

Neighborhood Impact: How Location Shapes Rentability

Many property owners set rent expectations based only on unit features. Renters, however, evaluate the neighborhood first and often decide before reviewing the unit itself.

Key Location Influencers

Each factor influences renter demand in a different way.



Schools

Strong school districts increase long-term demand and pricing confidence



Retail

Nearby shopping and dining add everyday convenience



Transit

Access to public transportation expands the renter pool



Safety

Perceived and reported safety heavily influences renter decisions



Walkability

Walkable areas attract professionals and younger renters



Community Amenities

Parks, gyms, trails, and shared spaces elevate neighborhood appeal

Neighborhoods Shape Renter Expectations!

Neighborhood conditions influence both price tolerance and priorities.

Higher Influence Areas

- ★ Greater willingness to pay premium rent
- ★ Expect modern finishes and faster lease timelines
- ★ Value convenience and lifestyle access

Lower Influence Areas

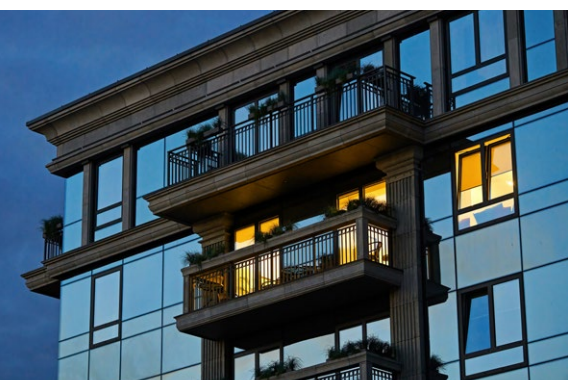
- 💰 Higher price sensitivity for rent
- 💰 Focus on space, parking, and overall value
- 💰 Prioritize affordability over extras

High Demand Areas

- ✅ Shorter vacancy periods supported by demand
- ✅ More flexibility in negotiating price
- ✅ Strong renewal potential nearing lease maturity

Moderate Demand Areas

- 👍 Longer leasing timelines as tenants evaluate needs
- 👍 Greater sensitivity to rent adjustments
- 👍 Increased need for incentives to stay longer

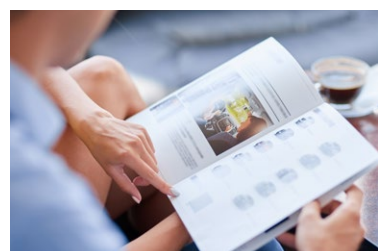


Aligning Listings With Local Appeal

Every neighborhood tells a different story. Listings perform best when messaging matches local demand drivers.



Pricing and positioning reflect neighborhood expectations



Marketing highlights what matters most to local renters



Property management and leasing expertise ensures each listing is marketed effectively no matter the area