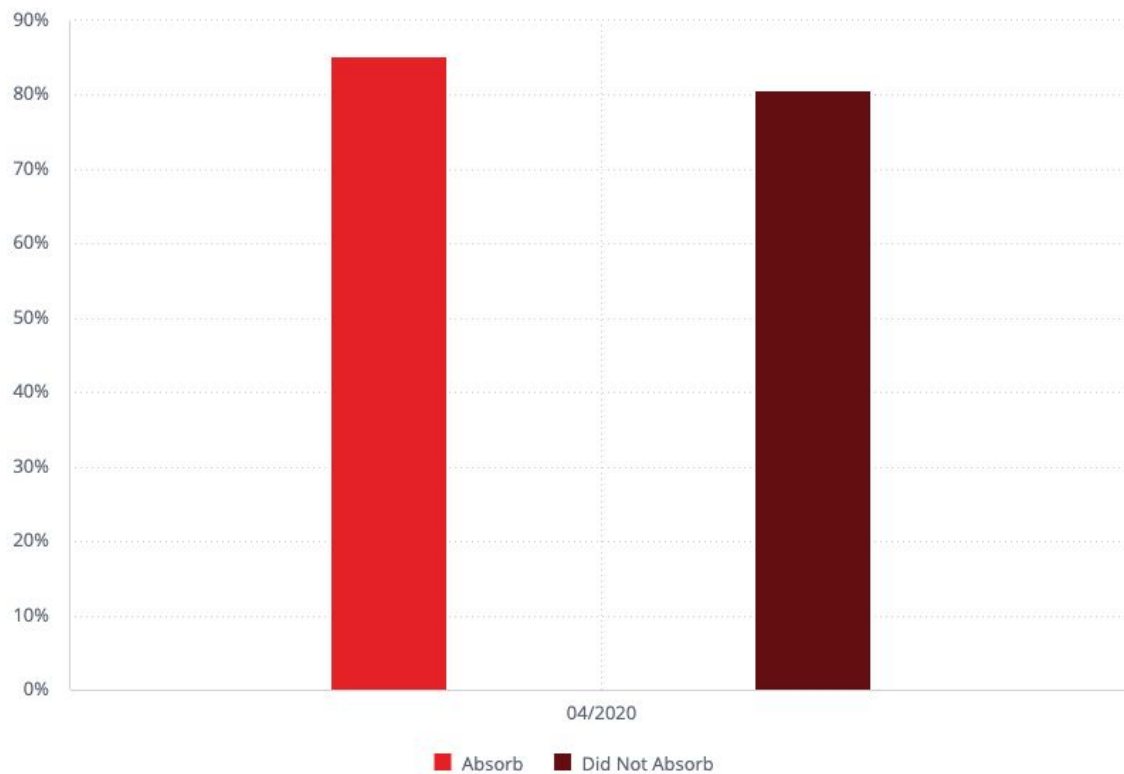
# **ABSORBING CONVENIENCE FEES**

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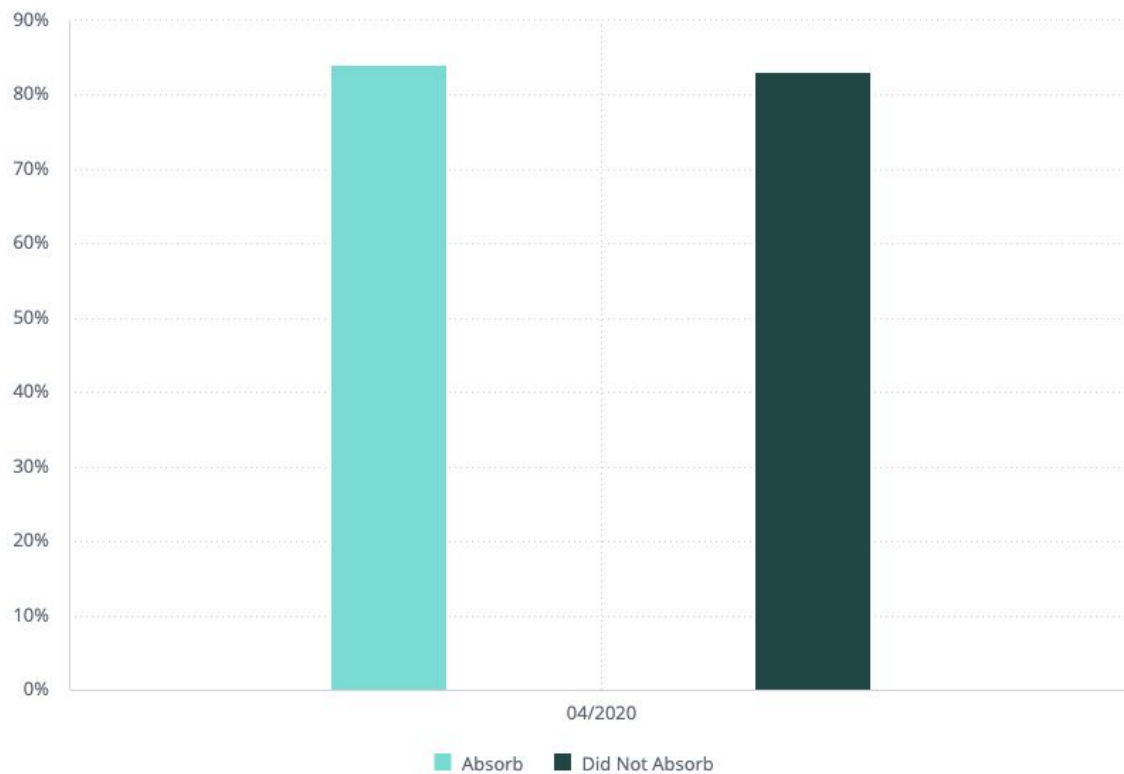
## STUDENT PROPERTIES

PERCENT OF RENT PAID IN RELATION TO ABSORPTION OF FEES



## CONVENTIONAL PROPERTIES

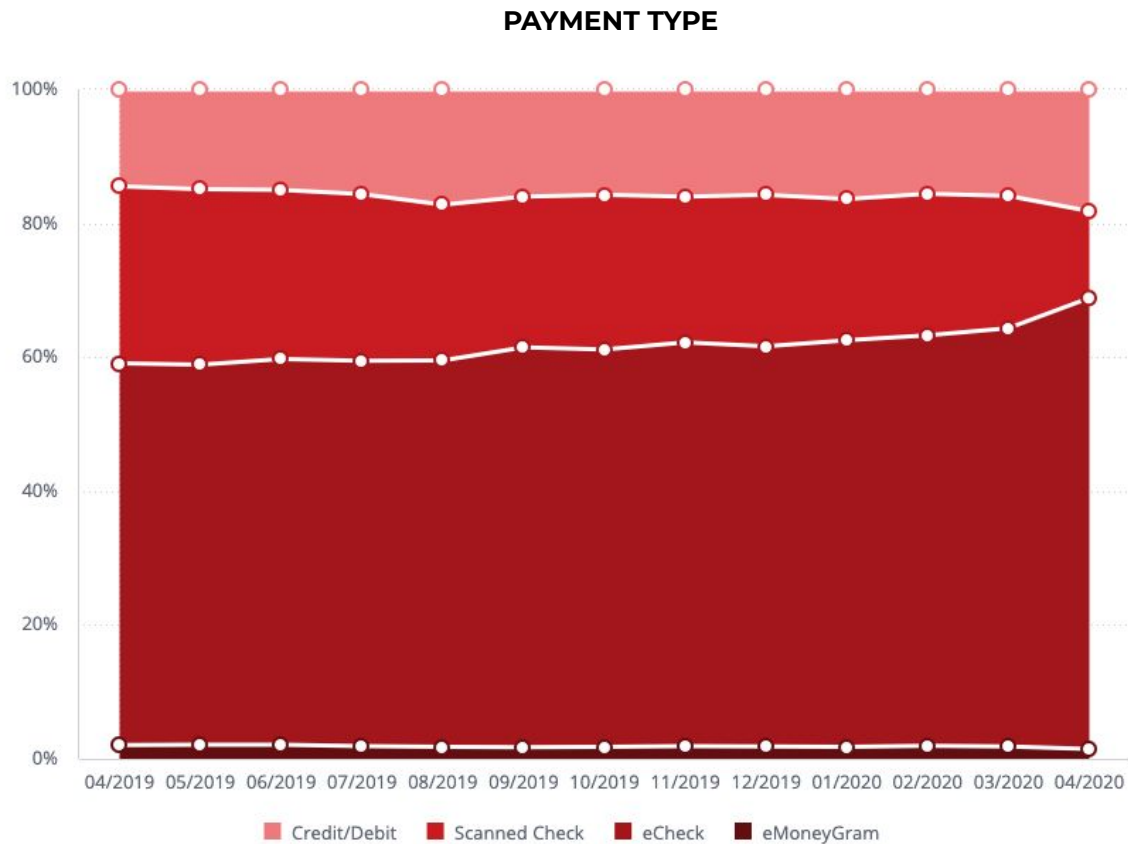
PERCENT OF RENT PAID IN RELATION TO ABSORPTION OF FEES





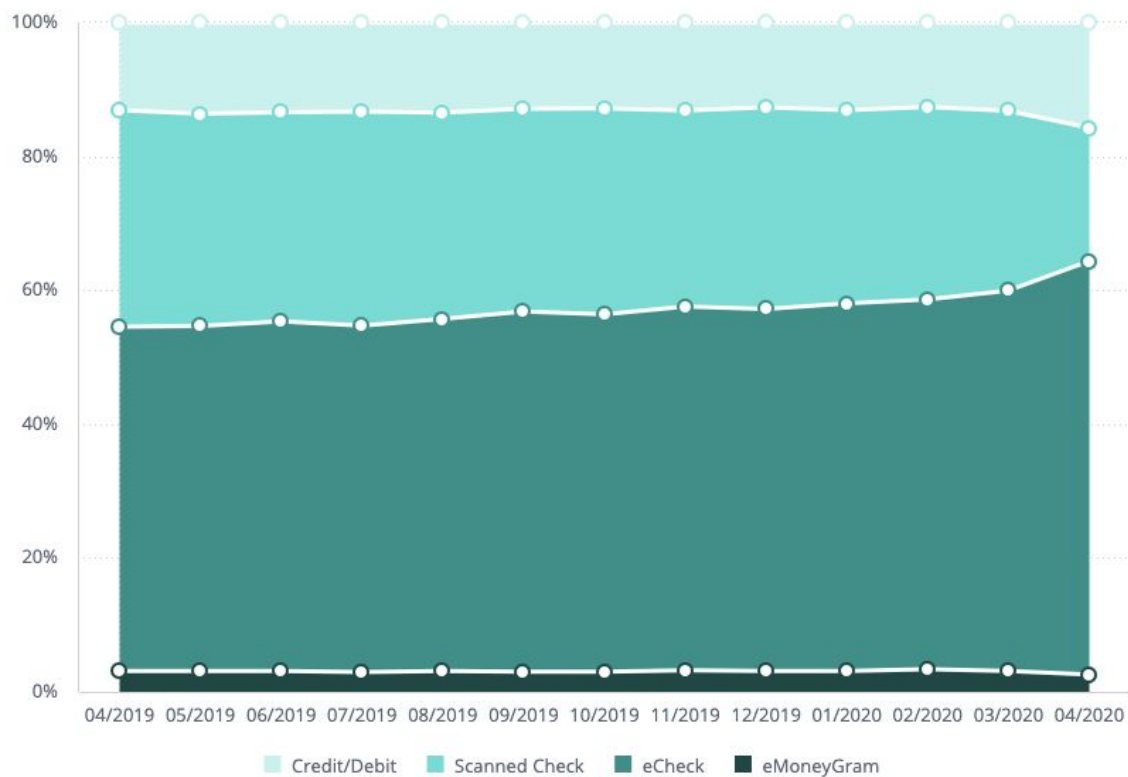
# **PAYMENT TYPES**

## STUDENT PROPERTIES



## CONVENTIONAL PROPERTIES

### PAYMENT TYPE





# FEES & REPAYMENT AGREEMENTS

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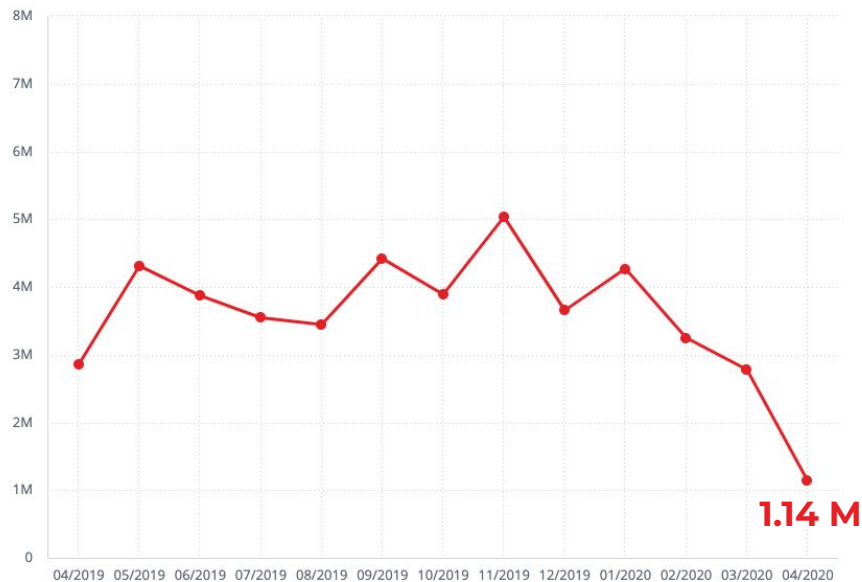


