

entrata



COVID-19 TRENDS

CHASE HARRINGTON AND VIRGINIA LOVE

AUGUST 11, 2020



DISCLAIMER

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AUGUST 11, 2020

entrata

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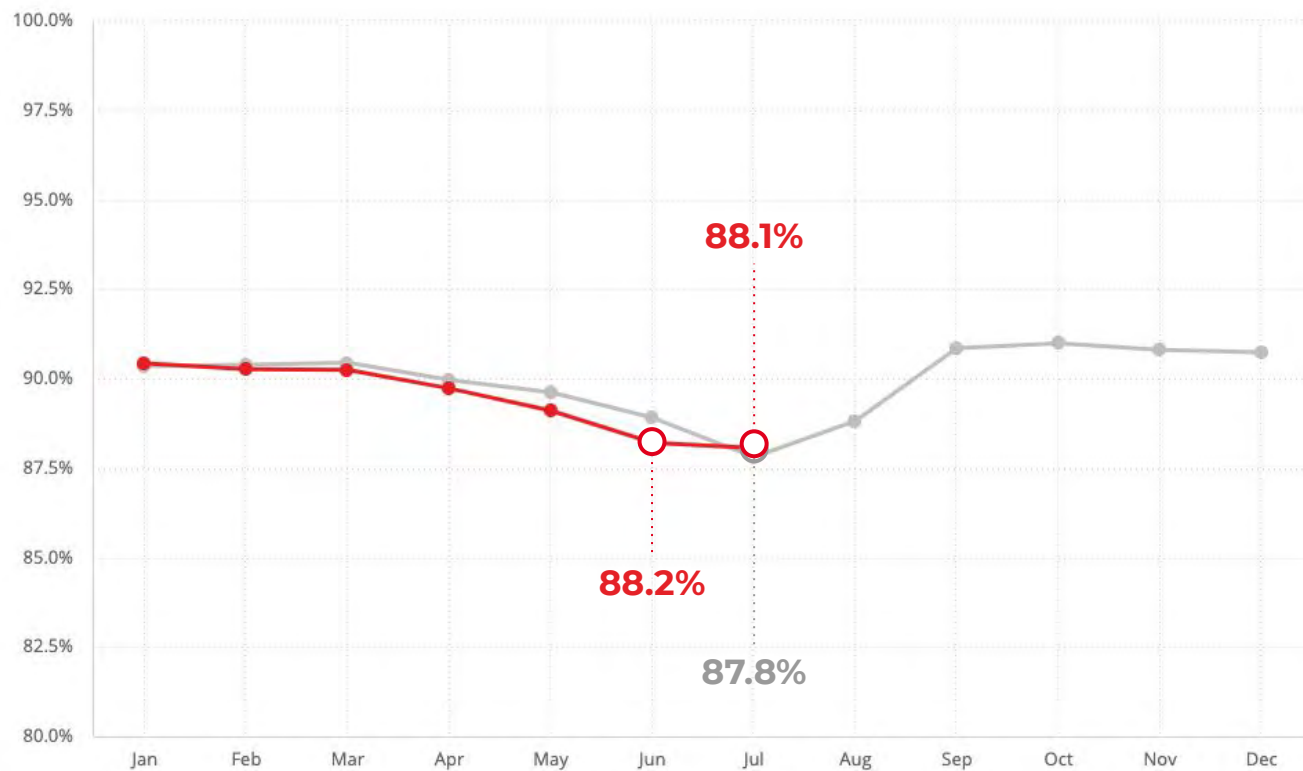


