2021 Multifamily Amenity Guide

Attract new residents & retain current ones with modern, in-demand amenities
87.2% of multifamily residents say amenities significantly impact their renting decision.
Introduction: The Importance of Multifamily Amenities

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How Amenities Impact the Renting Decisions

The Current State of Multifamily Amenities

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Arts, Learning, & Media
Cable & Streaming
Childcare
Fitness & Wellness
Food & Drink
Gaming
Laundry Services
Mailroom Management
Home Office
Outdoor Spaces
Pet-Friendly Services
PropTech Software
Transportation & Parking
The Importance of Multifamily Amenities

It’s never been a more competitive environment for multifamily property managers. 2020 began as a renter’s market, with properties in cities across America competing with one another to attract new residents and retain current ones.

While COVID-19 changed the narrative and presented new challenges for multifamily properties, the main goals for property managers haven’t changed - do your best to keep tenant satisfaction high and retain residents, and drive new resident leads to occupy vacant units.

There is a term in the hospitality industry called “amenity creep” which refers to how hotels add new perks, features, and amenities each year to give them an edge up on competitors and attract new guests. The same concept has influenced the multifamily market for years, as record amounts of new multi-unit properties break construction every year - with over 2 million new multifamily units being constructed in the past 10 years.

In this report, we break down the results of a new survey on current renters living in multifamily properties and the impact amenities have on renters’ leasing decisions, including:

• The demographics of multifamily renters
• How much of an impact amenities have on resident satisfaction, resident retention, and attracting new residents.
• How amenities influence the value of multifamily properties
• The most (and least) in-demand amenities from real multifamily renters in 2021
The Demographics of Multifamily Renters

In this section we explore the report's key findings & data on how multifamily amenities influence multifamily renters - specifically on how residents choose a new community or decide to remain at a current one.
Recently, Millennials overtook Baby Boomers as the largest segment of the population - and those trends have been mirrored in the multifamily market.

Our new report verified this trend & found that this demographic shift has trended even further in favor of Millennials.

According to ParcelPending, Millennials represent 40% of the total housing marketing, with 90% of all Millennials being renters.

According to Schlage, 86% of millennials were willing to pay more in 2017 if their apartments had smart technology.
The Demographics of Multifamily Renters

Millennials not only make up the majority of multifamily renters in 2021, but also value amenities more than any other generation - and are willing to pay more in rent for those amenities.

At 54.5%, the majority of survey respondents are Millennials, suggesting multifamily renters would be more likely to adopt new prop-tech technologies & software.

90.3% of Millennial respondents said they would or would consider paying higher rent for better amenities.

93.5% of respondents are 44 or younger.
What is the importance of resident retention?

According to Property Management Minutes, the cost of resident turnover costs multifamily properties $1,000 to $5,000 per single turnover.

The above report explores the implications of this on a 225-unit community with a 40% turnover rate, an average rent of $650/mo, and an average cost of $1,800 per resident turnover would spend $162,000/year on resident turnover - 9% of total gross rent.

Reducing tenant turnover by only 5% improves operating income by $15,000.
The Impact Amenities Have on Multifamily Renters & Their Renting Decisions

In this section we explore the report’s key findings & data on how multifamily amenities influence multifamily renters - specifically on how residents choose a new community or decide to remain at a current one.
The Impact Amenities Have on Multifamily Renters & Their Renting Decisions

How Much of an Impact Do Amenities Have on You Choosing a Place to Live? (1 least, 10 max)

3 in 4 respondents said 7 or higher when asked how much of an impact on a 1-10 scale amenities have on choosing a place to live:

- 18.2% responded 10 or higher
- 48.2% responded 8 or higher
- 73.3% responded 7 or higher
The Impact Amenities Have on Multifamily Renters & Their Renting Decisions

Amenities significantly increase the value of multifamily properties - both in terms of revenue from residents willing to pay higher monthly rent and the marketability of multifamily properties.