# **LATE FEES**

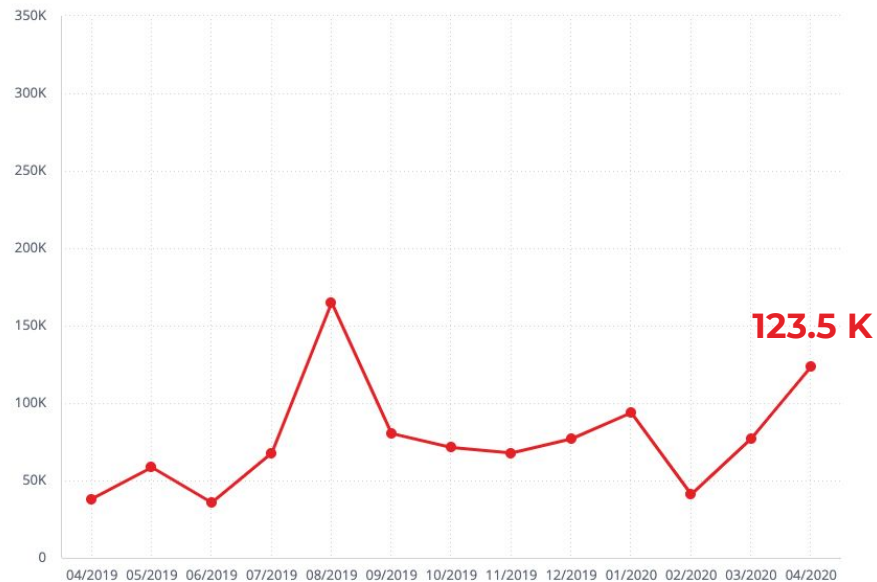
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## STUDENT PROPERTIES