OCCUPANCY



OCCUPANCY

OCCUPANCY PERCENTAGE



MONTH-OVER-MONTH

↓ 0.11%

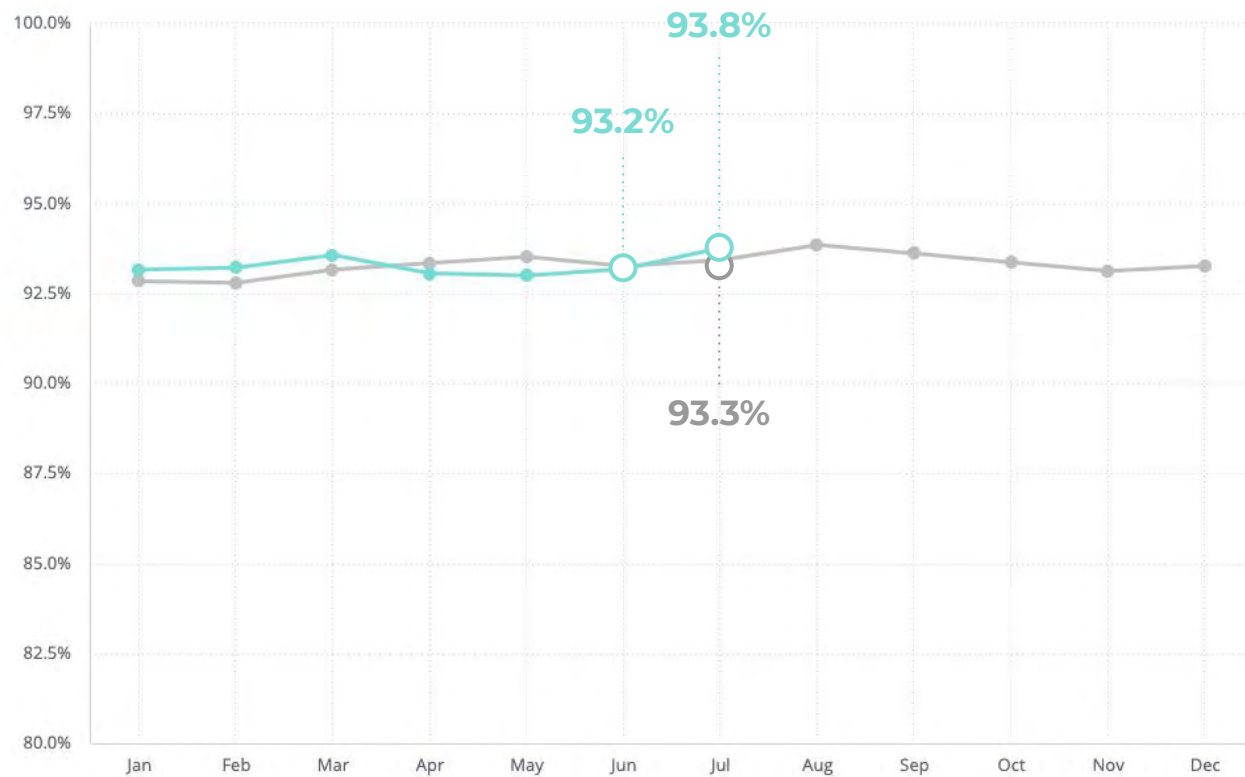
YEAR-OVER-YEAR

↑ 0.34%

■ 2020

■ 2019

OCCUPANCY PERCENTAGE



MONTH-OVER-MONTH

↑ 0.64%

YEAR-OVER-YEAR

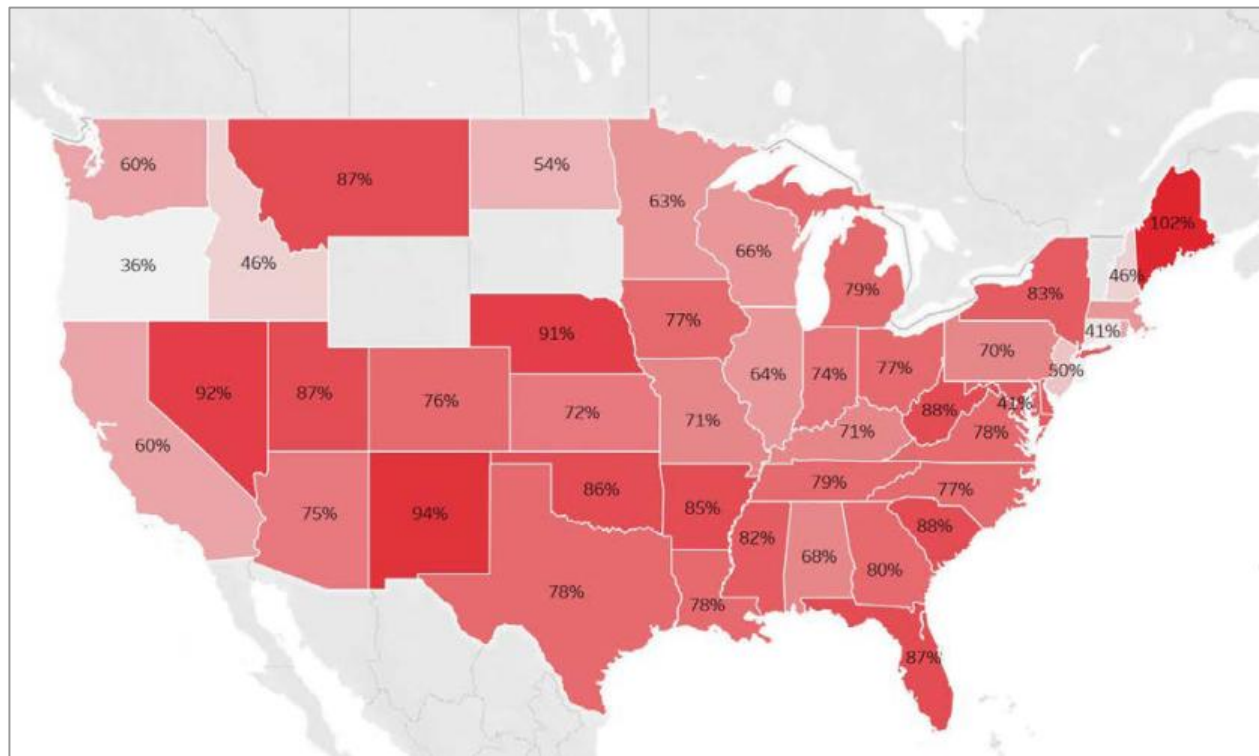
↑ 0.53%

■ 2020

■ 2019



RENEWALS

PRE-LEASE PERCENTAGE BY STATE (JULY 2020)