**Did You Choose to Live in Your Multifamily Community Based Upon its On-Site Amenities?**

87.2% of respondents said that amenities significantly impacted their renting decision when choosing a new multifamily property.

**Would You Be Willing to Pay Higher Rent for Better On-Site Amenities?**

93.6% of respondents said that would or would consider paying higher rent for improved on-site amenities.
"It’s not enough to offer rooftop grilling areas or dog runs; owners and developers must think carefully about amenities and services that work together to create a cohesive community."

Brian McAuliffe, President of CBRE Capital Markets
The Current State of Multifamily Amenities

In this section we explore the report’s key findings & data on what types of amenities multifamily properties currently offer their residents - and which ones they don’t.
The Current State of Multifamily Amenities

3 Most Common Categories of Amenities Are Offered in Buildings?

- **Fitness & Wellness**: 19.5%
- **Outdoor Spaces**: 13.3%
- **PropTech Software**: 12.2%
The Current State of Multifamily Amenities

What Specific Amenities Are Currently Offered in Your Building?

- Yoga Studio / Classes: 13
- Library: 15
- Firepits: 16
- Convenient Store: 17
- Package Lockers: 18
- Meeting Rooms: 21
- Laundry Service / Pickup: 24
- Online Community Portal: 25
- Dry Cleaning: 26
- Online Payment for Rent: 26
- Rooftop Deck or Patio: 30
- Keyless-Card Entry: 33
- Grill Area: 34
- Pool: 40
- Laundry Service / Pickup: 42
- High-Speed Internet Building-Wide: 45
- Keyless-Card Entry: 55
- Online Community Portal: 59
- Fitness Center / Gym: 66
The Current State of Multifamily Amenities

**Top 10 MOST Offered Amenities**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Amenities</th>
<th>Percentage of Residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>Bike-Storage Room</td>
<td>60%</td>
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<tr>
<td>9</td>
<td>Fitness Center / Gym</td>
<td>54%</td>
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<tr>
<td>8</td>
<td>Online Rent Payment</td>
<td>50%</td>
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<tr>
<td>7</td>
<td>Rooftop Deck or Patio</td>
<td>41%</td>
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<tr>
<td>6</td>
<td>Grill Area</td>
<td>38%</td>
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<tr>
<td>5</td>
<td>Pool</td>
<td>36%</td>
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<tr>
<td>4</td>
<td>Laundry Service / Pickup</td>
<td>31%</td>
</tr>
<tr>
<td>3</td>
<td>High-Speed Internet</td>
<td>30%</td>
</tr>
<tr>
<td>2</td>
<td>Keyless-Card Entry</td>
<td>27%</td>
</tr>
<tr>
<td>1</td>
<td>Mailroom Notification App</td>
<td>25%</td>
</tr>
</tbody>
</table>

**Top 10 LEAST Offered Amenities**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Amenities</th>
<th>Percentage of Residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>Boxing</td>
<td>&lt;1%</td>
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<tr>
<td>9</td>
<td>Biometric Entry</td>
<td>&lt;1%</td>
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<tr>
<td>8</td>
<td>Streaming Memberships</td>
<td>1.8%</td>
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<tr>
<td>7</td>
<td>Simulated Driving Range</td>
<td>1.8%</td>
</tr>
<tr>
<td>6</td>
<td>Daycare / Childcare</td>
<td>1.8%</td>
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<tr>
<td>5</td>
<td>Art Studio</td>
<td>1.8%</td>
</tr>
<tr>
<td>4</td>
<td>Silent Areas</td>
<td>2.7%</td>
</tr>
<tr>
<td>3</td>
<td>Video Game Room</td>
<td>3.6%</td>
</tr>
<tr>
<td>2</td>
<td>Recording Studio</td>
<td>3.6%</td>
</tr>
<tr>
<td>1</td>
<td>Pet-Walking Services</td>
<td>3.6%</td>
</tr>
</tbody>
</table>
The Most In-Demand Multifamily Amenities in 2021

In this section we explore the report’s key findings & data on the most in-demand amenities and least in-demand amenities are, from current multifamily renters.
The Most In-Demand Multifamily Amenities in 2021

What Are the Broad Category Types of Amenities in HIGHEST Demand for Multifamily Residents?