### LATE FEES POSTED



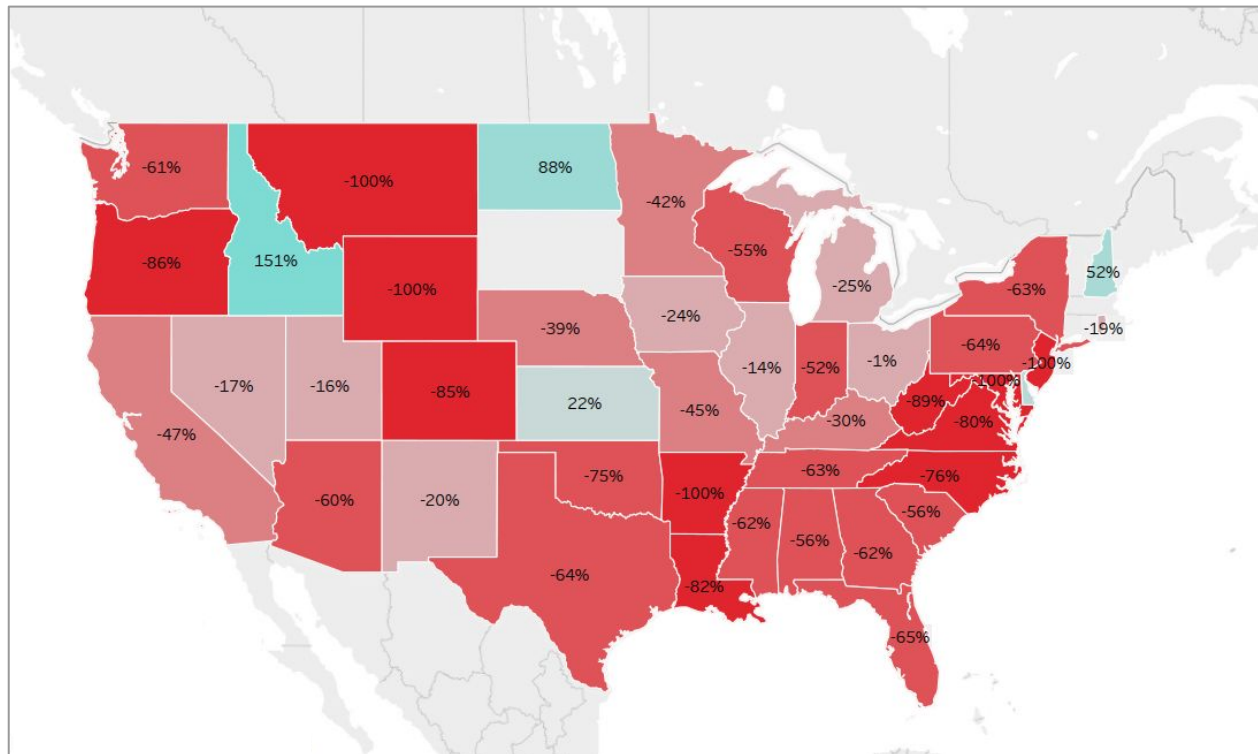
### LATE FEES WAIVED





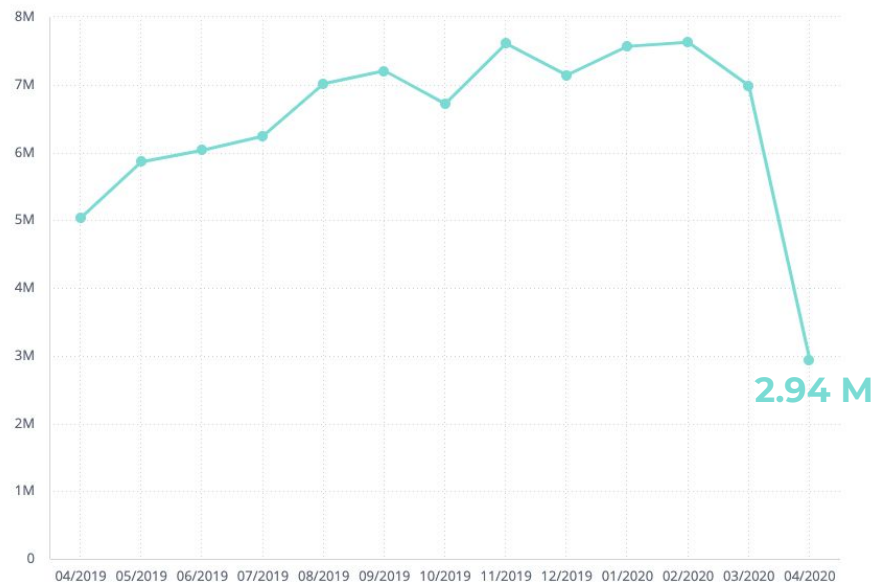
## STUDENT PROPERTIES

### PERCENT CHANGE IN LATE FEES

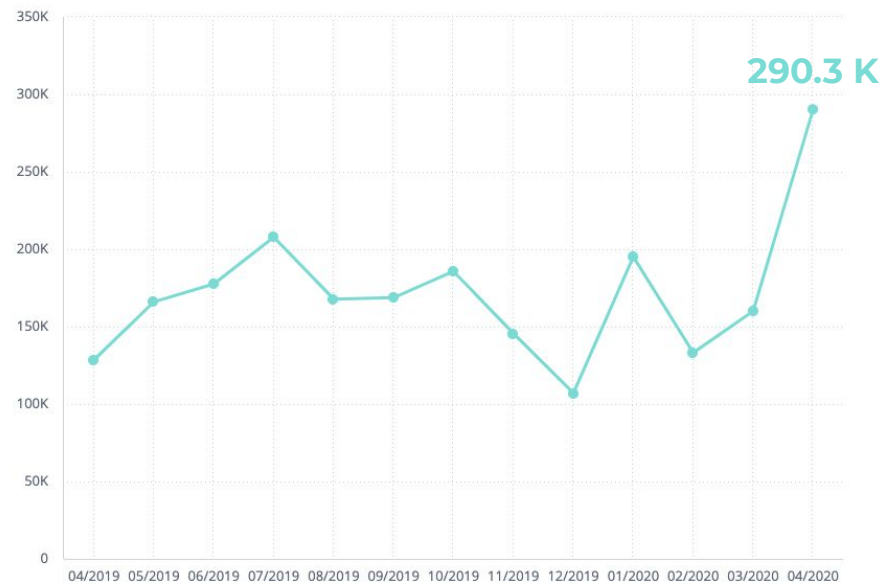


## CONVENTIONAL PROPERTIES

### LATE FEES POSTED

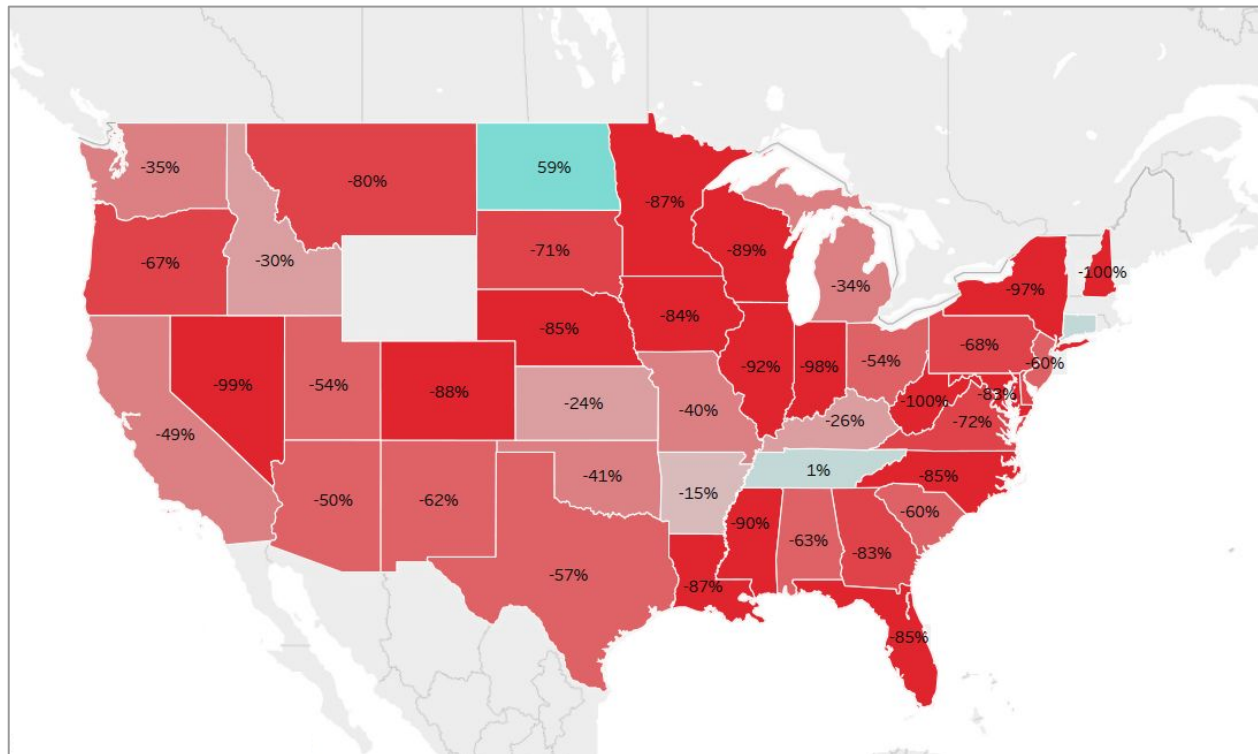


### LATE FEES WAIVED



## CONVENTIONAL PROPERTIES

### PERCENT CHANGE IN LATE FEES



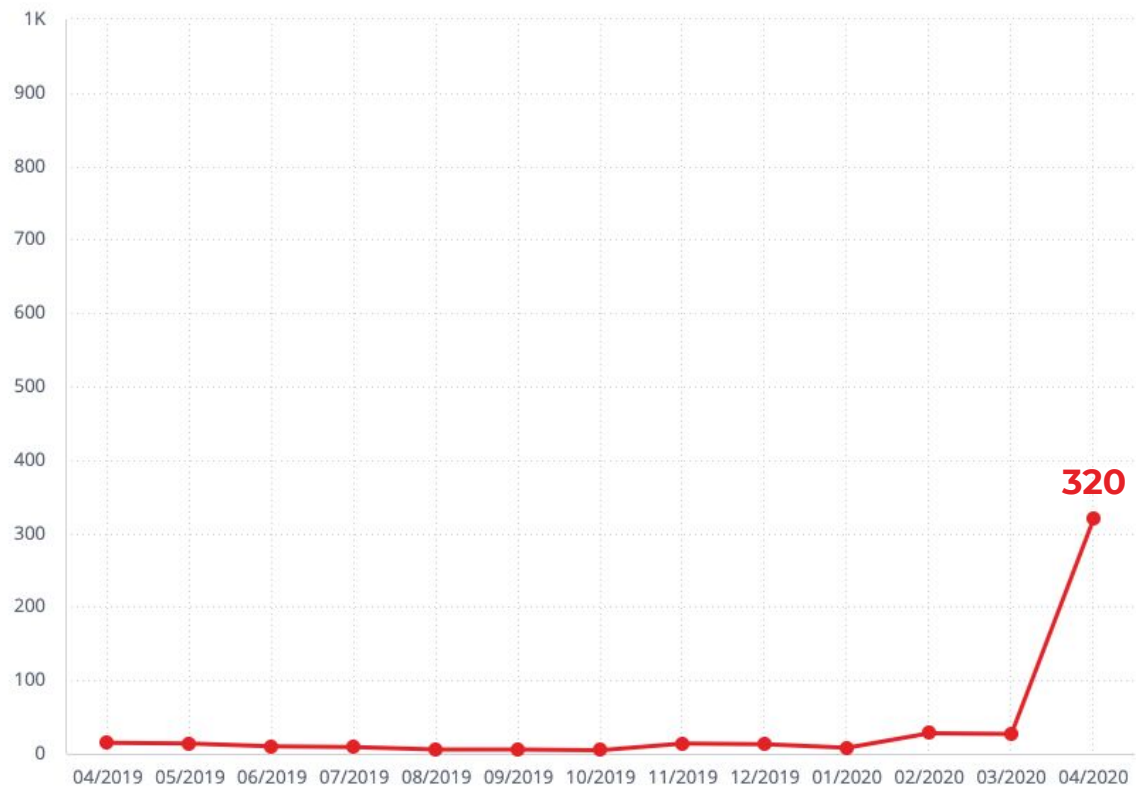


# **REPAYMENT AGREEMENTS**

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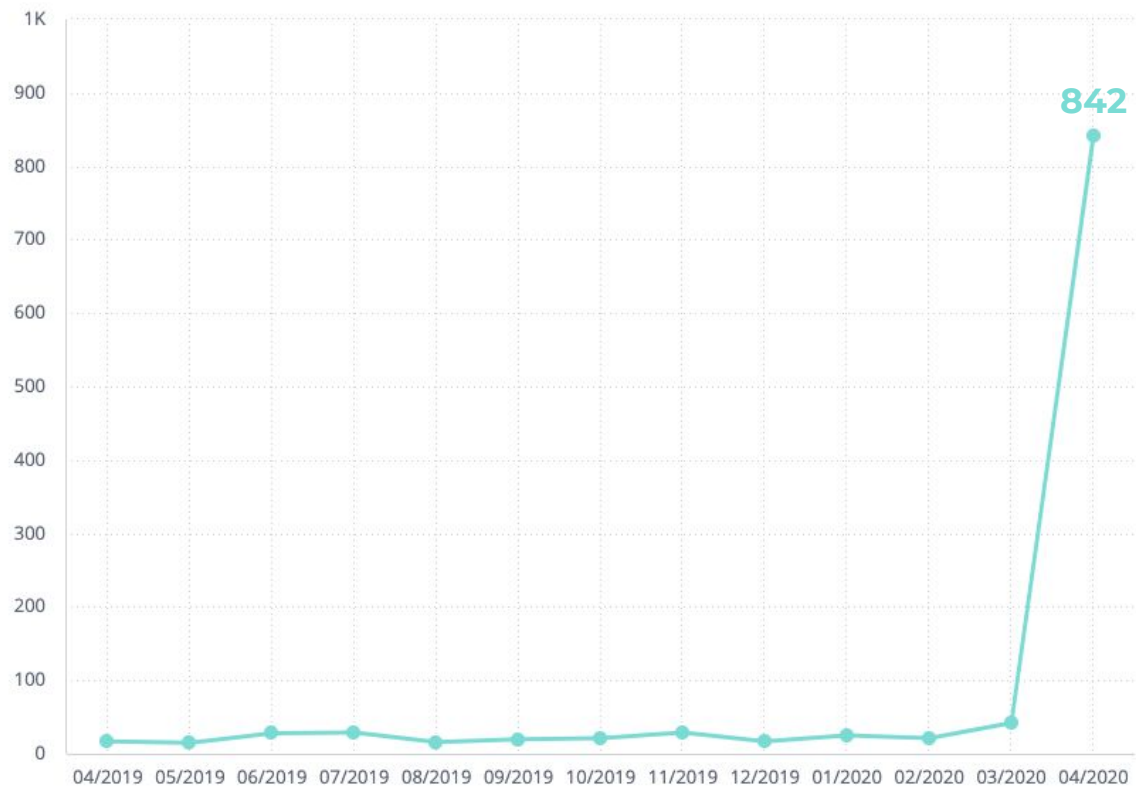
## STUDENT PROPERTIES

### REPAYMENT PLANS CREATED BY THE 7th OF EACH MONTH



## CONVENTIONAL PROPERTIES

### REPAYMENT PLANS CREATED BY THE 7th OF EACH MONTH





# LEASING

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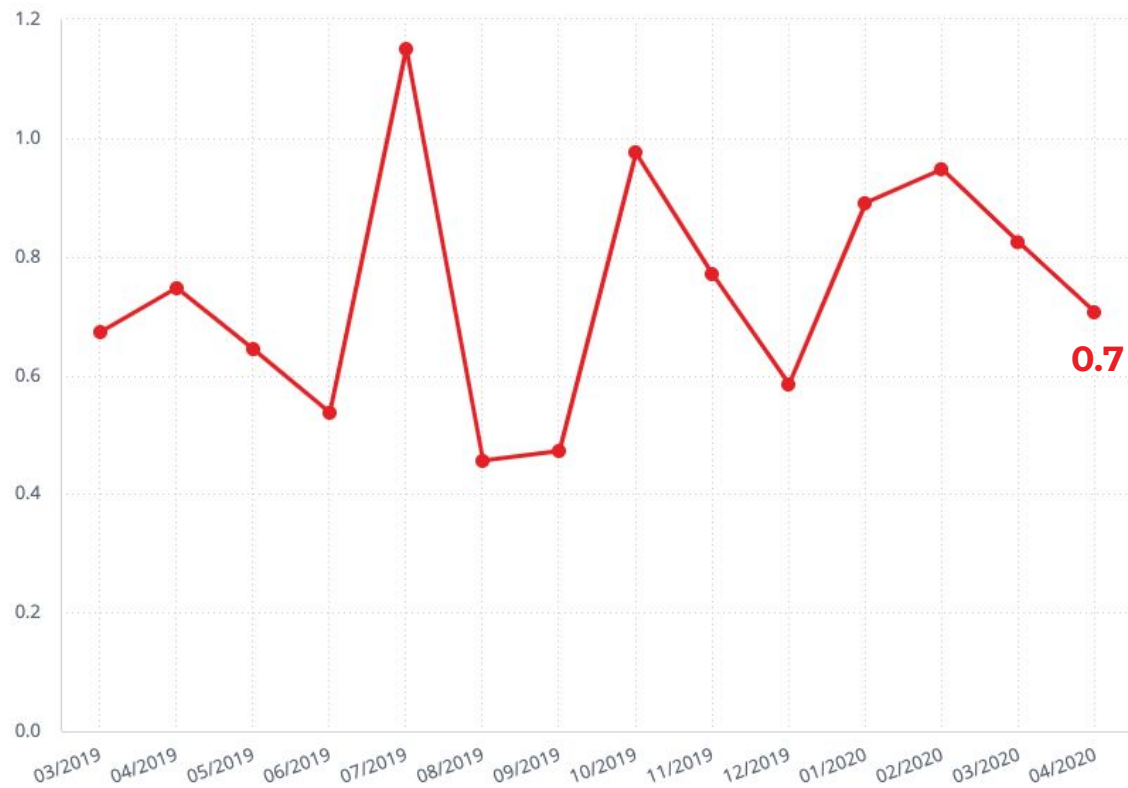
**LEADS**

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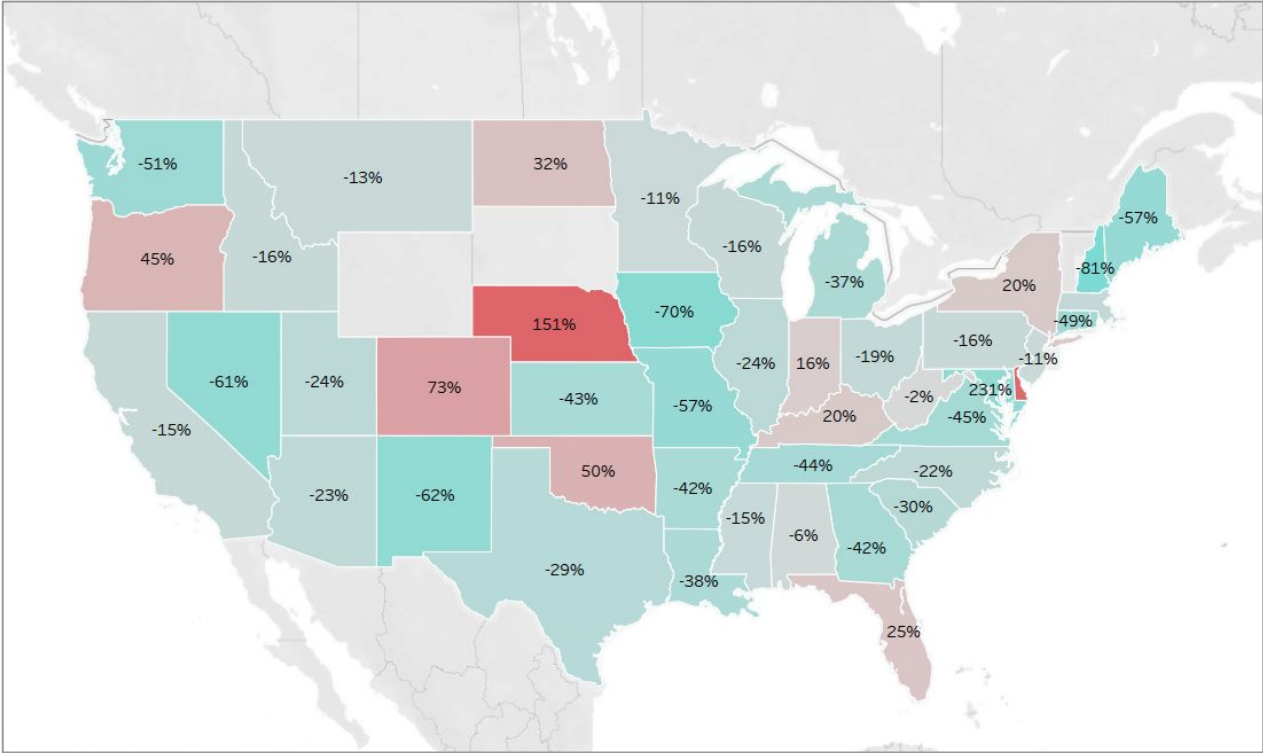
## STUDENT PROPERTIES

