APARTMENTS + THE EXPERIENCE ECONOMY

streetsense.
ECONOMIC EVOLUTION

3300 BC – 1760
AGRARIAN
Society and markets are dominated by farming activity — commodities were harvested and extracted.

1760 – 1960
INDUSTRIAL
Prosperity is created by factories and mills where goods are manufactured, packaged, and processed.

1950 – 2010
SERVICE ECONOMY
Economic engine of US markets are advisory and based on technical and professional expertise.

2010 – PRESENT
EXPERIENCE
Competitive market advantages are created by emotional interactions with intended customers.
INITIAL MARKET RESPONSE
MOST REQUESTED ON-SITE AMENITY?

TIME
## COST VS. VALUE
### OF MULTI-FAMILY AMENITIES

<table>
<thead>
<tr>
<th>Amenities</th>
<th>Median Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clubhouse</td>
<td>$50,000</td>
</tr>
<tr>
<td>Fitness Center</td>
<td>$28,500</td>
</tr>
<tr>
<td>Landscaping in Common Areas</td>
<td>$25,000</td>
</tr>
<tr>
<td>Swimming Pool</td>
<td>$25,000</td>
</tr>
<tr>
<td>Common Areas for Socializing</td>
<td>$22,500</td>
</tr>
<tr>
<td>Outdoor Kitchen</td>
<td>$20,000</td>
</tr>
<tr>
<td>Playground of Play Area</td>
<td>$20,000</td>
</tr>
<tr>
<td>Business Center</td>
<td>$13,500</td>
</tr>
<tr>
<td>Pet-Friendly</td>
<td>$7,000</td>
</tr>
<tr>
<td>Package Holding Area</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

**Community Revenue Influencers**

- Clubhouse: 8%
- Fitness Center: 13%
- Pool: 10%
- Common Areas: 10%
- Outdoor Kitchen: 8%
- Business Center: 8%
- Landscaping: 17%
- Pet Friendly: 8%
- Package Holding: 8%
- Play Area: 9%

*Source: NAA Research*

Percent attributable to total rent increase.
PROXIMITY
IT’S STILL ALL ABOUT LOCATION

31% would pay $5–$10 / mo to improve delivery

55% would pay more for electronic locks

60% would pay more monthly for reserved parking spots

64% would rather live close to work than to friends/family
BUILDING FOR FLEXIBILITY
RETENTION

It’s one thing to leave an apartment. It’s another to leave a community.
SOCIAL SPACES
streetsense.