

## SYNOPSIS

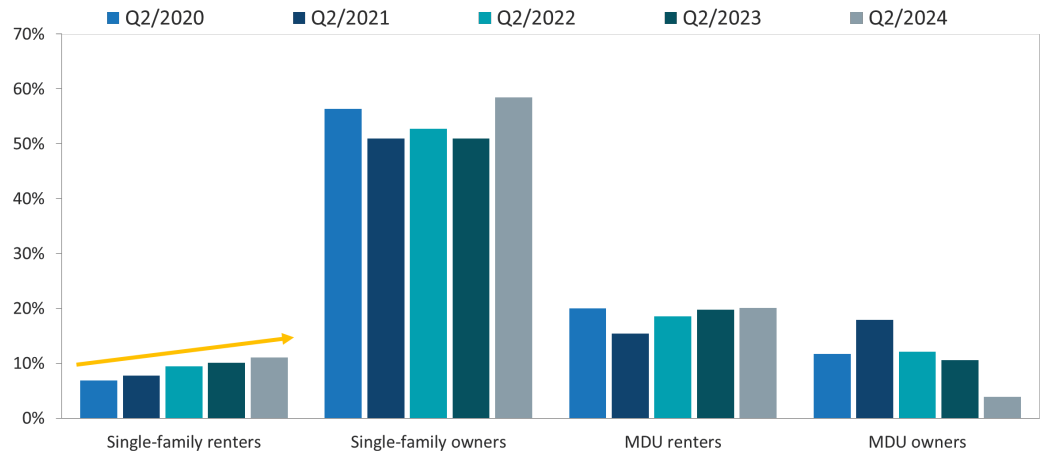
The single-family rental market is growing as constrained housing inventory and high interest rates push more consumers to rent. Residents, landlords, and property management companies have unique safety, security, access control, and connectivity needs.

This study delves into the preferences and usage patterns of single-family renters regarding internet services, home networking, security systems, and smart home devices. The study offers a nuanced understanding of the evolving demands within the rental market, providing property owners, management companies, service providers, and device makers with crucial data to tailor services and products that align with the desires of single-family renters in the rapidly advancing landscape of connected living.

**Number of Slides: 53**

## AUTHORS

Resident Types: Single Family, Multifamily, Renters and Owners



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### Key questions addressed:

1. What housing market and lifestyle factors influence the decision to rent a single-family home instead of renting a multifamily unit or purchasing a single-family home or apartment/condo?
2. What is the outlook for renting or purchasing a single-family home or apartment/condo?
3. What is the connectivity foundation in single-family rental homes, including broadband services to the home and use of Wi-Fi/networking equipment?
4. What smart living use cases are of highest appeal to single family renters?
5. What is the adoption rate of security systems and smart home devices?
6. Who is the buyer of internet, security, and smart home solutions: the resident, landlord, or a property management company? Who pays ongoing service fees?
7. How do connectivity, security, and smart home offerings impact the rental decision and rents?
8. What is the willingness to pay for smart living solutions?

“The market for proptech in single-family rentals market is at an early stage of its development. Leveraging the lessons learned from the retail market and from multifamily, device makers and service providers have an opportunity to capture share and growth.”

—Kristen Hanich, Director of Research, Parks Associates

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