NEW LEADS PER UNIT



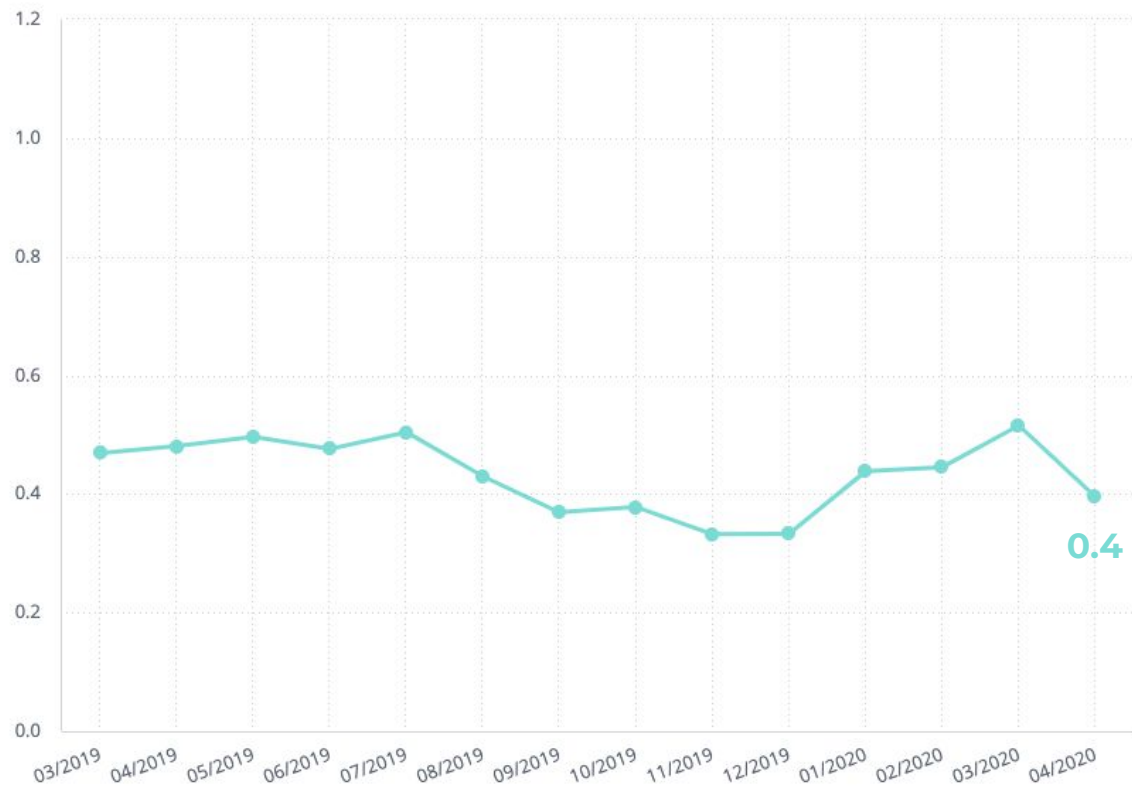
**STUDENT PROPERTIES**

**PERCENT CHANGE IN LEADS**



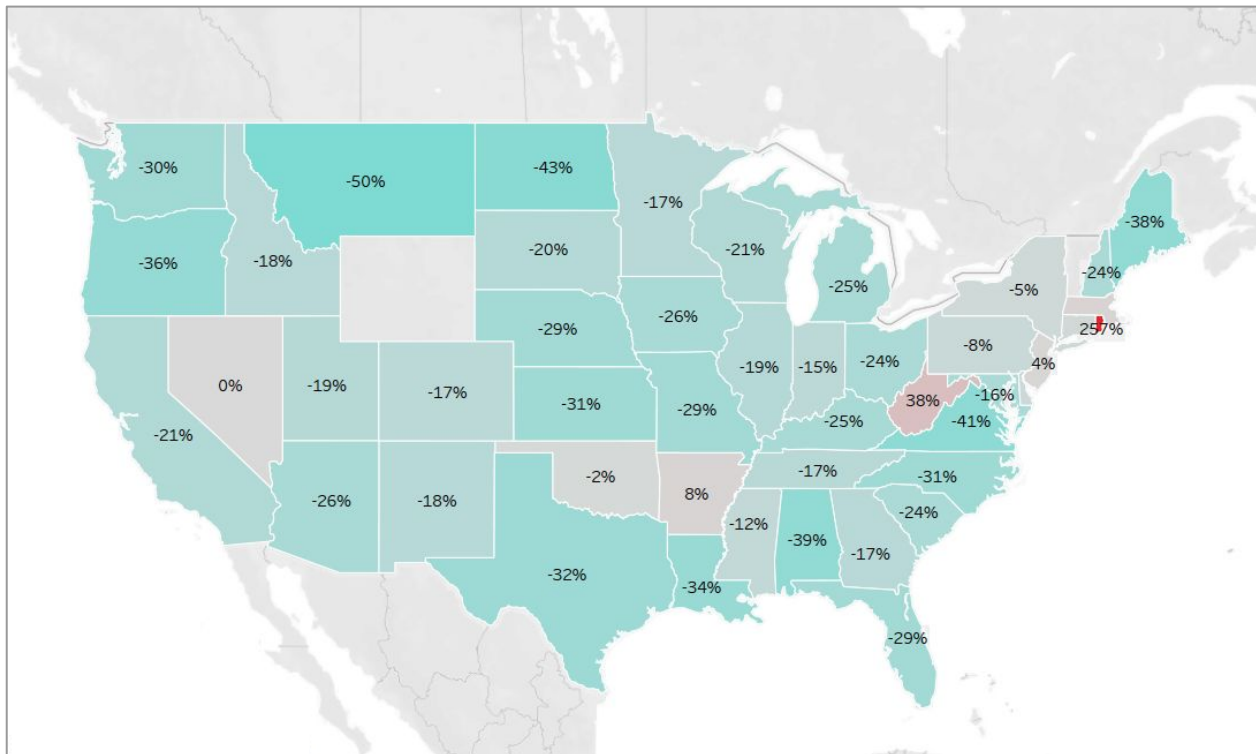
## CONVENTIONAL PROPERTIES

### NEW LEADS PER UNIT



## CONVENTIONAL PROPERTIES

### PERCENT CHANGE IN LEADS



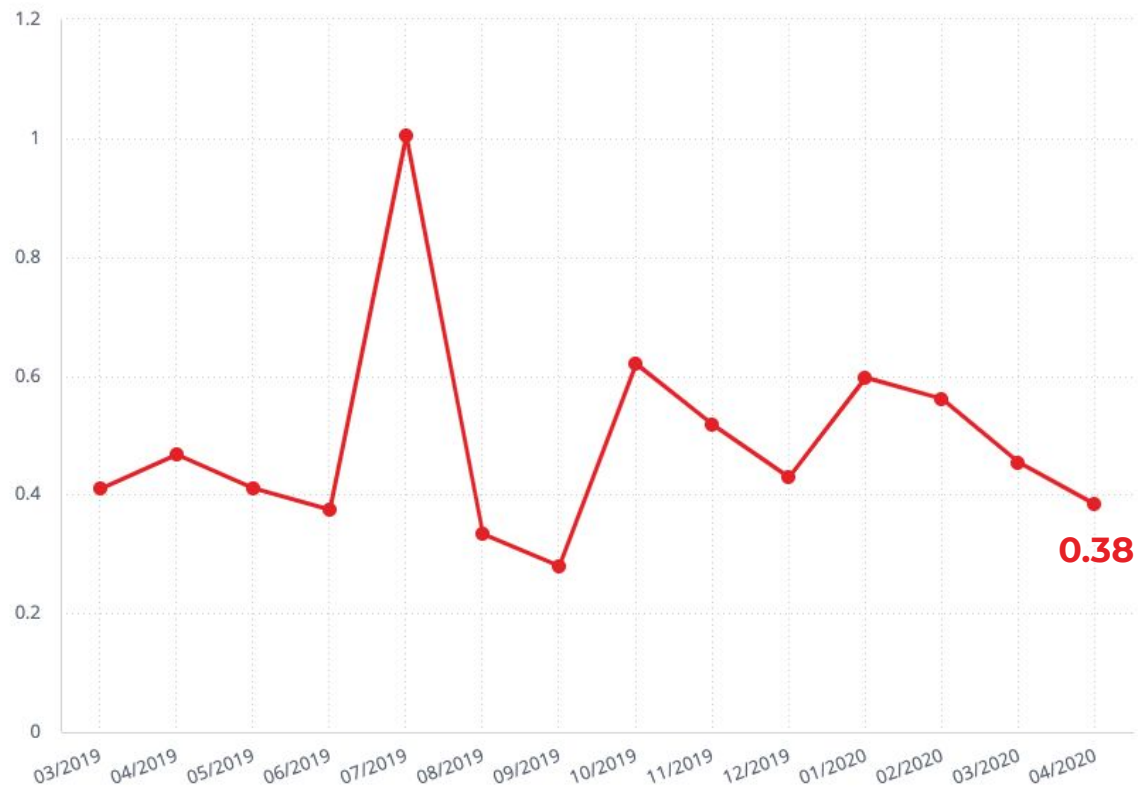


# **APPLICATIONS**

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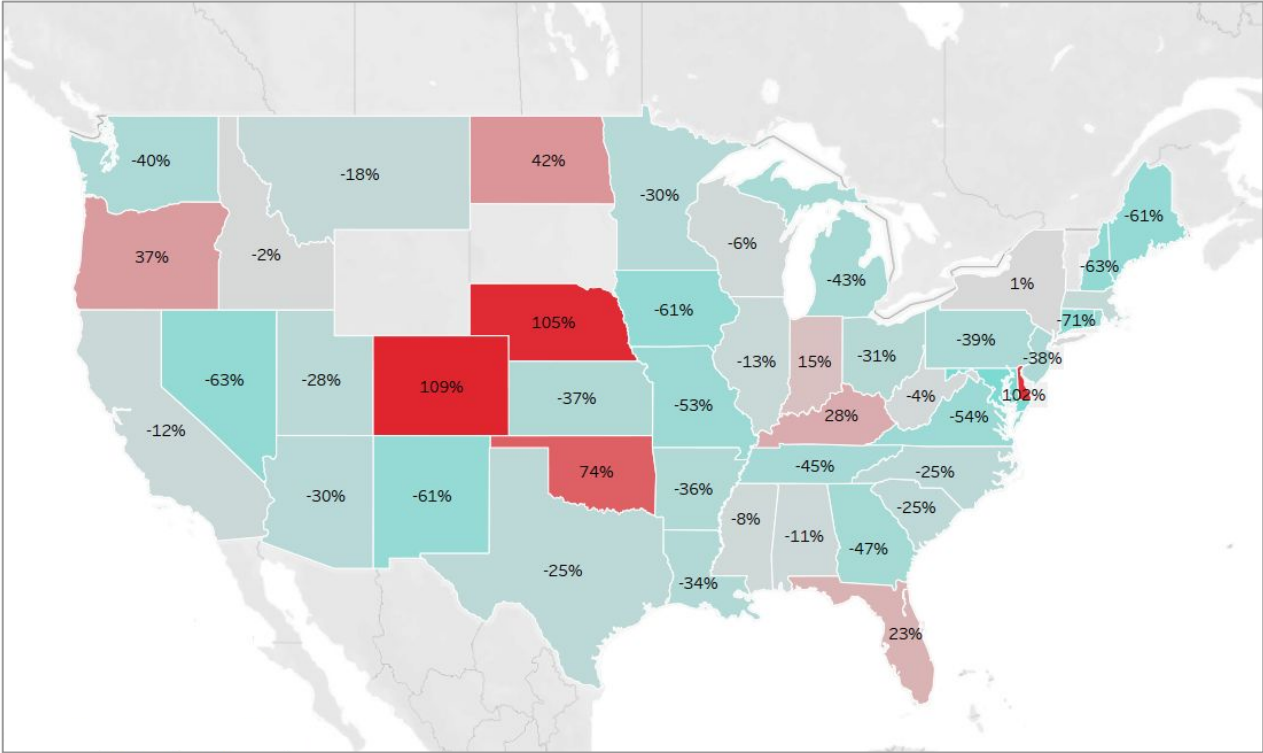
## STUDENT PROPERTIES