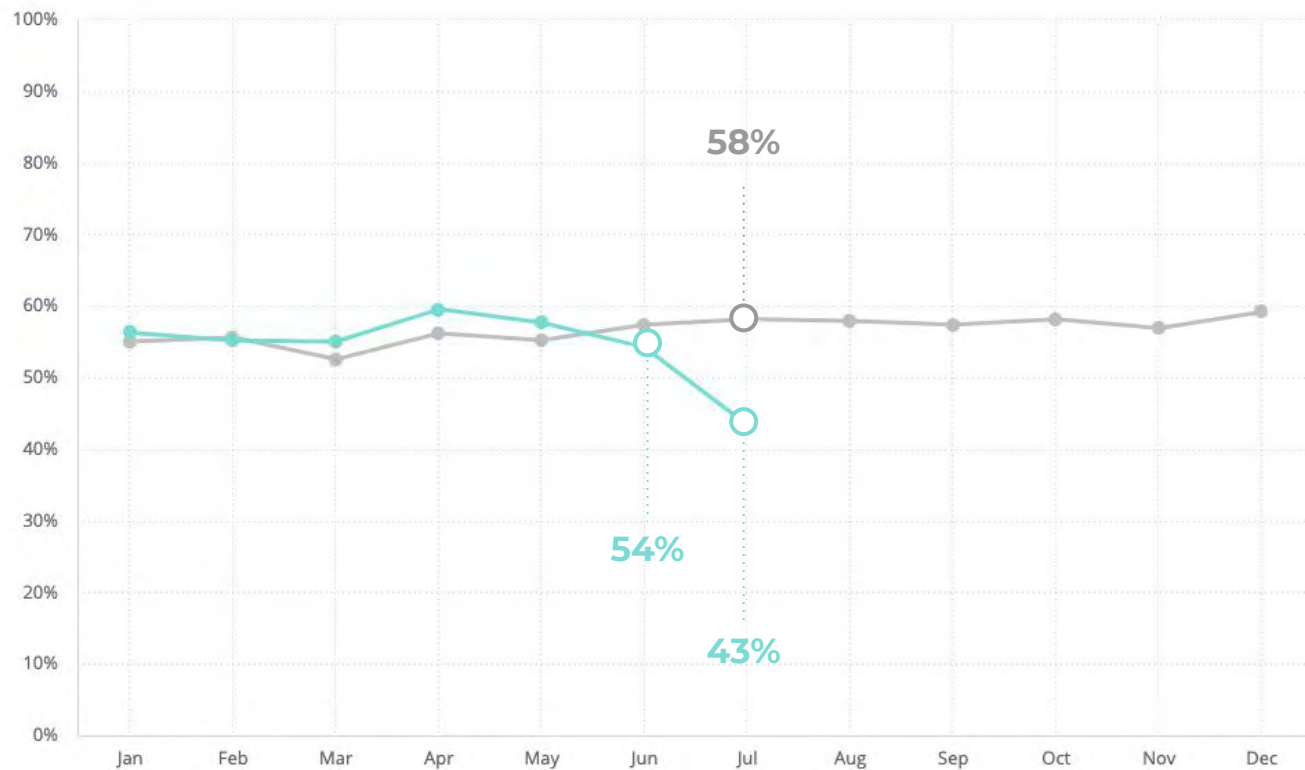
NATIONAL AVERAGE

76.77%

RENEWAL RATE

36.56%

RENEWAL PERCENTAGE



MONTH-OVER-MONTH

↓ 11%

YEAR-OVER-YEAR

↓ 15%

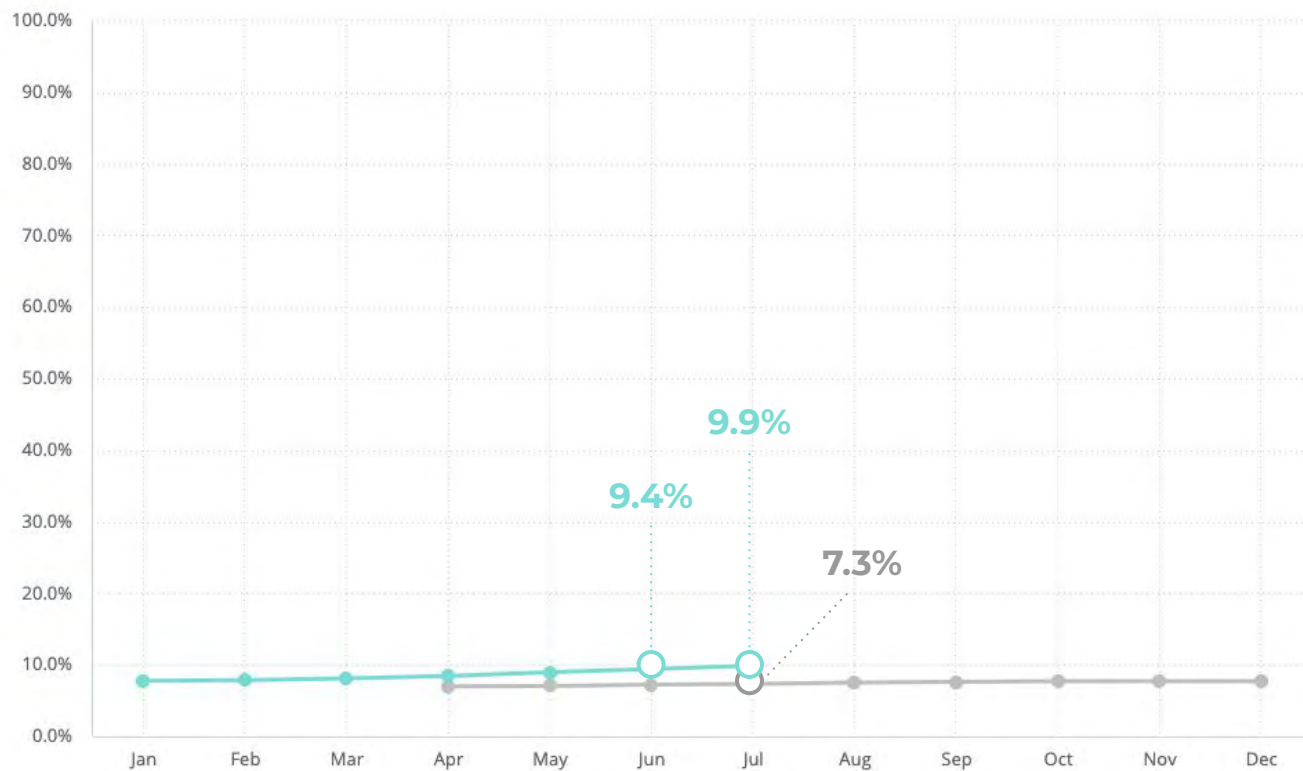
■ 2020

■ 2019



MONTH-TO-MONTH

MONTH-TO-MONTH PERCENTAGE



MONTH-OVER-MONTH

↑ 0.5%

YEAR-OVER-YEAR

↑ 1.6%

■ 2020

■ 2019



RENT PAYMENTS



RENT PAID

PERCENT OF UNITS WHO PAID IN JULY

STUDENT PROPERTIES

90.75%

JUNE 2020 - 92.19%

JULY 2019 - 92.82%

CONVENTIONAL PROPERTIES

94.34%

