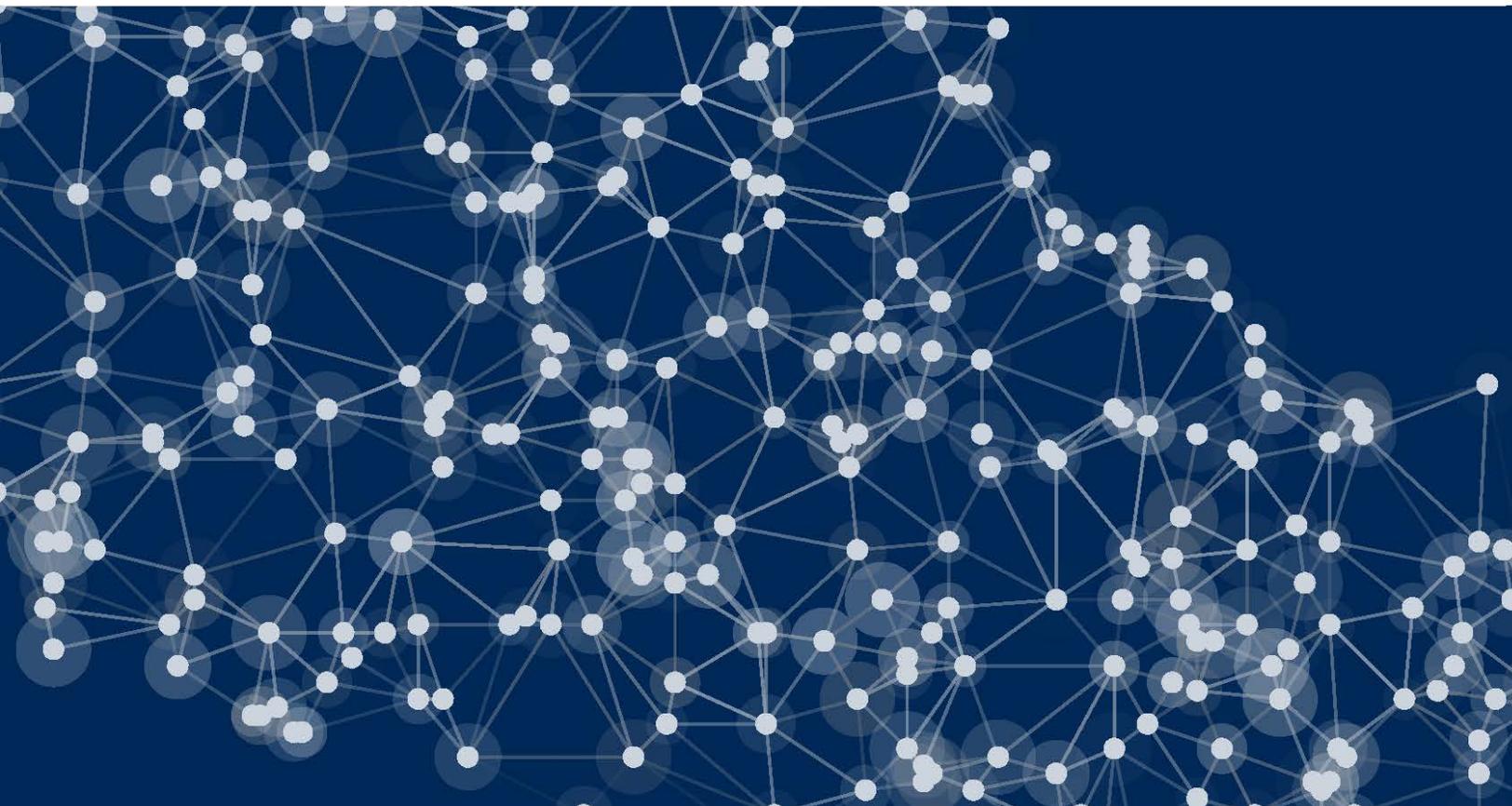
A complex network of white dots connected by thin white lines, set against a dark blue background. The dots are of varying sizes and are distributed across the top half of the page, creating a sense of interconnectedness and data flow.

# CANADIAN REAL ESTATE FORUMS

## THE CANADIAN MULTI-RES TENANT RENTAL SURVEY

### 2019 DATA AND WHITEPAPER OVERVIEW

A complex network of white dots connected by thin white lines, set against a dark blue background. The dots are of varying sizes and are distributed across the bottom half of the page, mirroring the graphic at the top.

# 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

The screenshot displays the Master Creator dashboard interface. On the left, there are navigation tabs for 'Step 1: Select a Question', 'Step 2: Break Down By', and 'Step 3: Set Primary Filters'. The main area shows a bar chart for question Q14: 'Do you use all the amenities that originally attracted you to your purpose built rental?'. The chart shows 81.0% for 'Yes' and 19.0% for 'No'. To the right, there is a list of amenities with a 'SAMPLE' watermark overlaid. Below the amenities list is a table with columns for 'Q14 Amenities - Pay more', 'Q113 Location Preference', 'Q114 Amenities - Pay more', and 'Q116 Preferences - Pay more'.

### 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

The image shows the cover of the 'A-Z RENTER PREFERENCE TREND SURVEY' report. The title is prominently displayed in large blue letters. Below the title, it states 'SOURCED FROM THE CANADIAN MULTI-RES TENANT RENTAL SURVEY 2017 DASHBOARD'. A paragraph of text explains that the report contains key findings and questions about multi-residential tenants. At the bottom, it says 'Interesting findings showcased inside!'.

TABLE OF CONTENTS	
9	<b>AMENITIES:</b> What do renters find important?
13	<b>BATHROOMS:</b> How many do people have, need, desire?
15	<b>COMMUNICATIONS:</b> What is the ideal way to connect to tenants?
17	<b>DECISIONS:</b> What are deciding factors to sign that lease?
21	<b>ELECTRONIC PRESENCE:</b> What is the importance of a web site for renters?
23	<b>FEATURES:</b> What are renter preferences?
25	<b>GREEN:</b> What eco features are in demand?
27	<b>HOME:</b> How do renters find their living situations?
29	<b>IDEAL:</b> What is the perfect type of housing for respondents?
33	<b>JOYRIDE:</b> How do tenants get to and from work?
35	<b>KEEPSAKES:</b> Are tenants buying insurance, if not why?
37	<b>LOCATION:</b> What are the factors that influence location preference?
43	<b>ONLINE:</b> How does online shopping impact behaviour?
45	<b>PLANS:</b> What changes are respondents making?
47	<b>QUICK FIX:</b> Can tenants be convinced to stay with upgrades?
49	<b>RENTING:</b> What are the reasons respondents chose to rent?
51	<b>SATISFACTION:</b> How satisfied are respondents with their units?
53	<b>TECHNOLOGY:</b> How do respondents feel about technology?
55	<b>UNIVERSAL:</b> How do respondents feel about parking?
57	<b>VIRTUAL:</b> How do tenants think about networking platforms?
59	<b>WELCOME:</b> What are tenants willing to pay more rent for?
61	<b>XXX:</b> What are the opinions on smoking in 2017?
63	<b>YUCK!</b> How did pests factor into rentals?
65	<b>ZEAL:</b> What are the factors that influence renter preference?

## **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:**

**Sarah Segal | [sarah.segal@informa.com](mailto:sarah.segal@informa.com)**