NEW APPLICATIONS PER UNIT



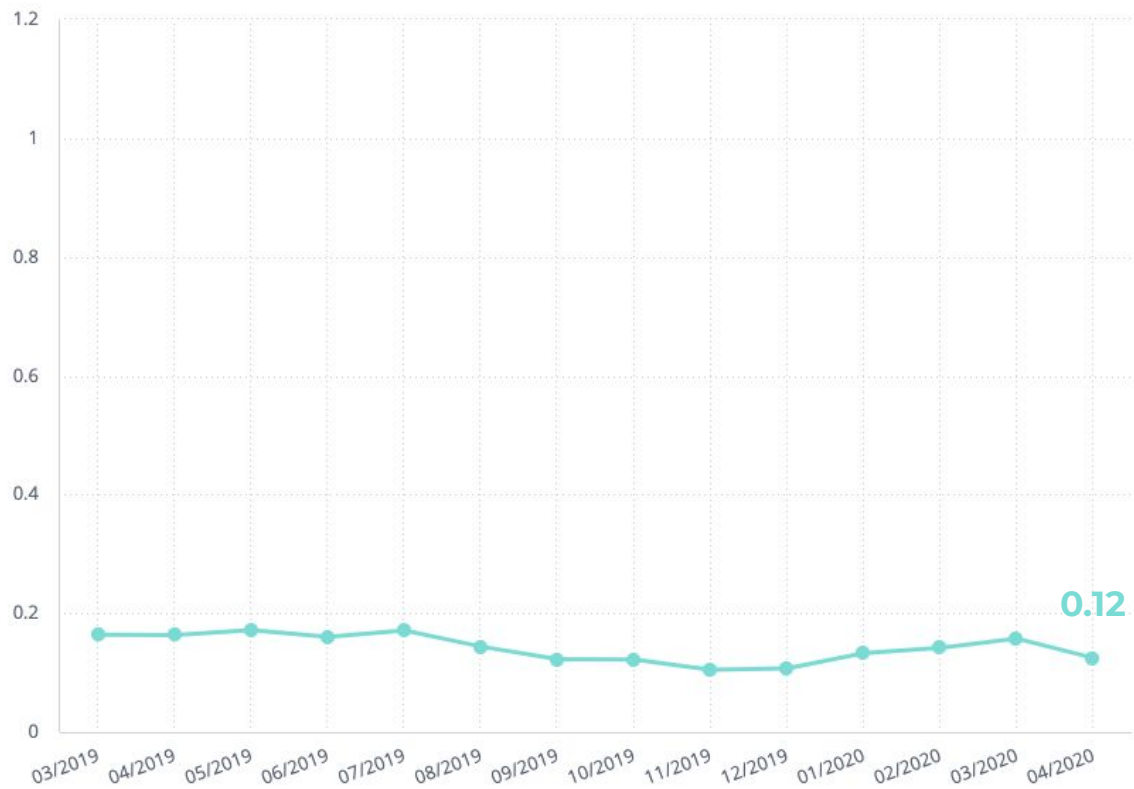
**STUDENT PROPERTIES**

**PERCENT CHANGE IN NEW APPLICATIONS STARTED PER UNIT**



## CONVENTIONAL PROPERTIES

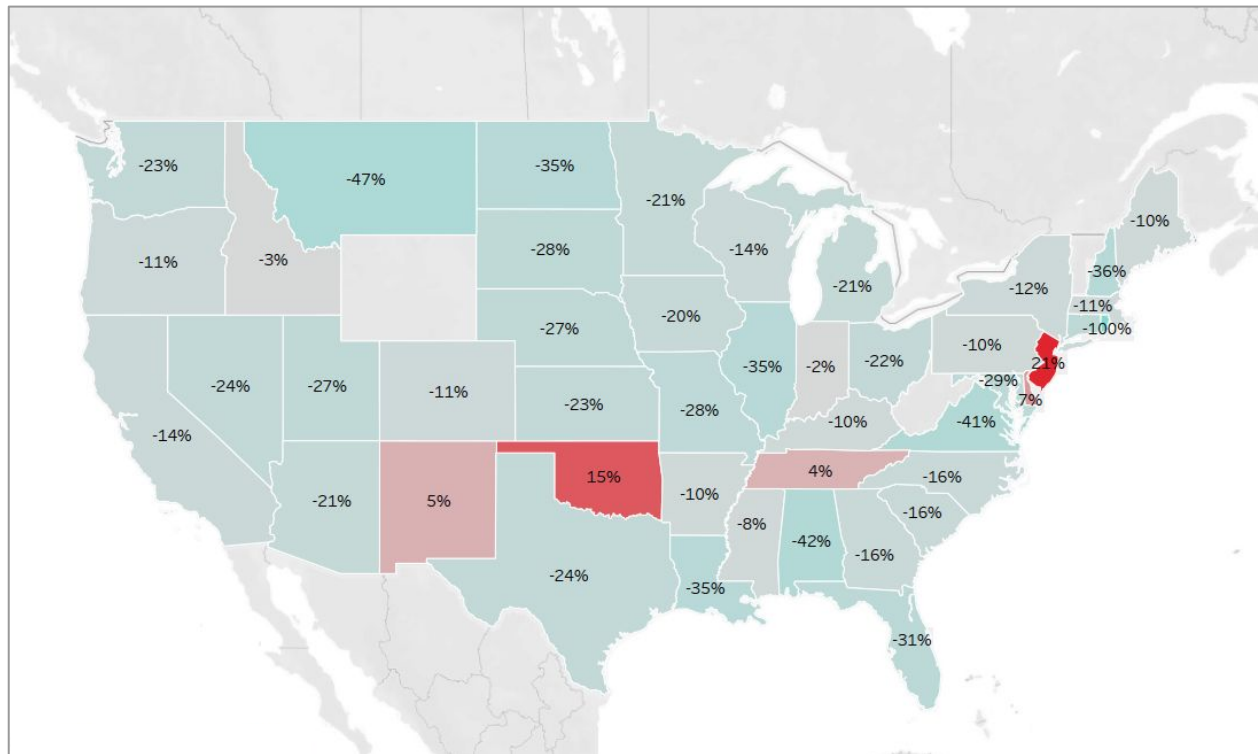
### NEW APPLICATIONS PER UNIT





## CONVENTIONAL PROPERTIES

### PERCENT CHANGE IN NEW APPLICATIONS STARTED PER UNIT



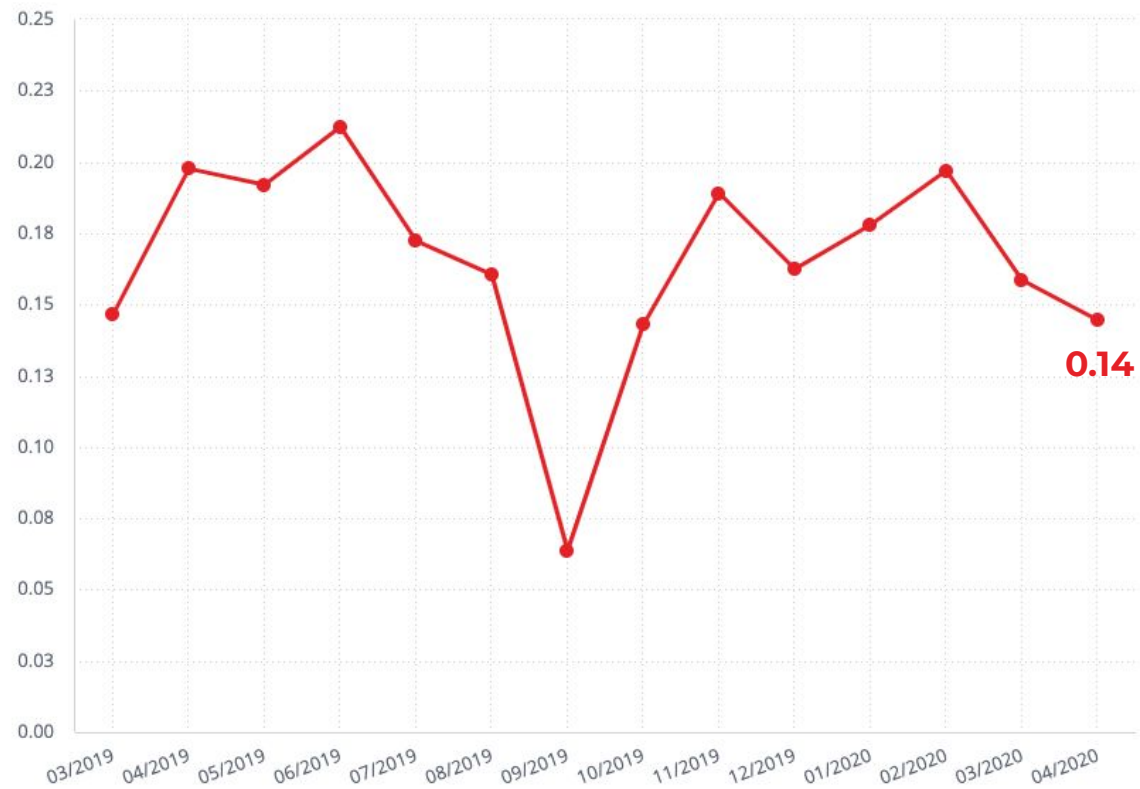


# **RESIDENT SCREENINGS**

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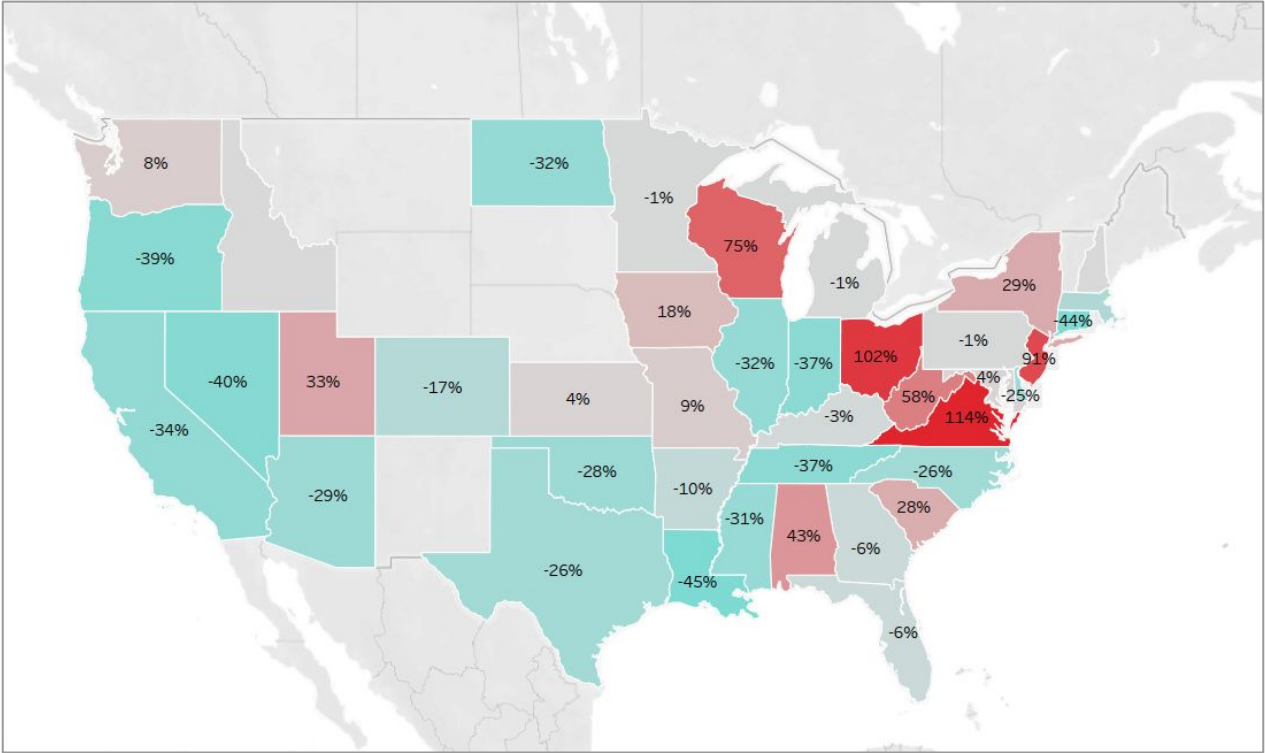
## STUDENT PROPERTIES