JUNE 2020 - 94.41%

JULY 2019 - 94.65%

PERCENT OF UNCOLLECTED RENT IN JULY

STUDENT PROPERTIES

5.69%

JUNE 2020 - 5.17%

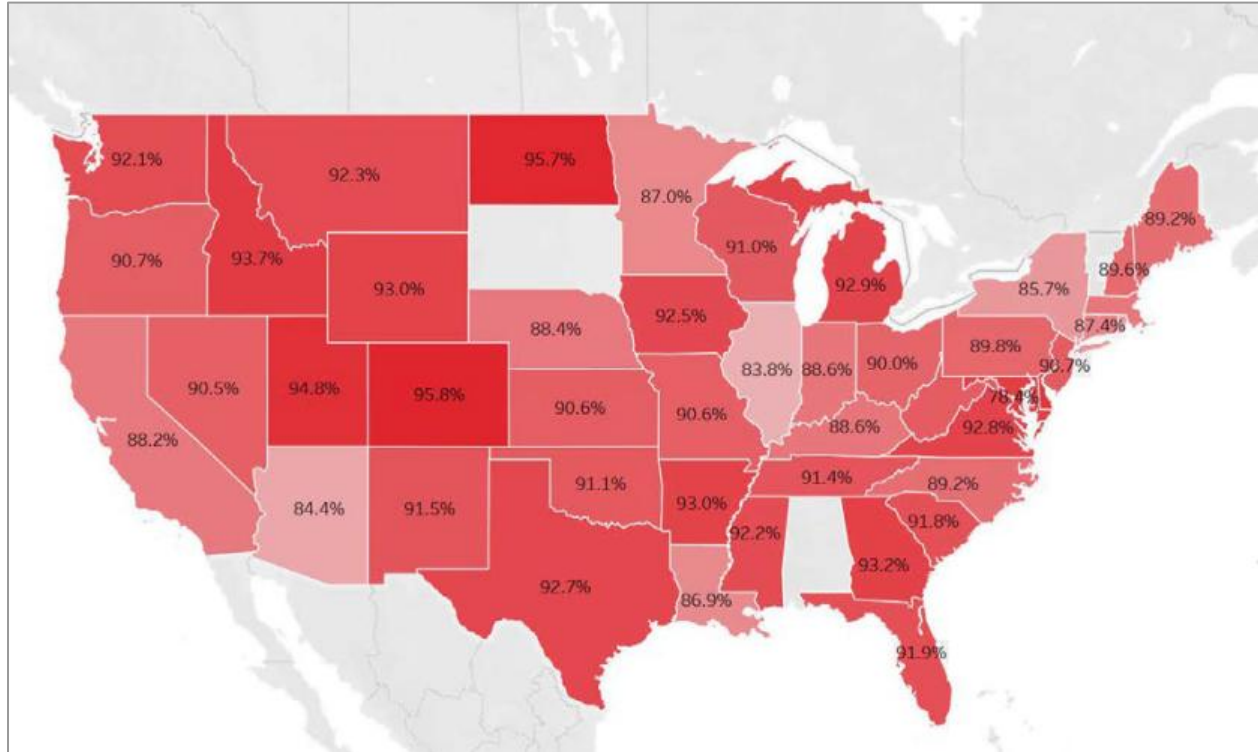
JULY 2019 - 3.55%

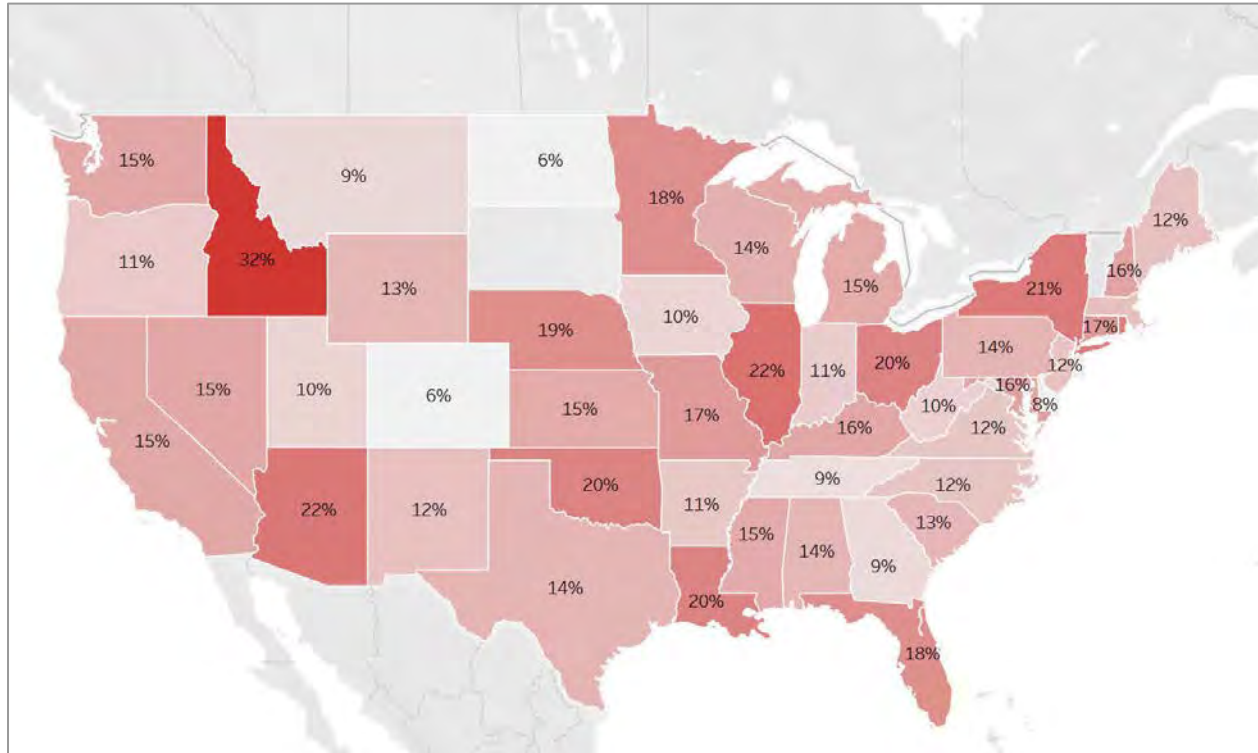
CONVENTIONAL PROPERTIES

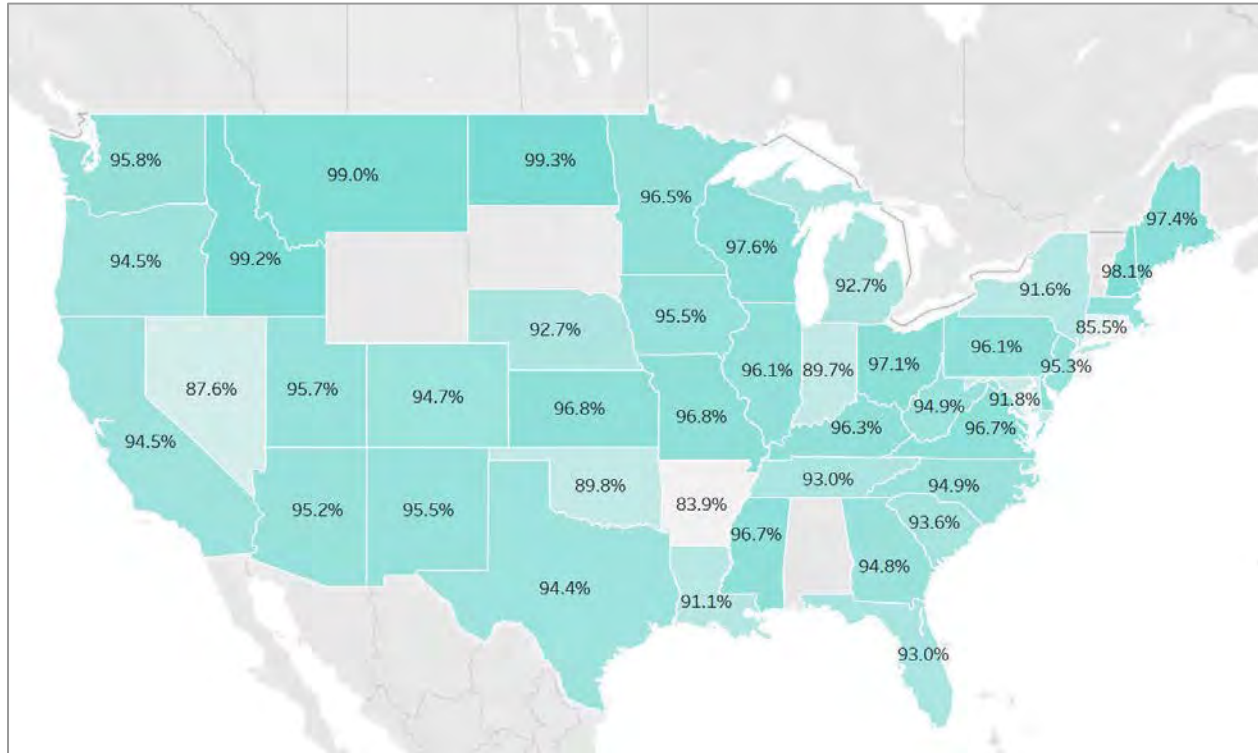
7.17%

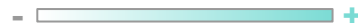
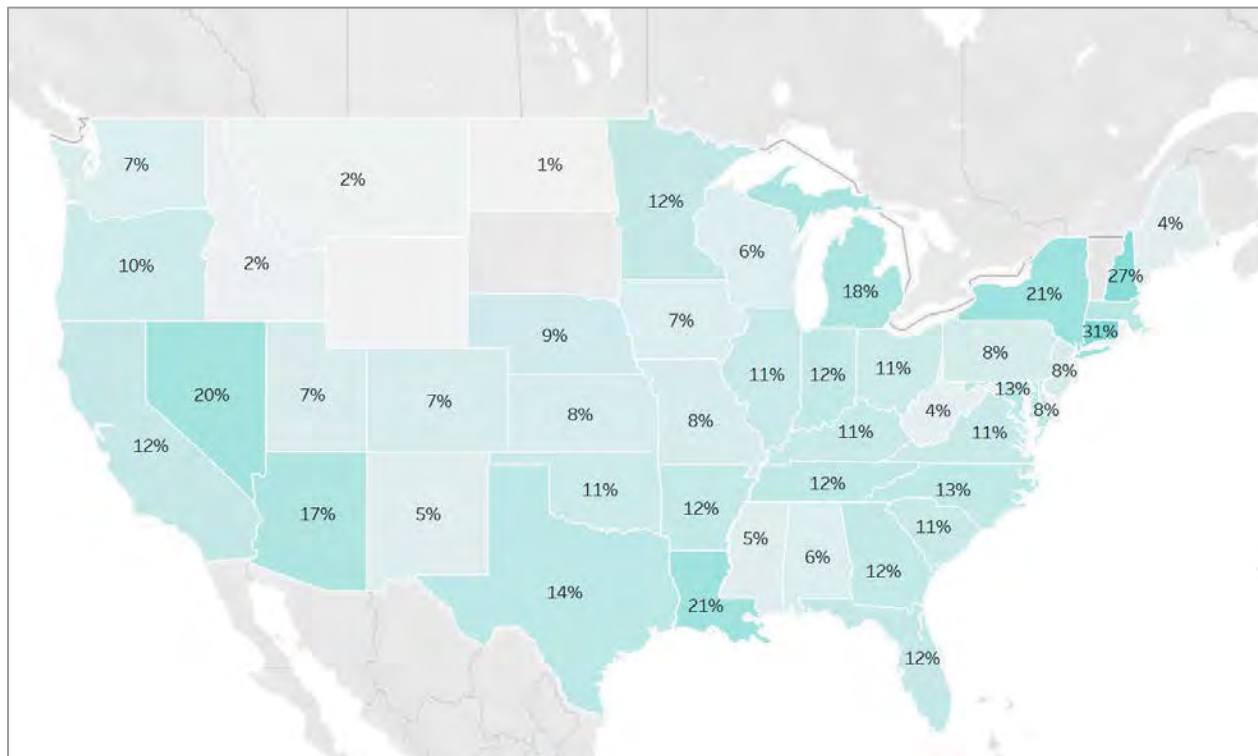
JUNE 2020 - 7.30%

JULY 2019 - 5.85%

PERCENT OF UNITS PAID RENT (JULY 2020)

UNCOLLECTED RENT (JULY 2020)

