

SYNOPSIS

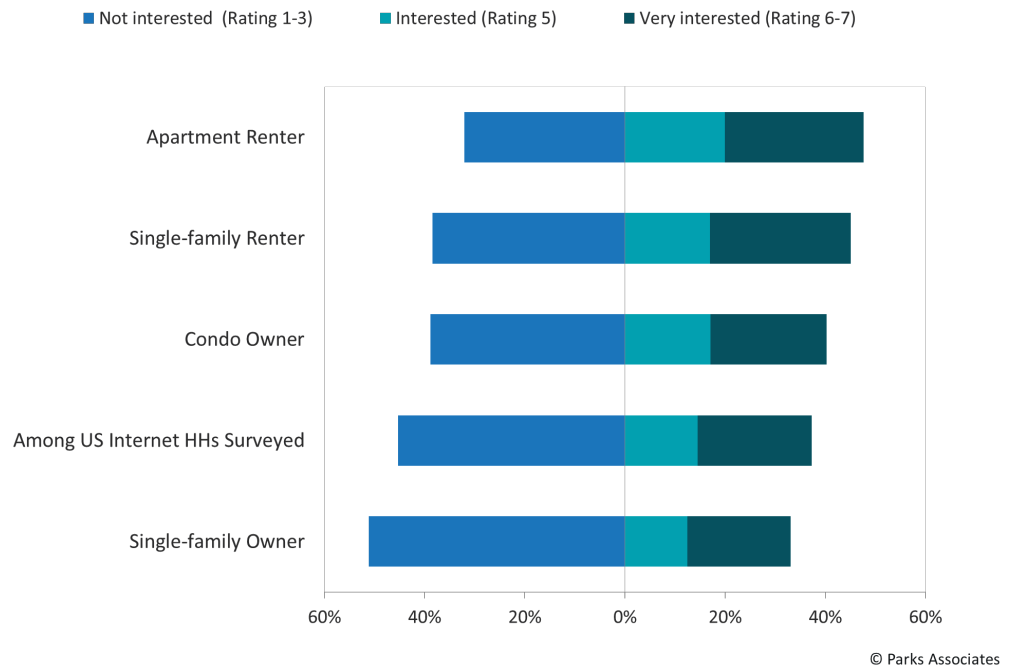
With a record amount of new inventory hitting the market, the multifamily housing industry is growing increasingly competitive. Newer and older properties must vie for renters, and key decision makers are looking towards meaningful ways of differentiating their communities.

This study examines renter demand for smart, safe, and secure living solutions, looking at the actual impact to renter decision making. It identifies the impact of investments into resident-facing apps and app functions, property access control, security cameras and smart security solutions, and smart door locks for residential units, comparing them against more traditional amenities.

Number of Slides: 61

AUTHORS

Interest in Smart Home Devices and Security Features by Residence Type



Key questions addressed:

1. What is the landscape of adoption of smart living and smart safety amenities and services in multifamily housing?
2. Which amenities and services act as differentiators for renters, and to what extent do these differentiators drive consumer choice?
3. What value do residents place on apartment apps, and what features are they looking for?
4. How do residents evaluate safety and security in communities? Which features have the greatest impact on perceived safety?
5. Do residents believe investments into smart, safe, and secure apartment living justify rental increases? If so, by how much?

“The multifamily housing market remains highly competitive, even as it absorbs additional inventory coming online. While key decision makers remain concerned about tariffs, the effect to date has been minimal as companies act to secure their supply chains.”

—Kristen Hanich, Research Director, Parks Associates

Industry Analyst

Kristen Hanich, Research Director, Parks Associates

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Smart, Safe, and Secure Apartment Living

2025

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