SCREENINGS PER UNIT



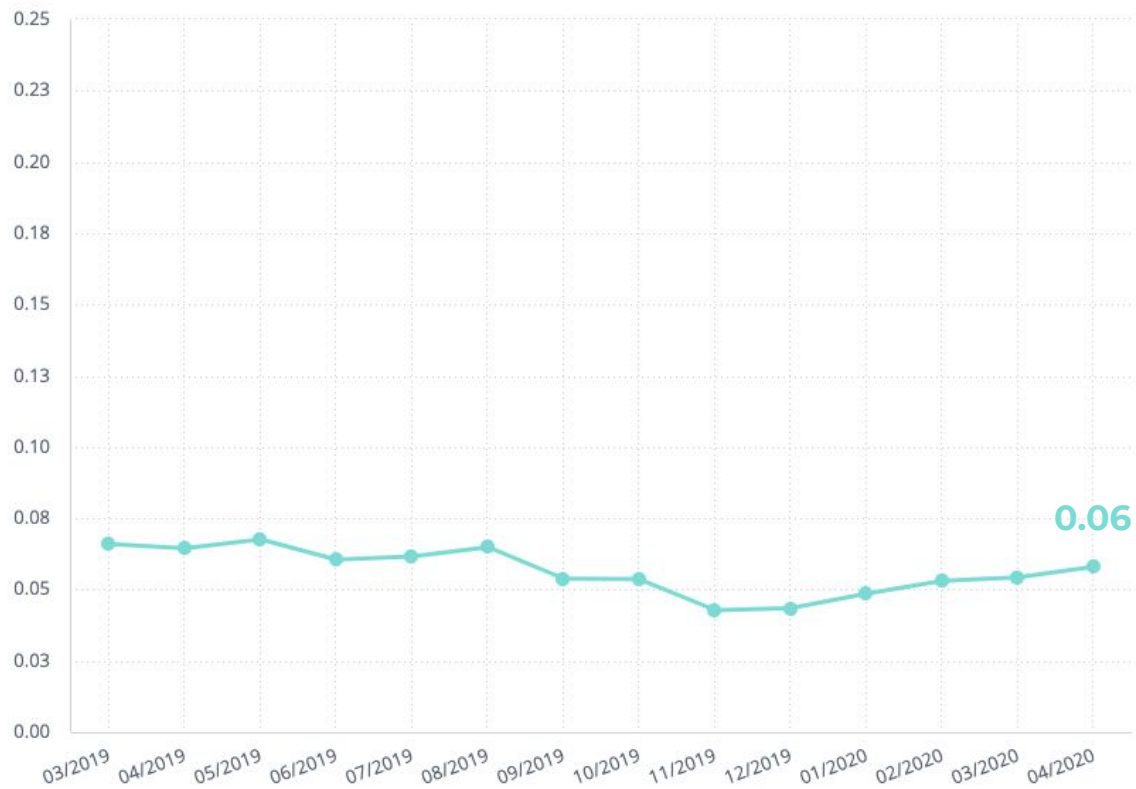
**STUDENT PROPERTIES**

**PERCENT CHANGE IN SCREENINGS PER UNIT**



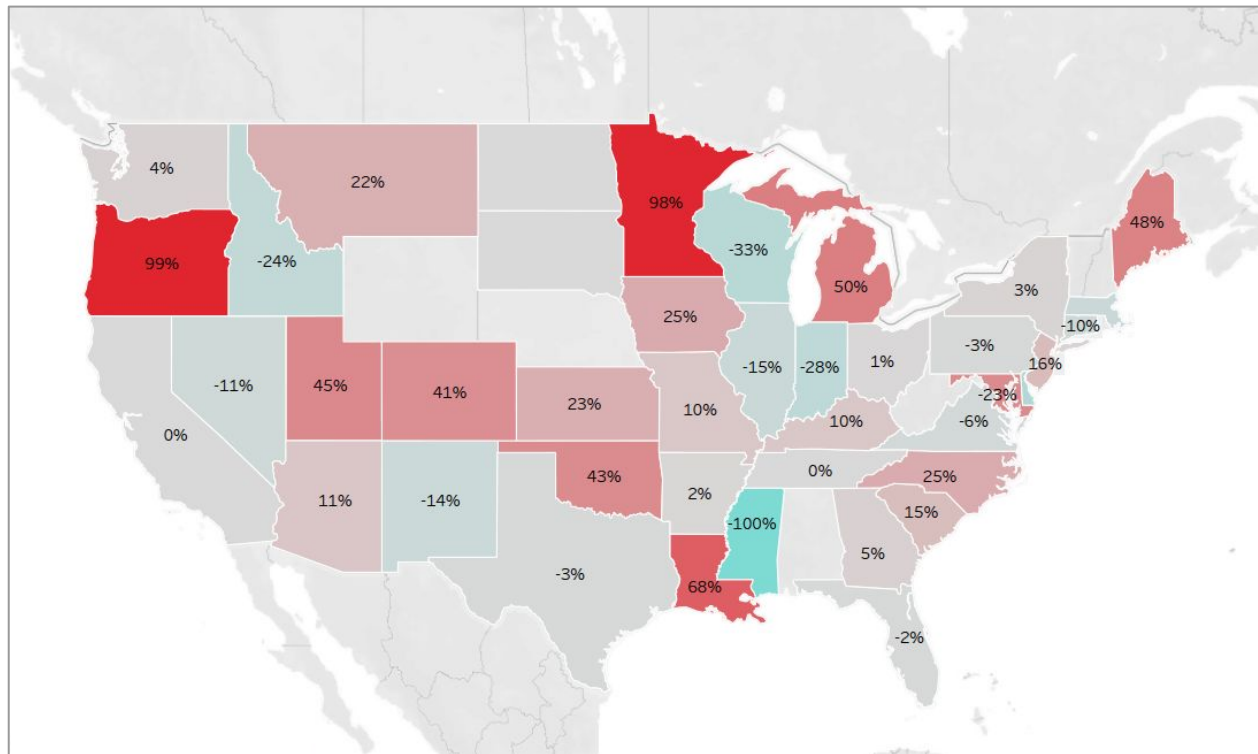
## CONVENTIONAL PROPERTIES

### SCREENINGS PER UNIT



## CONVENTIONAL PROPERTIES

### PERCENT CHANGE IN SCREENINGS PER UNIT



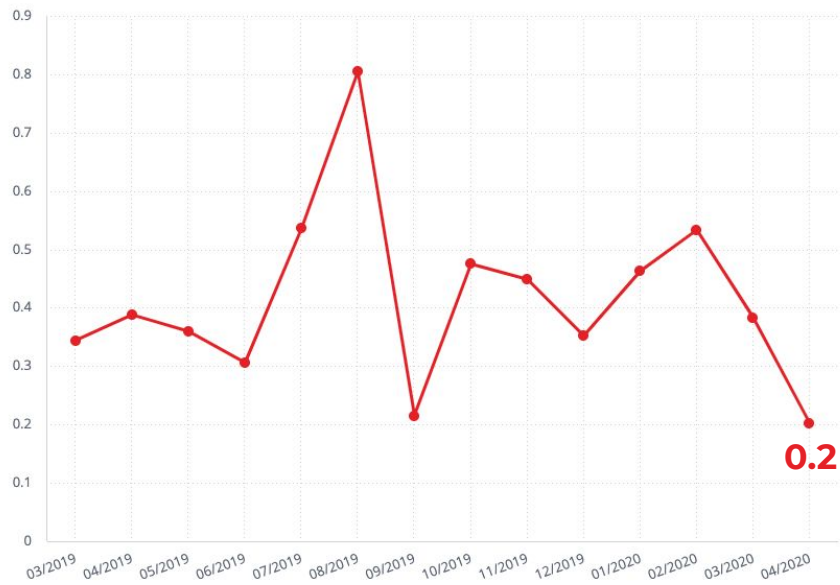


# LEASES

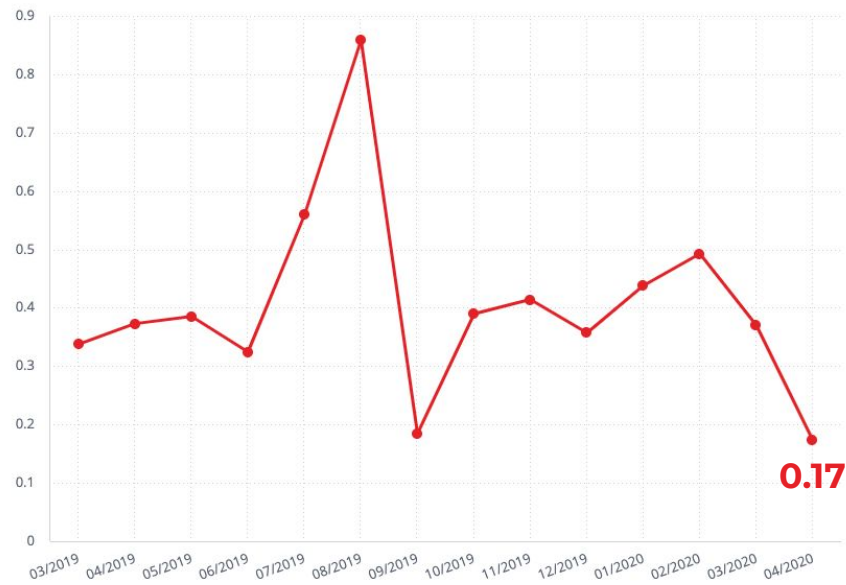
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## STUDENT PROPERTIES