PERCENT OF UNITS PAID RENT (JULY 2020)

UNCOLLECTED RENT (JULY 2020)

PERCENT OF UNITS WHO PAID THROUGH AUGUST RENT WEEK

STUDENT PROPERTIES

78.11%

JULY RENT WEEK, 2020 - 84.18%
AUGUST RENT WEEK, 2019 - 71.65%

CONVENTIONAL PROPERTIES

89.30%

JULY RENT WEEK, 2020 - 87.68%
AUGUST RENT WEEK, 2019 - 88.34%

PERCENT OF UNCOLLECTED RENT THROUGH AUGUST RENT WEEK

STUDENT PROPERTIES

13.52%

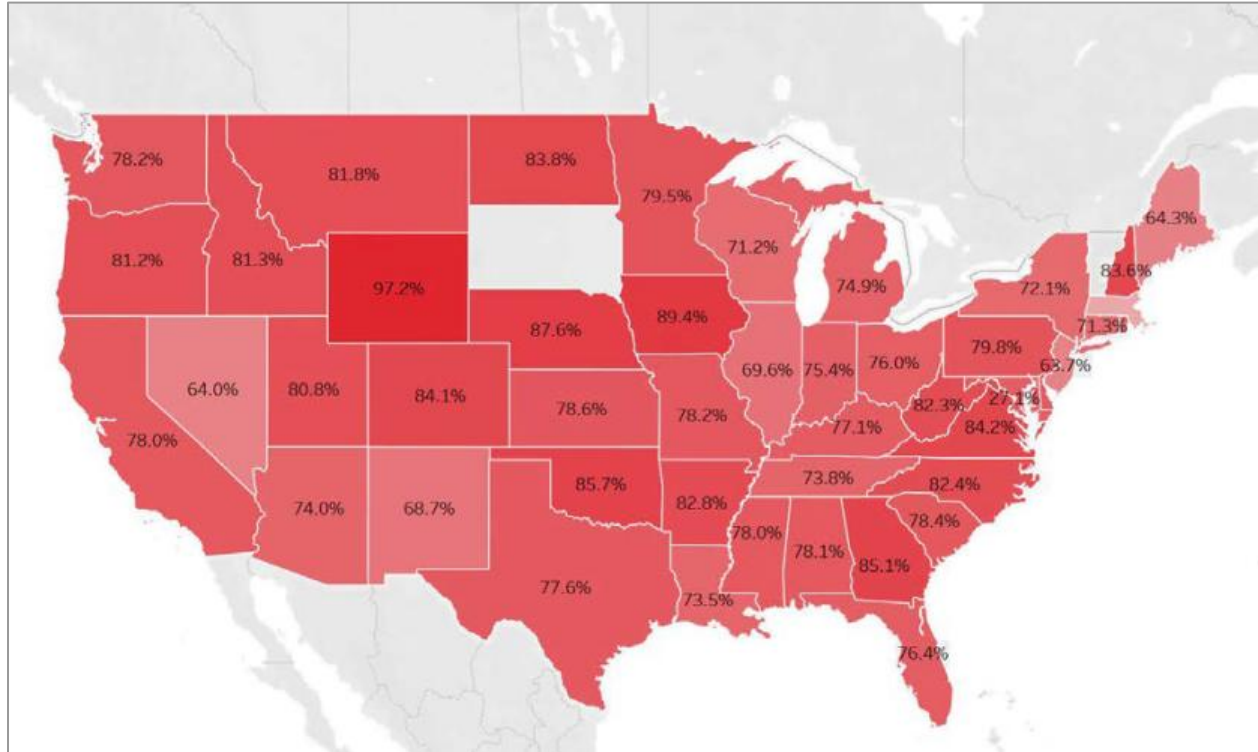
JULY RENT WEEK, 2020 - 13.10%
AUGUST RENT WEEK, 2019 - 26.64%

