CANADIAN MULTI-RESIDENTIAL

TENANT PREFERENCE RENTAL SURVEY

SPONSORSHIP AND DATA OPPORTUNITIES

SPONSORSHIP + DATA OPPORTUNITIES

In **2020** Canadian Real Estate Forums surveyed the Canadian multi-residential market to better understand rental tenants. Over **24,000** Canadians responded with a broad demographic and geographic representation. Renters occupied student housing, purpose-built rentals, condominiums and houses.

IN 2020 WE WERE HONOURED TO HAVE

GOLD LEVEL

- BENTALGREENOAK
- BOARDWALK
- CAPREIT
- CLV GROUP
- GWL REALTY ADVISORS
- HOMESTEAD
- INTERRENT REIT
- MINTO APARTMENT REIT
- ONE PROPERTIES
- RHAPSODY
- RPMS
- STARLIGHT INVESTMENTS
- TIMBERCREEK
- URBAN ANALYTICS

PARTICIPATING LEVEL

- CAMPUS SUITES
- REALSTAR
- REAL PROPERTY MANAGEMENT

ONCE PUBLISHED, MANY MORE INDUSTRY MEMBERS ACQUIRED ACCESS TO THE REPORT INCORPORATING VALUABLE INSIGHTS INTO THEIR DECISION-MAKING PROCESSES.

BACKGROUND + NEXT STEPS

2017 OUR INAUGURAL YEAR

Questions focused on preferences, amenities, lifestyle choices, technology and operations

We tabulated the results based on income, age, position in life, dependents etc. and created a Dashboard to enable in-depth findings and analytics

We produced a Trend Report and a detailed dynamic Dashboard, that was easy to filter and provided custom reports based on market and demographic criteria

IN 2018 AND 2019 WE BUILT ON OUR SUCCESS

We extended the survey's reach, capturing the responses from 20,000 Canadians in small, medium and major markets

Published a Dashboard for landlords to benchmark tenant responses against market responses

Implemented a year-over-year comparison tool

Provided an amenities price index allowing users to see what tenants would pay for select preferences, features and amenities

IN 2020 WE FOCUSED ON THE IMPACTS OF COVID-19

We included questions to understand how the pandemic changed the needs andpreferences of tenants

Created the ability to search by response date so that the ongoing effect of the pandemic could be measured

Increased the number of condo and student rental respondents.

Grew the number of respondents to over 24,000 tenants

WHAT WE ENVISION FOR 2021

Survey launching in Q1 2021, data analysis in Q2/Q3, findings presented at the 2021 Canadian Apartment Investment Conference in Sept 2021 to +1,000 attendees

We will continue to increase the condo tenant respondent base and the survey's geographic reach, specifically in secondary markets

We will maintain a pandemic component to our survey questions to uncover trends that have started to emerge among tenants

GOLD LEVEL SPONSORSHIP

INCLUDES

$5,000 CAD
PLUS TAXES

WRITTEN MENTIONS

Have your company mentioned on pre-survey correspondence, newsletter database and portal posting

DIGITAL MENTIONS

Have your company mentioned on select personal email invitations sent from our team to invite key organizations to become involved

LOGO PLACEMENT

Have your logo placed on the survey that is sent around digitally to the market

CUSTOM POSTER

Have your company logo on posters, which include a call to action for your tenants

Post in the lobby and elevators of your buildings. You will be emailed custom posters for your team to print out and distribute

CONFERENCE FEATURE

Have your logo placed in the digital presentation showcased in any of our conferences

Your logo will be circulated on the web and in our newsletter following the conference

REPORT FEATURE

Have your logo placed and/or mentioned in the trend report produced.

The report is sold to companies based on the key findings and summary documentation

EARLY ACCESS

If secured in time, access to the survey before it is launched in March 2021

Add in key questions that would be important to your strategic analysis

COMPLIMENTARY REPORT

Complimentary copy of the trend report book and analytics dashboard access

2022 FIRST REFUSAL

Have right of first refusal for gold sponsorship of the 2022 survey

MAJOR BENEFITS

Gain access to final reports and excel dashboard. If enough of your tenants respond, you will have market benchmarking tools for your team to use. Add custom open-ended question answers per building, simple custom reports at no cost and complex custom reports at minimal cost

PARTICIPATING COMPANY

INCLUDES

WRITTEN MENTIONS

Have your company mentioned on pre-survey correspondence, newsletter database and portal posting

DIGITAL MENTIONS

Have your company mentioned as a participating company on select personal email invitations sent from our team to invite key organizations to become involved

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COMPLIMENTARY REPORT

Receive the **$2,500** Trend Report complimentary as a thank you for engaging your tenants

NOTE: Presenting sponsor Yardi's logo will be included on all communications

POSTSURVEY RELEASE PRICING

TREND REPORT
$2,500

Over 60 pages of macro level data sourced from the survey

Trends and preference index included

Year over year trend comparisons

A-Z references to sort the data with sections ie Parking, Green Trends, Cannabis, Co-Living

Charts and text summaries included

Geographic focused and national perspectives included

INTERACTIVE DASHBOARD
($5,000)

The dashboard is an interactive tool that allows you and your team to conduct simple and complex analysis of the survey findings

Users have access to permanently download their work product as images, PDFs or numerically

SAMPLE QUESTIONS

The survey poses a series of questions to ascertain the demographics of our audience.

This allows for the analysis of the sentiments and cross comparison of specific target groups.

LANDLORD SATISFACTION

If you are currently a tenant, what is your level of satisfaction with your landlord/manager/owner?

If you have lived in your rental home for more than one year, what are the top two reasons that you have stayed?

AMENITIES, FEATURES, LOCATION

We asked about over 80 individual building and suite features, programs and amenities items and asked respondents to rank them for preference.

Examples would be; balconies, 24 hour concierge, book clubs, in-suite laundry etc.

TECHNOLOGY

In renting your latest unit, did you visit the company website ahead of time?

How would you prefer to pay your rent?

Does your building have an online community portal that allows you to plan and attend social events and network with residents?

100+ QUESTIONS ASKED AND ANSWERED

FOR MORE INFORMATION

SARAH.SEGAL@INFORMA.COM

PRESENTED BY

YARDI

THANK YOU TO OUR 2020 GOLD SUPPORTERS

BENTALLGREENOAK, BOARDWALK REIT, CAPREIT, CLV GROUP, GWL REALTY ADVISORS, HOMESTEAD, INTERRENT REIT, MINTO APARTMENT REIT, ONE PROPERTIES, RHAPSODY, RPMS, STARLIGHT INVESTMENTS, TIMBERCREEK, & URBAN ANALYTICS

THANK YOU TO OUR 2020 PARTICIPATING COMPANIES

CAMPUS SUITES, REALSTAR, REAL PROPERTY MANAGEMENT

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