### LEASES GENERATED PER UNIT



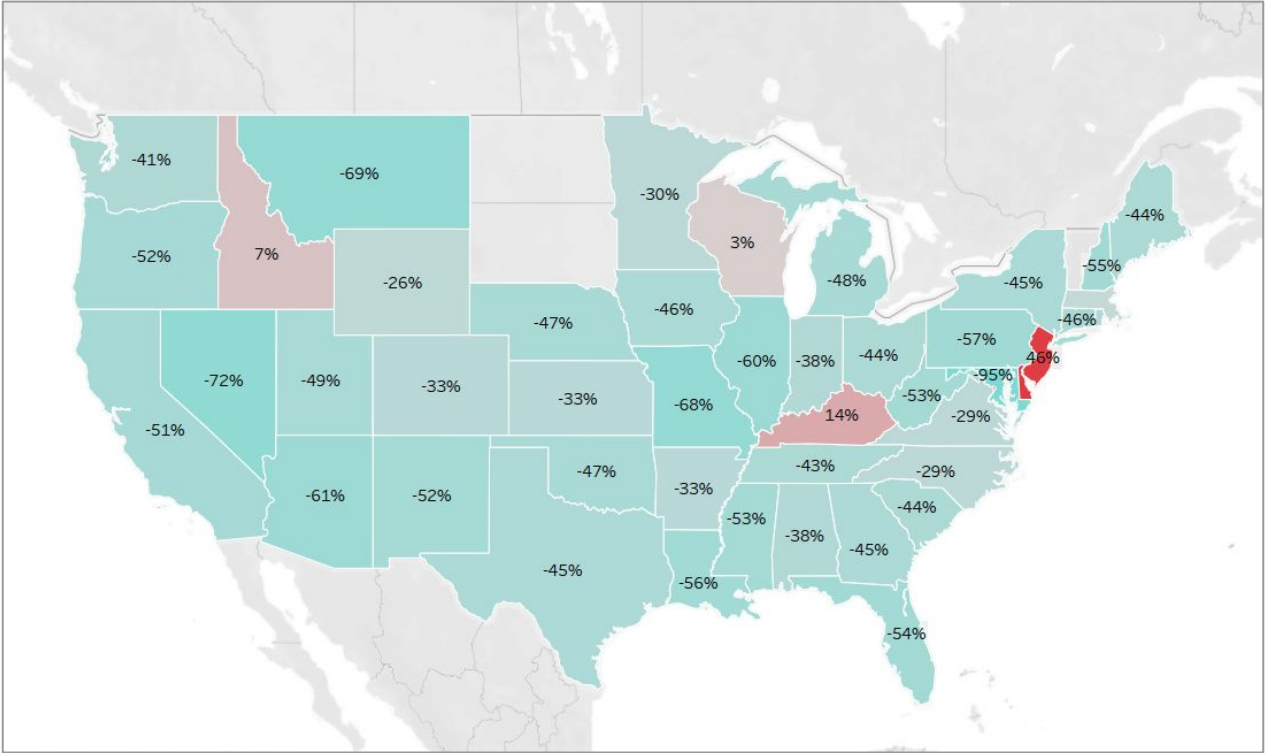
### LEASES APPROVED PER UNIT





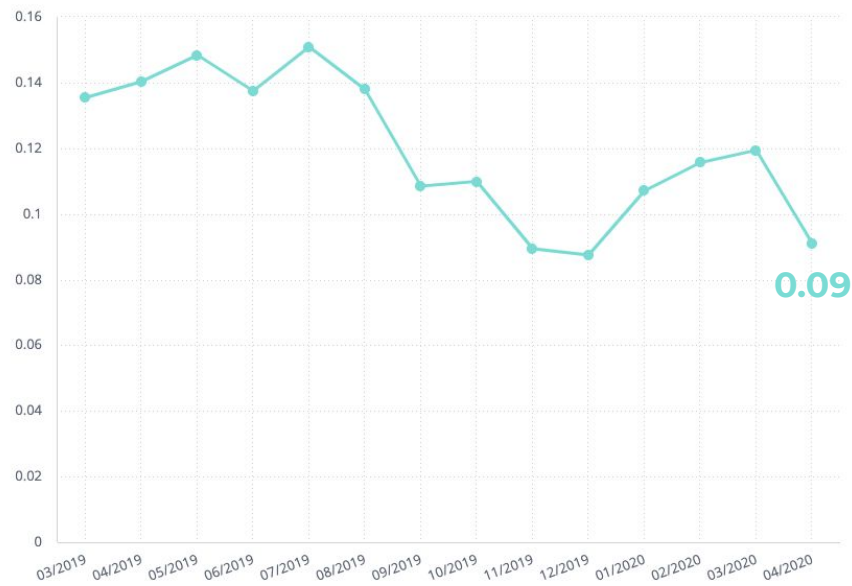
**STUDENT PROPERTIES**

**PERCENT CHANGE IN LEASES GENERATED PER UNIT**

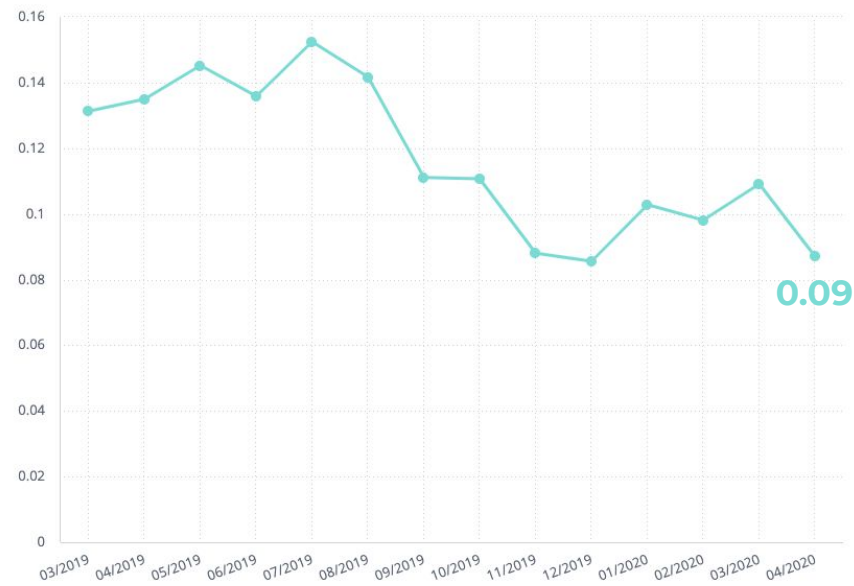


## CONVENTIONAL PROPERTIES

### LEASES GENERATED PER UNIT

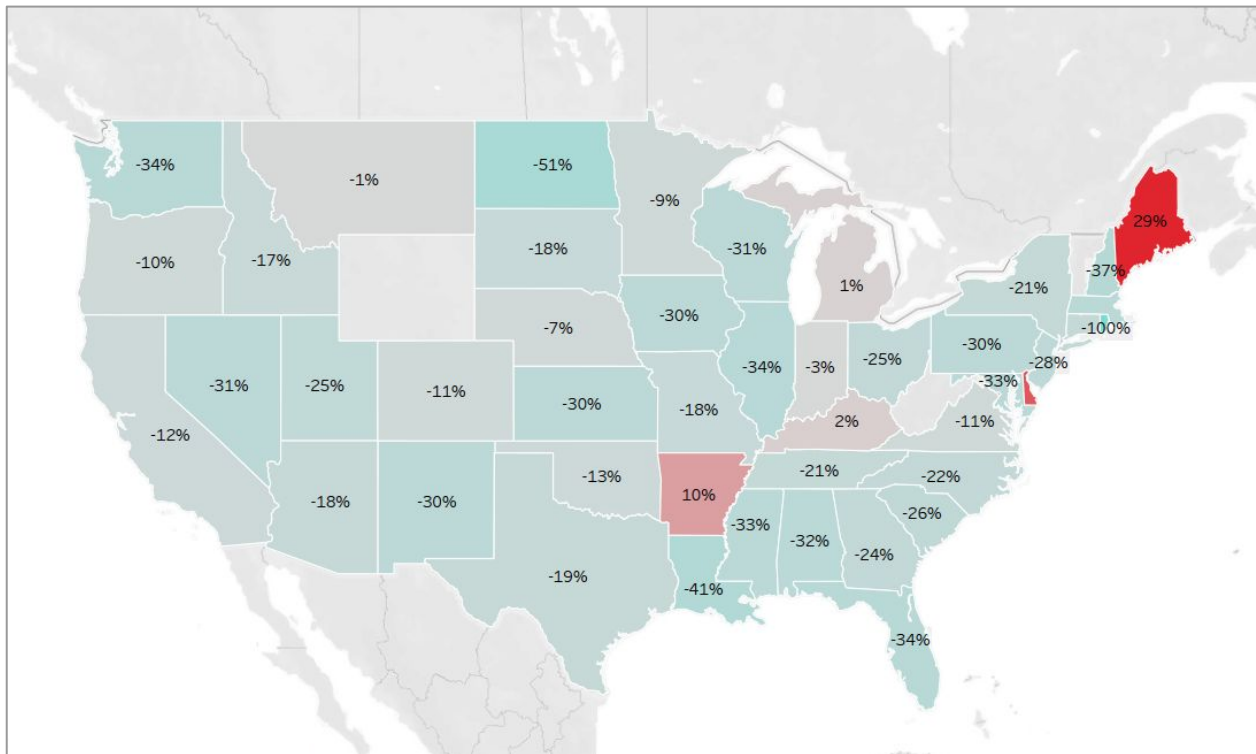


### LEASES APPROVED PER UNIT



## CONVENTIONAL PROPERTIES

### PERCENT CHANGE IN LEASES GENERATED PER UNIT

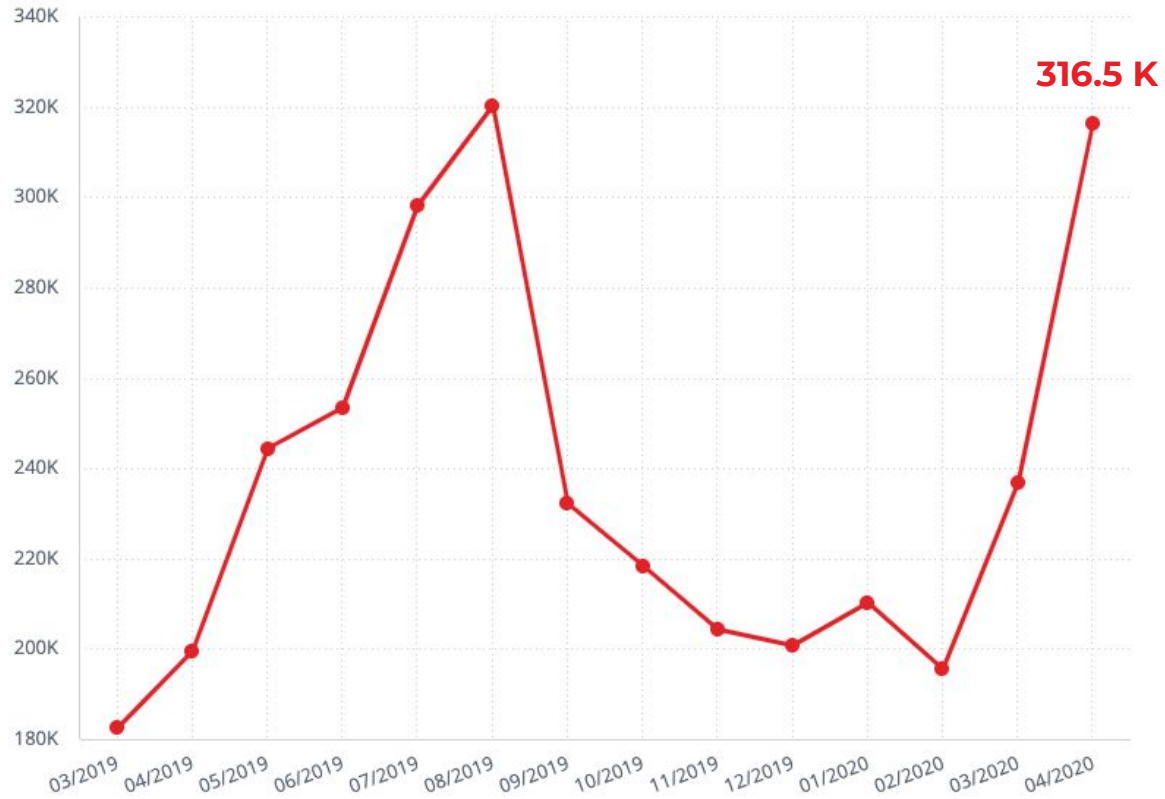




# **CALL VOLUME**

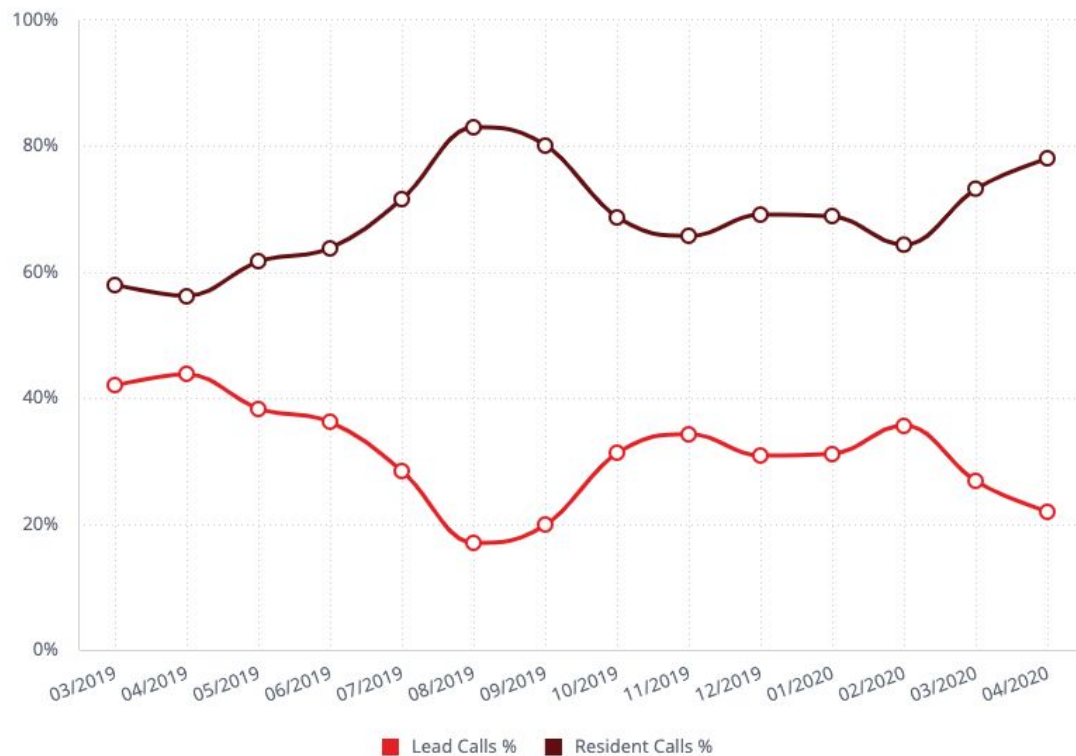
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## TOTAL CALLS