CONVENTIONAL PROPERTIES

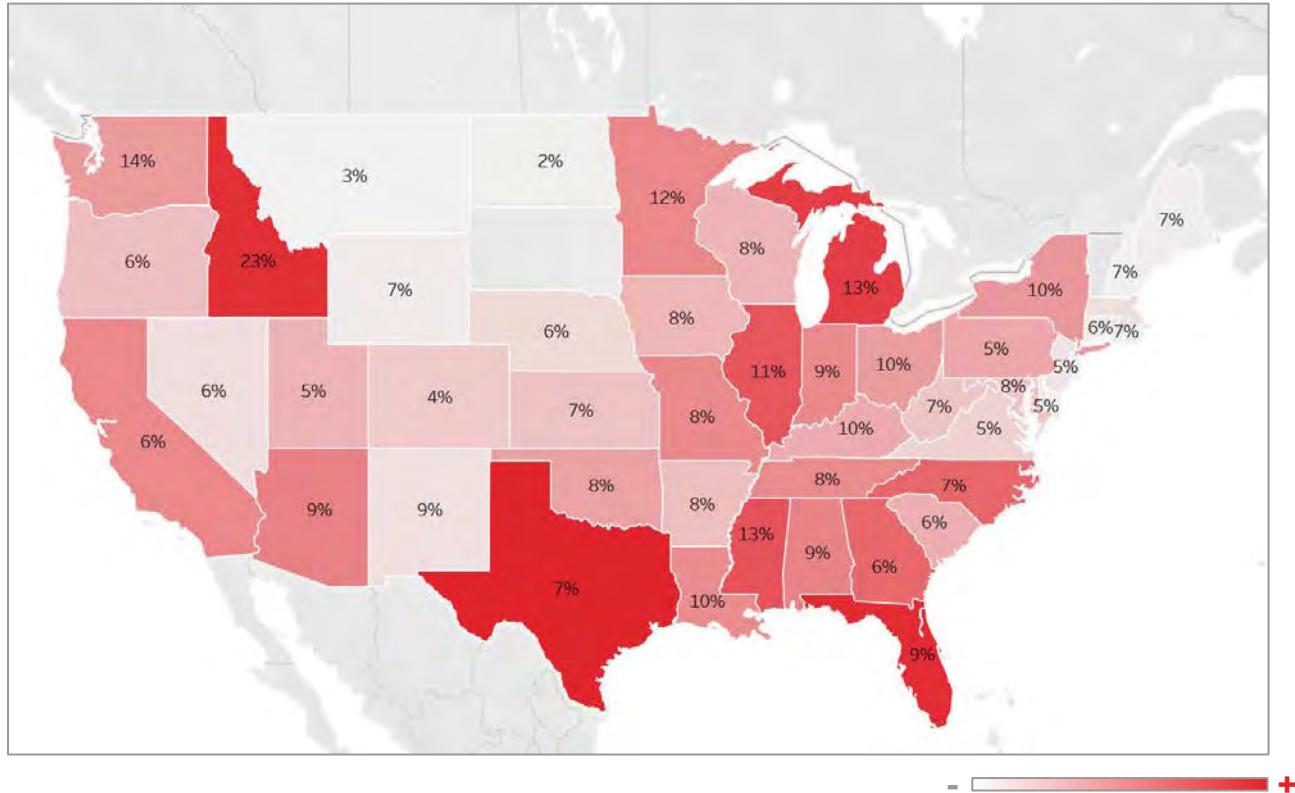
13.21%

JULY RENT WEEK, 2020 - 14.79%
AUGUST RENT WEEK, 2019 - 13.30%

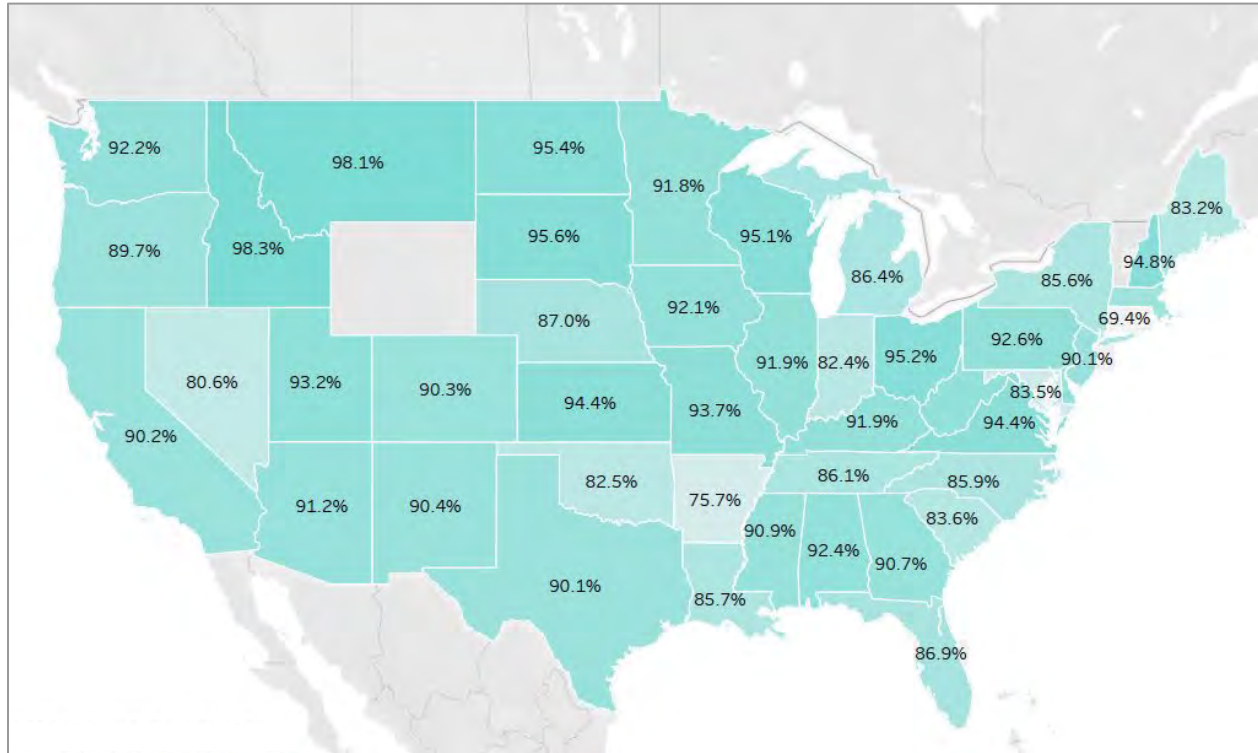
PERCENT OF UNITS PAID RENT AUGUST