- **Fitness & Wellness**
  - Fitness Center / Gym: 19.5%
  - Pool

- **Outdoor Spaces**
  - Rooftop Deck or Patio: 13.3%
  - High-Speed Internet Building-Wide
  - Grill Area

- **Food & Drink**
  - Online Payment for Rent: 12.2%
  - Dog Run / Park
  - Package Lockers
  - On-Demand Dining / Room Service
  - Café / Marketplace

What Specific Amenities Would Have the BIGGEST Impact on You Signing or Re-Signing a Lease in a Multifamily Property?
The Least In-Demand Multifamily Amenities in 2021

What Are the Broad Category Types of Amenities in LEAST Demand for Multifamily Residents?

19.7%
Gaming

17.2%
Arts, Learning, & Media

11%
Childcare

What Specific Amenities Would Have the LEAST Impact on You Signing or Re-Signing a Lease in a Multifamily Property?

- Recording Studio
- VR-Game Studio
- Daycare / Childcare
- Construction Studio
- Playroom
- Dedicated Rideshare Pickup & Dropoff Zones
- Silent Areas
- Simulated Driving Range
- Hair / Nail Salon
Buyer’s Guide to Multifamily Amenities

In this section, we explore the major groupings (or parent categories) of multifamily amenities. This report included 65 specific amenities that all fell into one of the following 13 categories:

- Arts, Learning, & Media
- Cable & Streaming
- Childcare
- Fitness & Wellness
- Food & Drink
- Gaming
- Laundry Services
- Mailroom Management
- Home Office
- Outdoor Spaces
- Pet-Friendly Services
- PropTech Software
- Transportation & Parking
Arts, Learning, & Media

Amenities Include: Art Studio, Library, Movie Theatre, Recording Studio.

With more Millennials moving into smaller units, the need for artistic outlets and studios in multifamily communities grow. Recording studios have seen a recent spike in interest among multifamily developers, as they are versatile and can be transformed into podcast recording studios, resident concert venues, or resident open-mic nights.

Art & Recording Studios

Giving residents an outlet for creativity not only creates memorable experiences, but also allows them opportunities to connect on a deeper level with community members. Diversify your amenity square footage by adding creative spaces dedicated to recording, art, learning and other creative media.
Cable & Streaming

Amenities Include: High-Speed Internet, Community WiFi, Streaming Memberships

Streaming Memberships
Last year there were nearly 200 million subscriptions to streaming services in the US - and with the introduction of niche-interest streaming services such as Disney+, Shudder, Crunchyroll, and more, this number will continue to increase. Be sure to explore group and corporate discounts for multifamily properties when researching streaming services as a potential new amenity.

Internet & WiFi
High-speed internet is one of the most in-demand amenities residents are asking for. With the introduction of fiber internet and commercial, community-WiFi providers combined with the rise in remote workers and the subsequent need for reliable, fast, and secure connections - there has never been a better time for multifamily properties to modernize its Internet infrastructure.
Childcare

Amenities Include: Daycare, Playground, Indoor Playroom

Communities that tailor to families should consider what types of amenities will help solve parental problems and invest in amenities that children will love. On-site daycares can be a lifesaver for working parents - and can make a huge difference when hunting for a new community.

Childcare

Communities are providing both dedicated spaces for childcare (playgrounds, learning centers, indoor playrooms) as well as integrated childcare services as a concierge amenity, typically through partnerships with startups.