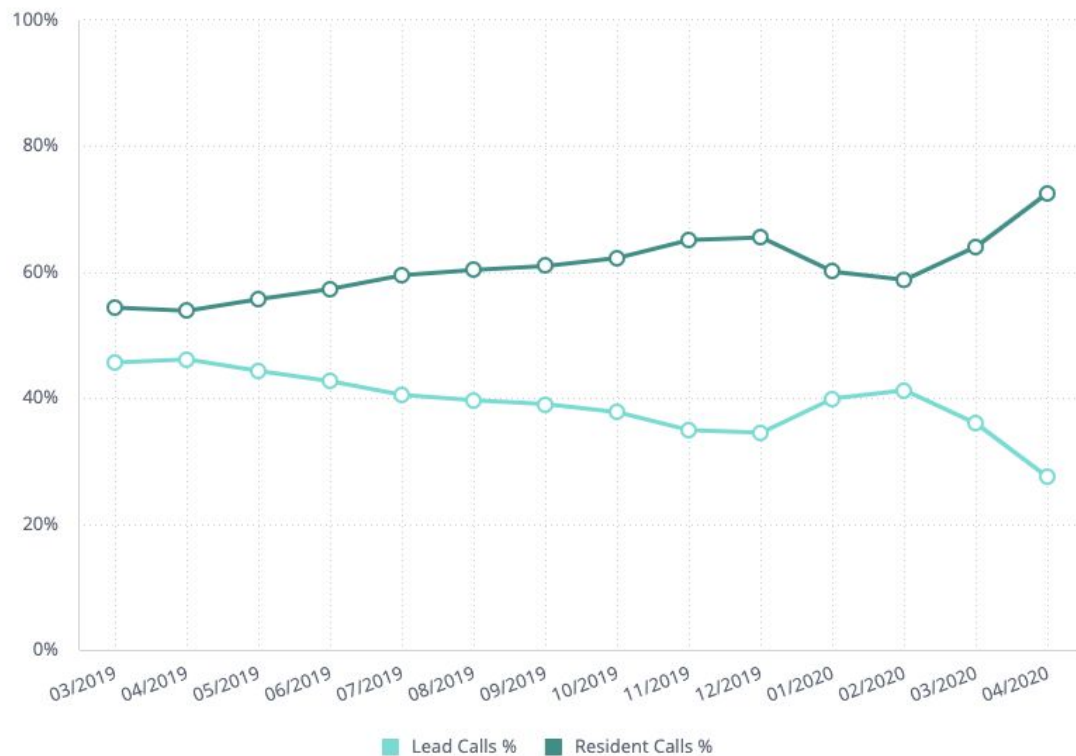
## STUDENT PROPERTIES

LEAD AND RESIDENT PHONE CALL PERCENTAGES OF TOTAL CALLS



## CONVENTIONAL PROPERTIES

LEAD AND RESIDENT PHONE CALL PERCENTAGES OF TOTAL CALLS





# OPERATIONS



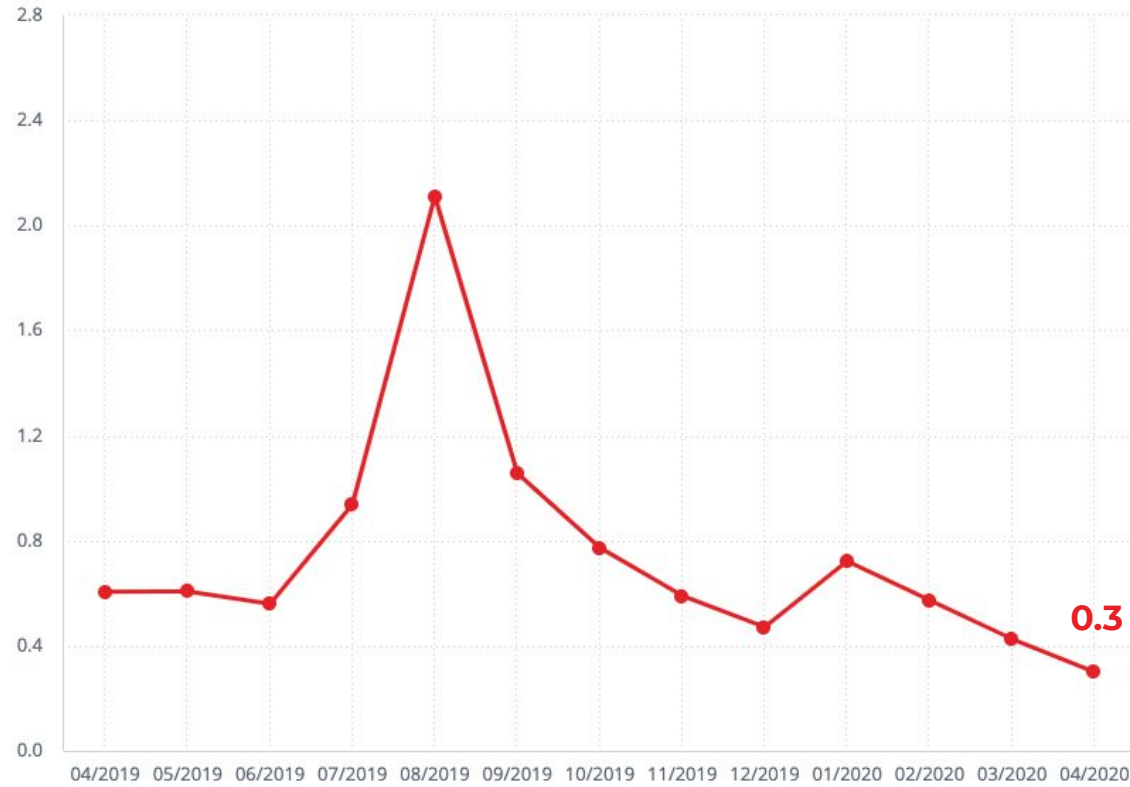


# **MAINTENANCE REQUESTS**

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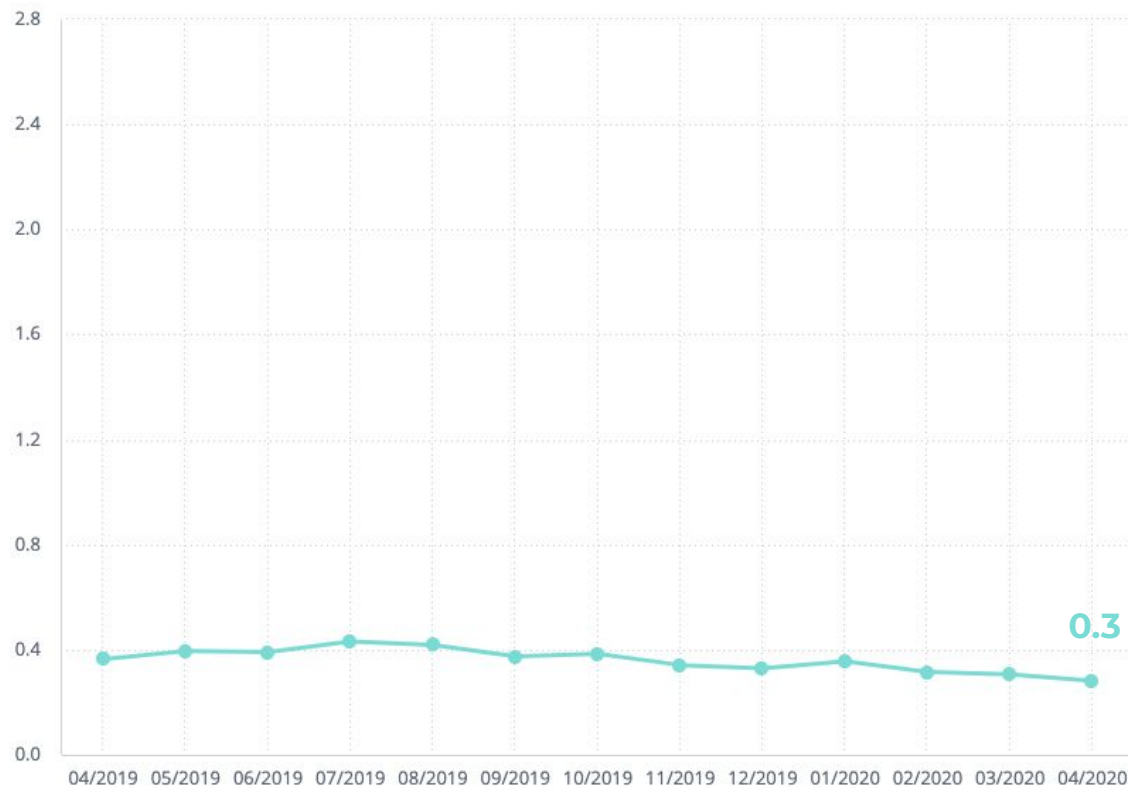
## STUDENT PROPERTIES

### MAINTENANCE REQUESTS



## CONVENTIONAL PROPERTIES

### MAINTENANCE REQUESTS



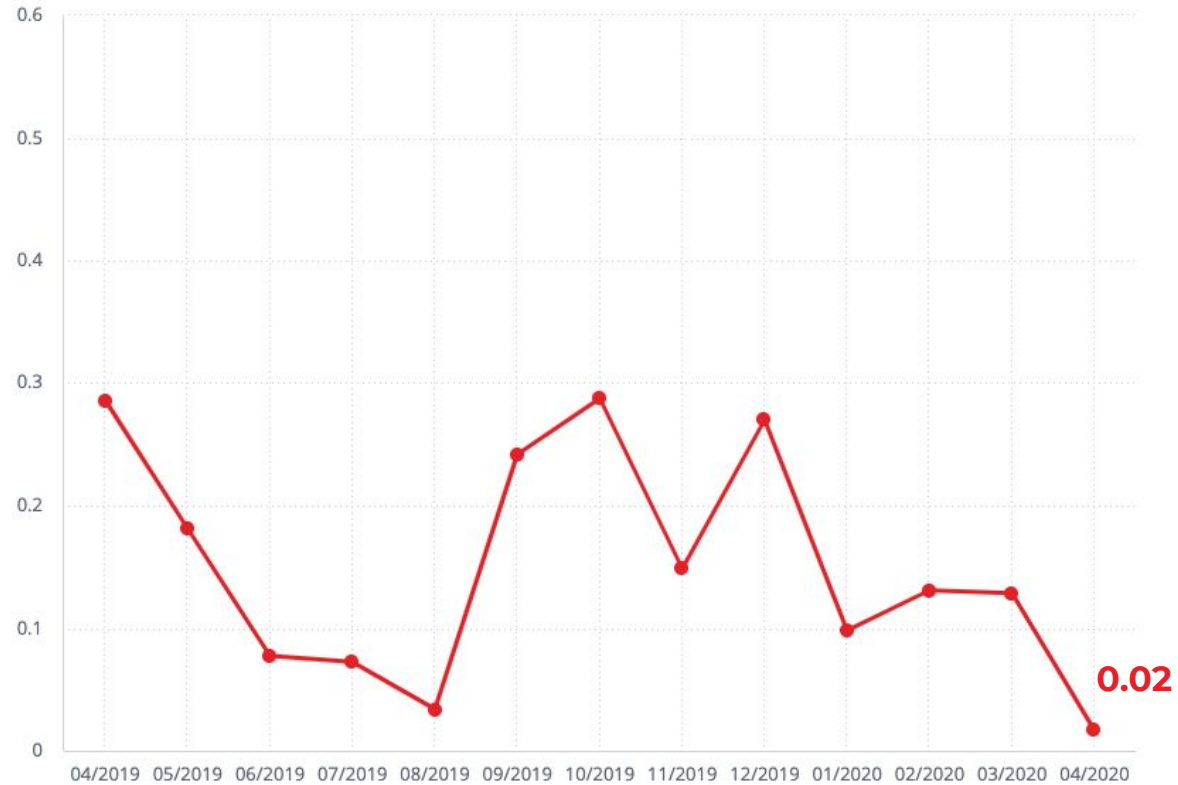


# **PACKAGES**

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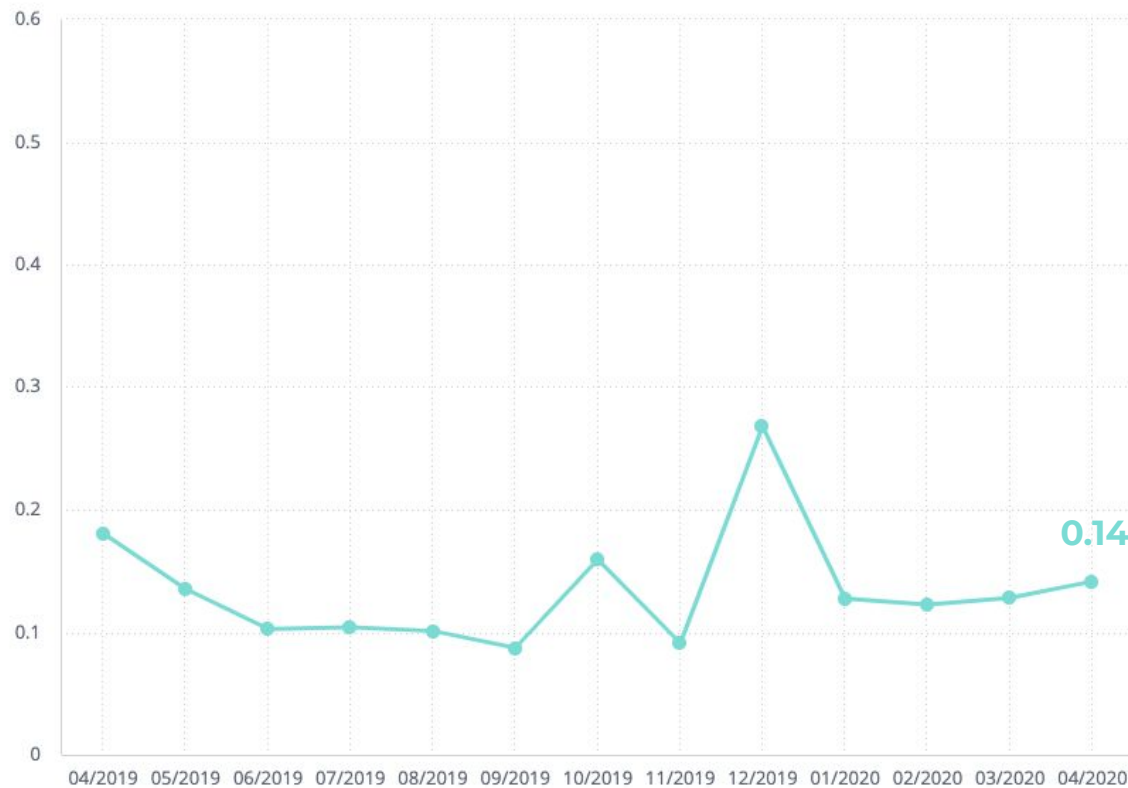
## STUDENT PROPERTIES

PARCEL ALERT PACKAGES PER UNIT



## CONVENTIONAL PROPERTIES

PARCEL ALERT PACKAGES PER UNIT





# TOP 5 BEST PRACTICES

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- Payment strategies paid off.
- Use Entrata's functionality that integrates with NAA lease to document repayment plans.
- Clients need access to this data.  
New reporting coming!
- Leads are slightly down but leasing continues.
- Total call volume is up! Focus on service levels and engagement, not just leads.

