

A complex network of white nodes and connecting lines on a dark blue background, forming a dense web of connections.

**CANADIAN
REAL ESTATE FORUMS**

THE CANADIAN MULTI-RES TENANT RENTAL SURVEY

2019 DATA AND WHITEPAPER OVERVIEW

A complex network of white nodes and connecting lines on a dark blue background, forming a dense web of connections, identical to the graphic at the top of the page.

DATA & WHITE PAPER OVERVIEW

THE CANADIAN MULTI-RES TENANT RENTAL SURVEY

OVERVIEW:

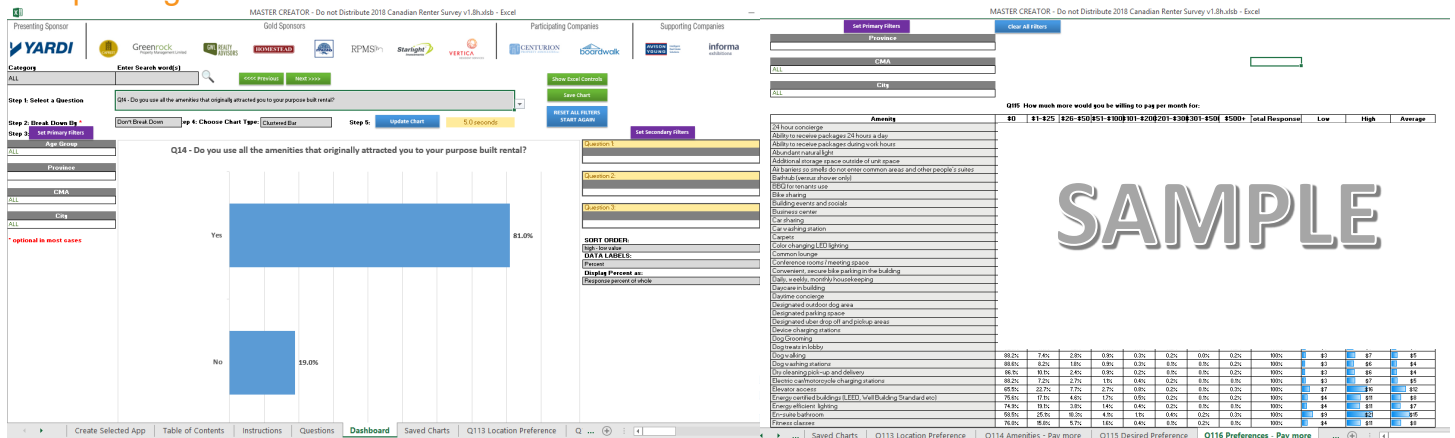
Since 2016 the Canadian Real Estate Forums supported by Avison Young have surveyed the Canadian multi-residential market to better understand what is important to rental tenants.

In 2017 some 7,800 Canadians responded covering both a broad and deep demographic and geographic representation. Renters occupied purpose built-rentals, condominiums and houses. In 2018 this grew to over 12,000 tenant respondents with in-depth findings on tenant preference pricing indexes and again in 2019 to some 20,000 Canadian renters.

INTERACTIVE DASHBOARD - \$5,000 CAD plus applicable taxes

- The Dashboard is an interactive tool that allows you and your team to conduct simple and complex analysis of the survey findings.
- Benchmarking available if/when enough of your tenant base answers the survey.
- Year over year comparison built into the 2019 Dashboard.
- Users also have access to an excel dashboard that allows them to permanently download their work product in Image, PDF or Numerically.

Sample Page Views



TREND REPORT- \$2,500 CAD plus applicable taxes

- The Trend Report will be released October 2019.
- Charts and text summaries will be included
- Geographic focuses and national perspective will be included
- Please note: Custom White papers and tenant benchmarking are available on request at additional charge.