Montessori
However, fitness amenities go much further than a traditional gym. Modern fitness trends and innovations have influenced what type of fitness amenities residents want. From spin studios and classes, to dedicated on-site trainers and Pelotons, multifamily property and community managers should take advantage of fitness trends to create a unique experience for residents.
Food & Drink

*Amenities Include: On-Demand Dining, Room Service, Smart Food Kiosks, Cafe/Coffee Bar*

**On-Demand Food & Room Service**
On-demand food amenities are one of the three most requested amenities for multifamily renters. Like hotels, properties are creating an exclusive food menu for residents - with direct to room delivery. 2ndKitchen partners communities with nearby restaurants to create a unique food menu & an online ordering portal complete with your property’s branding. Residents enjoy unlimited free delivery and monthly resident meal credits.

**Food Events & Catering Services**
Restaurant popups, food truck events, and catering nights provide property managers with a channel to increase resident engagement & satisfaction. Tools and services help community managers curate, schedule, & organize resident food events - freeing up time for staff to focus on other pressing issues.

**Smart Food Kiosks**
Smart food kiosks are 24/7, luxury vending machines for multifamily common areas. Residents use an app to make purchases, save payment info, & check on inventory. They’re fully managed kiosks stocked with a variety of products from snacks to cleaning supplies. They use AI technology based on your residents’ shopping behaviors to stock the best and most in-demand products specific to your community.
Gaming

Amenities Include: VR Studio, Video Game Room, Arcade, Simulate Driving Range, Billiards, Table Football, etc.

Game rooms are a core multifamily entertainment amenity offering, especially in newly constructed properties. The rise of e-sports has led to a generation of hardcore gamers - and apartments are investing in VR studios & video game console rooms to entice Millennial renters. These amenity rooms are complete with high-end gaming chairs, lighting fast internet connections, surround sound systems, theatre-style projectors, and more. For the casual or retro gamer, properties are constructing full-size arcades, creating spaces to host board-game nights, and tabletop gaming events. Properties are also investing in games typically found in bar settings, such as air hockey, billiards, darts, foosball, skeeball, and more.

Gaming

Communities are looking for engaging ways to bring gaming and interactivity into their common areas. Interestingly, both ends of the spectrum are being considered: retro-style gaming setups with arcade games and board games as well as cutting-edge VR and e-sports rooms to satisfy the modern gamer residents.
Laundry Services

Amenities Include: Dry Cleaning, Laundry Services, Laundry Room Systems, Reloadable Cards

In-unit washer & dryers are both expensive & hard to come by for renters. Less than 15% of multifamily properties offer in-unit laundry & those who do charge up to a 20% rent premium. As a result, many multifamily communities have invested in laundry-room tech & services that provide the easiest & most convenient laundry experience.

On-Demand Laundry & Dry Cleaning
For busy multifamily renters, on-demand laundry & dry cleaning services make it easy to outsource laundry-related chores. Residents can use mobile apps to schedule laundry & dry cleaning pickup & dropoff. Larger communities have dedicated dropoff and pickup areas in their laundry room, with these services utilizing the community’s laundry services without needing to take residents’ laundry to offsite cleaning services.

Laundry Room Systems & Reloadable Cards
Laundry room systems provide multifamily properties with a complete laundry room experience. These providers include equipment leasing, routine maintenance checks, service calls, reloadable resident cards for easy payment. For communities with existing, older laundry equipment, there are simple mobile-payment solutions that allow residents to use QR-codes to pay for laundry cycles instead of physical coins.
Mailroom Management

Amenities Include: Package Lockers, Mailroom Management & Notification Software

According to DigitalCommerce360, 60% of Millennials do the majority of their shopping online. That means community mailrooms must meet the needs of an exponential increase in inbound packages, and do so in a secure, timely, & transparent manner for residents. This has led to the rapid modernization of multifamily mailrooms.

Package Lockers

Package lockers are designed for multifamily properties to completely automate resident package management. They are physical lockers that provide residents with self-service package retrieval 24/7 using an access code, card, or QR code. It gives residents access to outbound package shipping, perfect for returning e-commerce purchases. Delivery persons have direct access to these rooms, removing the need for mailroom staff altogether.