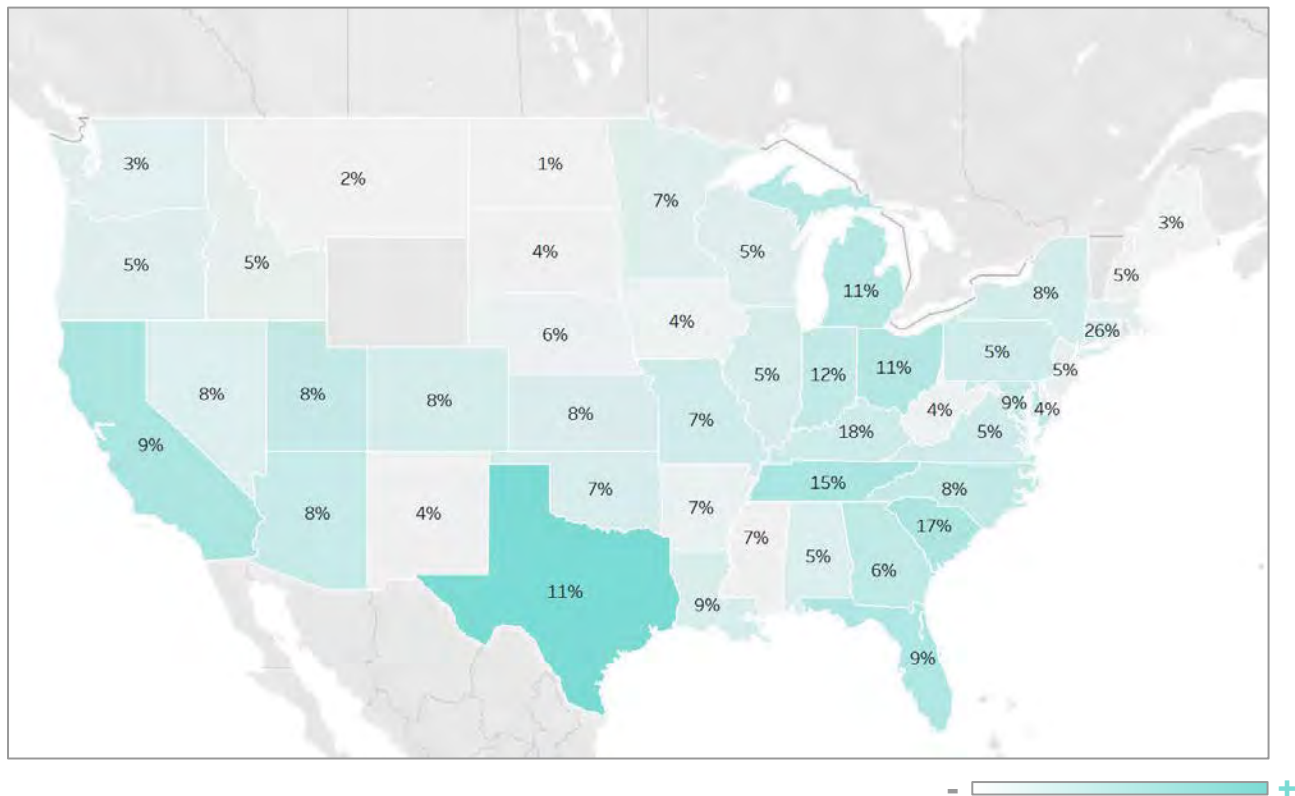
UNCOLLECTED RENT AUGUST



PERCENT OF UNITS PAID RENT AUGUST



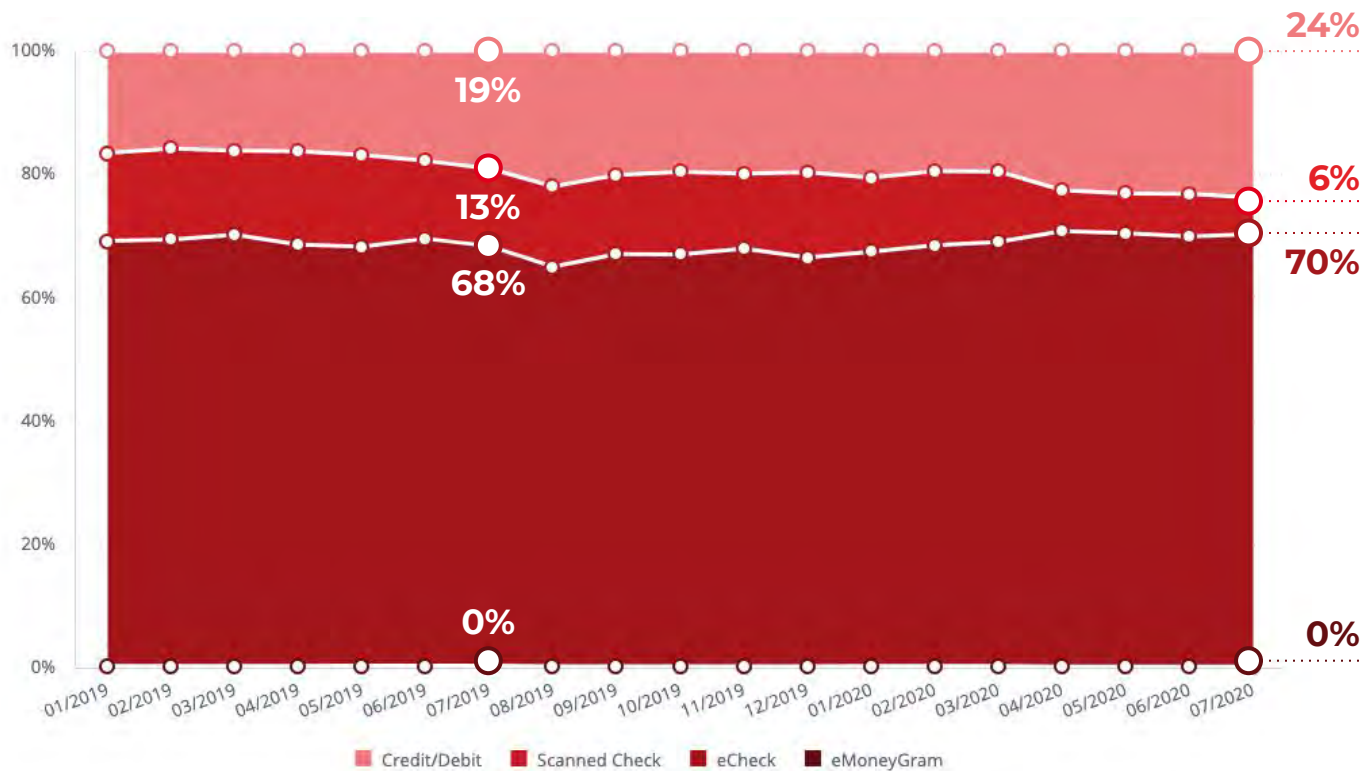
UNCOLLECTED RENT AUGUST





PAYMENT TYPES

PAYMENT TYPE (JULY 2020)