Sample Page Views

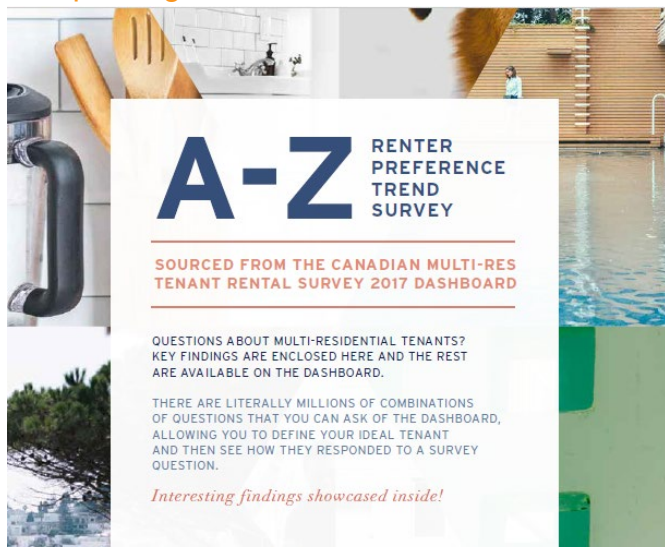


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21	ELECTRONIC PRESENCE: What is the importance of a web site for renters?
23	FEATURES: What are renter preferences?
25	GREEN: What eco features are in demand?
27	HOME: How do renters find their living situations?
29	IDEAL: What is the perfect type of housing for respondents?
33	JOYRIDE: How do tenants get to and from work?
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49	RENTING: What are the reasons respondents chose to rent?
51	SATISFACTION: How satisfied are respondents with their units?
53	TECHNOLOGY: How do respondents feel about technology?
55	UNIVERSAL: How do respondents feel about parking?
57	VIRTUAL: How do tenants think about networking platforms?
59	WELCOME: What are tenants willing to pay more rent for?
61	XXX: What are the opinions on smoking in 2017?
63	YUCK! How did pests factor into rentals?
65	ZEAL: What are the most important factors for renters?

SAMPLE QUESTION ASKED:

We ask tenants a range of demographic questions to better understand our audience following which we asked them a range of questions that include the following:

LANDLORD SATISFACTION

- What year/month did you move in?
- Has your unit recently been renovated or did management change since you moved in?
- If you are currently a tenant, what is your level of satisfaction with your landlord/manager/owner?
- How likely would you be to recommend your landlord to a friend or colleague?
- How can your landlord improve your customer experience?
- Does the unit you are renting now fully meet your needs?
- Would you pay more to have your unit meet your needs? If so how much?
- If you have lived in your rental home for more than one year, what are the top two reasons that you have stayed?
- If you are planning to terminate and move apartments, could your landlord convince you to stay?

AMENITIES, FEATURES, LOCATION, SIGNING FACTORS

- If you were to rent a unit with only one bathroom would you (require a bathtub, prefer a large shower, etc.)?
- Is there sufficient parking at your rental?
- Over 80 Amenities/Features/Proximity Options/Signing Factors priced and indexed by Essential (would not rent without), Nice-To-Have, Not Important)?
- Did the building amenities attract you? Do you use all the amenities that originally attracted you?

FUTURE PLANS

- If you are looking to move in the next 12 months, do you anticipate your monthly carrying costs to: (up, down, etc.)
- How much is your current rent and what is your budget if you plan on moving?
- In the next 12 months, do you plan on: (Staying in the same rental home, moving into a rental condo etc.)?

TECHNOLOGY

- Does your building have an online community portal that allows you to plan and attend social events and network with residents?
- Is it important for you to engage with your rental community over the following services? (various choices provided)
- Ideally, how would you like your management company / landlord to communicate with you on issues or items affecting your community and/or rental unit? (various choices provided),
- In renting your latest unit, did you visit the company website ahead of time?
- If you had your choice, would you rather submit a service request by: (various choices provided)
- Would you prefer to pay your rent with: (various choices provided)?
- Would you feel comfortable with Amazon Key/ other eCommerce providers having access to your rental?

The above is a sample of the 150+ questions that were asked and answered.



For more information about this opportunity please contact:

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