Mailroom Management & Notification Software

Mailroom management and notification apps help mailroom staff automate package delivery & management - from receiving, organizing, & handing off packages. It allows for larger multifamily mailrooms to handle thousands of packages a week in a timely & organized manner. Perhaps the biggest improvement these tools have made is on the resident side, allowing for automated email & SMS alerts to be sent to residents when new packages arrive.
Home Office

*Amenities Include: Co-Working Spaces, Printing Services, Conference Rooms, Phone Booths, Silent Areas*

While remote work was on the rise for Millennials, COVID-19 has made the need for office & business amenities go through the roof. A [Stanford](#) report revealed that 42% of the US workforce are now working from home on a full-time basis. This creates the need for business amenities in multifamily communities, such as conference rooms, secure & stable WiFi, silent areas, and printing services.

**Printing Services**

With at-home printers falling out of popularity combined with a fully remote workforce, services such as PrintWithMe provide self-service, wireless printers for multifamily communities. Residents simply email documents to the printer, verify through an email, pay a small fee, and print their document.

**Soundproof Office Pods & Phone Booths**

With the rise of work from home, residents need community spaces outside of their own units to get in the zone. For multifamily properties, the solution is soundproof office pods & phone booths. These purpose-built rooms offer properties an easy way to add soundproof work areas - complete with furniture, whiteboards, and office supplies - to match the design and esthetic of any multifamily property.
Outdoor spaces are the second most in-demand amenity for multifamily renters. These spaces provide residents with common areas to host small gatherings, meet neighbors, or simply relax. It’s a multifamily renters’ version of a backyard. Outdoor spaces such as rooftop decks & fire pits give property managers a signature element to use in marketing campaigns.

Additionally, properties have a renewed focus on going green - both in terms of sustainability & esthetics. There are over 18,000 multifamily properties in the US with a community garden. They provide residents with a sense of home, which is crucial for multifamily renters moving from non-urban areas. Studies show that community green spaces can increase a property’s value up to 9.5%.

Multifamily Amenity Reservation Software
Amenity reservation software are online scheduling tools that allow residents to self-reserve & schedule amenity usage through a web portal or mobile app. These tools have become crucial for properties safely reopening amenities during COVID-19. They allow property managers to set capacity levels & time limitation, monitor resident & guest usage of amenities, and contract trace. These tools are essential for reopening all outdoor amenities - specifically outdoor amenities - allowing residents to reserve time at the pool, rooftop, patio, gym, community grills, firepits, cabanas, & more.
Pet-Friendly Services

Amenities Include: Dog Run or Park, Pet Grooming Services, Pet Walking Services, Pet Registration & Tracking Software, Pet Subscription Services

According to PetFoodIndustry, 57% of Millennial households own a pet - more than any other generation. For animal owners, having a pet-friendly community can be more influential than a building's amenities. Many properties have invested in dog parks or runs, as well as self-service or on-site pet grooming services. New innovation directed towards pet-friendly properties include animal registration & tracking software, monthly treat subscription boxes, and our favorite - DNA-tracking solutions that keep indoor & outdoor common areas in pet-friendly communities poop-free by tracing animal waste back to the culprit. This allows communities to fine residents who don't clean up after their pets, resulting in cleaner communities & safer multifamily environments.
PropTech Software

Amenities Include: Online Community Portal, Online Payment, Keyless & Video Access Entry, Guest Management

PropTech is the term used for how companies are innovating traditional property management problems with new, digital solutions. While the PropTech industry includes over 1,800 companies backed by over $50 billion in collective funding - we’ll focus on only a few specific types of PropTech solutions crucial for multifamily properties.

Multifamily Property Management Software
These tools automate, facilitate, & streamline the overall management of a property. This includes an online portal for residents to pay rent and HOA fees, request maintenance, sign leases, communicate with management staff and neighbors, find community rules and regulations, and more. Many of these suite-style tools also help property managers navigate resident marketing & engagement campaigns, new resident lead generation, and more.

Keyless Access Systems
These systems (also known as smart access systems or video intercoms) provide residents with keyless entry into their building via a touch-card or fob, code, fingerprint, mobile alert, or video intercom. These systems give residents a more convenient way to enter their building, a simpler way to let in guests, and backup for lockouts. Overall these systems are more convenient, secure, and automated for property staff, residents, and building visitors.
Transportation & Parking

_Amenities Include: Bike-Storage Room, Valet, Car-Sharing Station, Dedicated Rideshare Area_

Parking is a headache for many multifamily properties, with expensive reserved spots & non-existent guest parking. Many city dwellers have ditched cars altogether and utilize bikes, rideshare apps, & public transportation. For all these reasons, multifamily renters are demanding parking & alternative transportation amenities in their communities.

**Bike-Storage Rooms**
According the The Park Catalog, 72% of new property construction projects include a bike-storage room. These rooms give residents a secure & convenient alternative to hauling a bike up to their room or locking it on the street. Bike-storage rooms are secure, ground-level storage rooms complete with wall-mounted or freestanding bike racks. Many also provide residents with a full bike-repair station - complete with all the tools, air pumps, and wheel chocks needed to make at-home repairs.

**Multifamily Parking Systems**
Multifamily parking systems help property staff improve its parking operations and automate the booking and management of parking garages & individual spots. These systems gives residents the ability to reserve spots in advance for themselves and guests, manage garage door entry, and automated license-plate recognition for contactless parking.
Taking Action: What Does This All Mean for Multifamily Property Managers?

You may be thinking “what’s next?” or “how can I use these findings to improve my community and occupancy rates?”

We’ve got you covered with a few actionable next steps & takeaways.
Target Millennials
Target Millennials in your multifamily lead generation campaigns, as they make up the both the largest group of current renters & generational groups. Consider channels where Millennials spend their time, such as Instagram and apartment review sites.

Showcase Your Best Amenities
Place your community’s current amenity offerings at the forefront of your marketing campaigns - as 40% of multifamily residents say that amenities are the biggest influencer in their renting decision and 87% say it plays a significant factor. Specifically showcase amenities residents tend to value more than others - such as fitness, outdoor common areas, and food & drink amenities.

Stay Informed on New Multifamily Amenities, Tech, & Trends
Keep an eye on new multifamily amenities. New startups tackling new multifamily problems appear all the time. Be aware of new technology and trends in the industry to stay ahead of the competition.

Be an Early Adopter
Don’t be afraid to try new services or products. Tech and software are here to make the lives of property managers easier. Many of the most in-demand amenities in this report didn’t exist 5 years ago. Being an early adopter means your community will stay cutting-edge. This means your property can stay agile, and use new amenities, technology, and trends to your advantage.

Ask (& Listen) to Your Residents
Each community is different and to fully understand it, you need to always ask for feedback. Ask your residents what amenities they want. Ask your residents what their biggest pain points are with your current property. Take real, actionable steps based upon that feedback. It help you to identify the most in-demand amenities for your target demographic, while also showing current residents that their voice is heard.
About

2ndKitchen

2ndKitchen is an all-in-one food amenity for multifamily properties. With 2ndKitchen, property managers can create a room service menu prepared by local restaurants, put resident events on autopilot, and host restaurant popup & food truck experiences.

Learn more at 2ndKitchen.com/residential
Control resident turnover & attract new tenants by offering one of the most in-demand multifamily amenities with 2ndKitchen Residential.

Let’s Chat

Average resident satisfaction, the highest in the food industry

9.4/10
Report Details:

- The multifamily amenity report surveyed 110 current residents living in multifamily properties.
- The survey consisted of over a dozen multiple choice and free response questions on a variety of topics on amenities, resident retention, and searching for a new rental unit.
- All data was collected between 10/1/2020 and 10/25/2020.
- All use of data, findings, graphics, or any use of report must cite and hyperlink the content back to its original source and include a proper 2ndKitchen hyperlink.