CREDIT/DEBIT

↑ 5%

SCANNED CHECK

↓ 7%

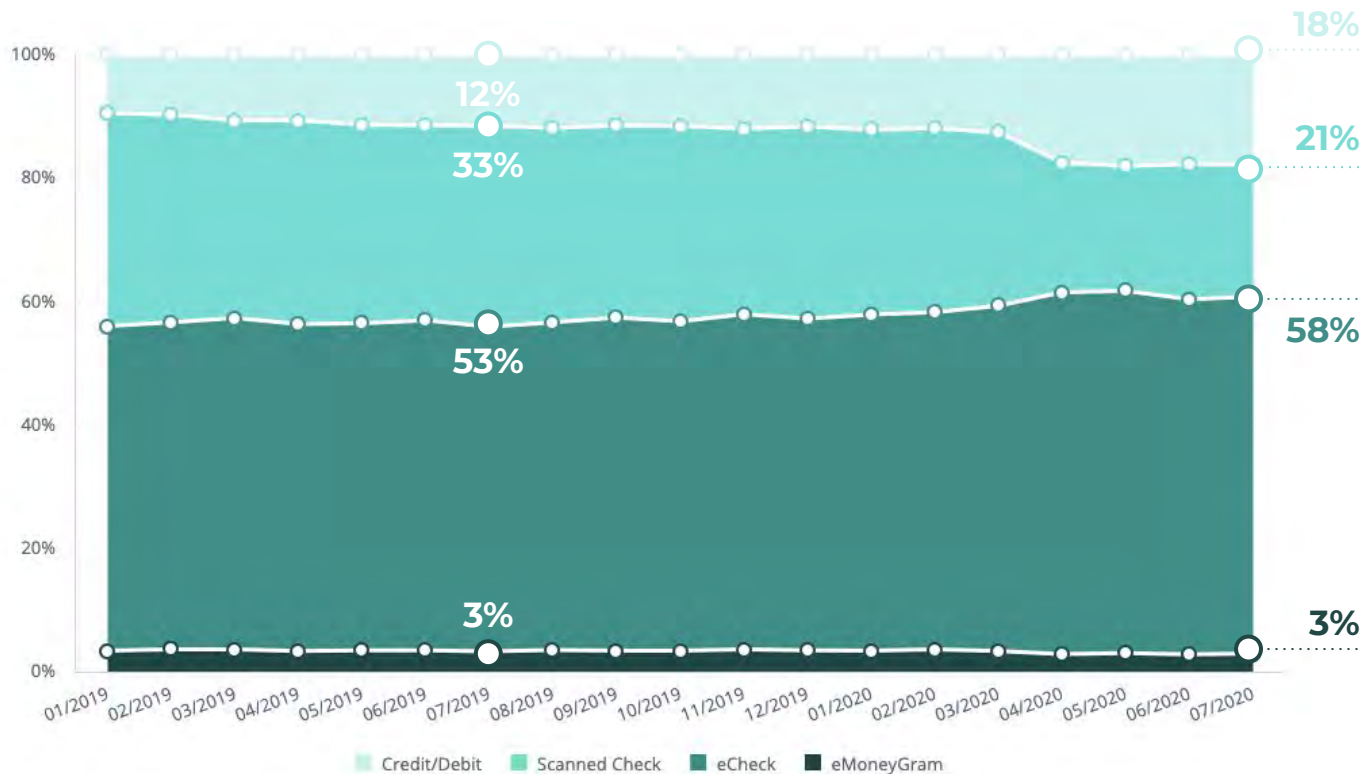
eCHECK

↑ 2%

eMONEYGRAM

NO CHANGE

PAYMENT TYPE (JULY 2020)



CREDIT/DEBIT

↑ 6%

SCANNED CHECK

↓ 12%

eCHECK

↑ 5%

eMONEYGRAM

NO CHANGE



FEES & REPAYMENT AGREEMENTS



LATE FEES

LATE FEES POSTED



LATE FEES WAIVED



MONTH-OVER-MONTH

↑ 39%

YEAR-OVER-YEAR

↓ 57.29%

■ 2020
■ 2019

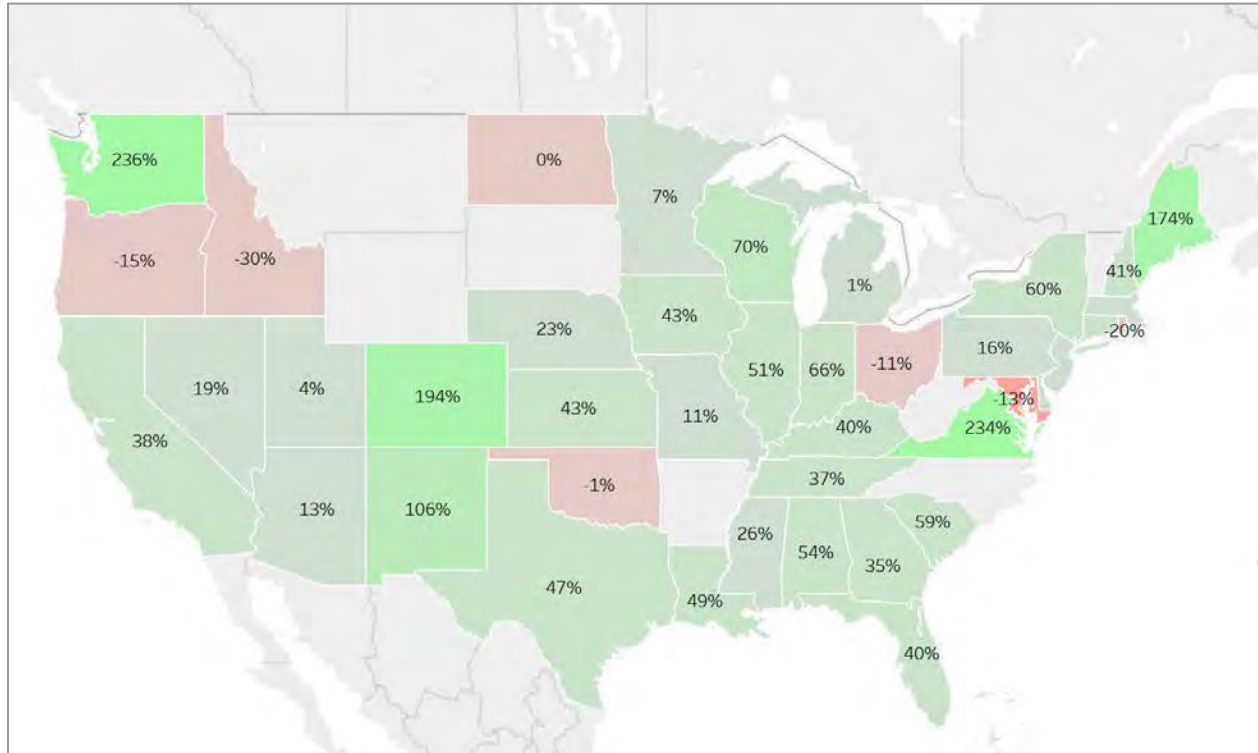
MONTH-OVER-MONTH

↓ 21.12%

YEAR-OVER-YEAR

↑ 229.41%

■ 2020
■ 2019

PERCENT CHANGE IN LATE FEES (JULY 2020)

LATE FEES POSTED



LATE FEES WAIVED



MONTH-OVER-MONTH

↑ 11.21%

YEAR-OVER-YEAR

↓ 62.13%

■ 2020
■ 2019

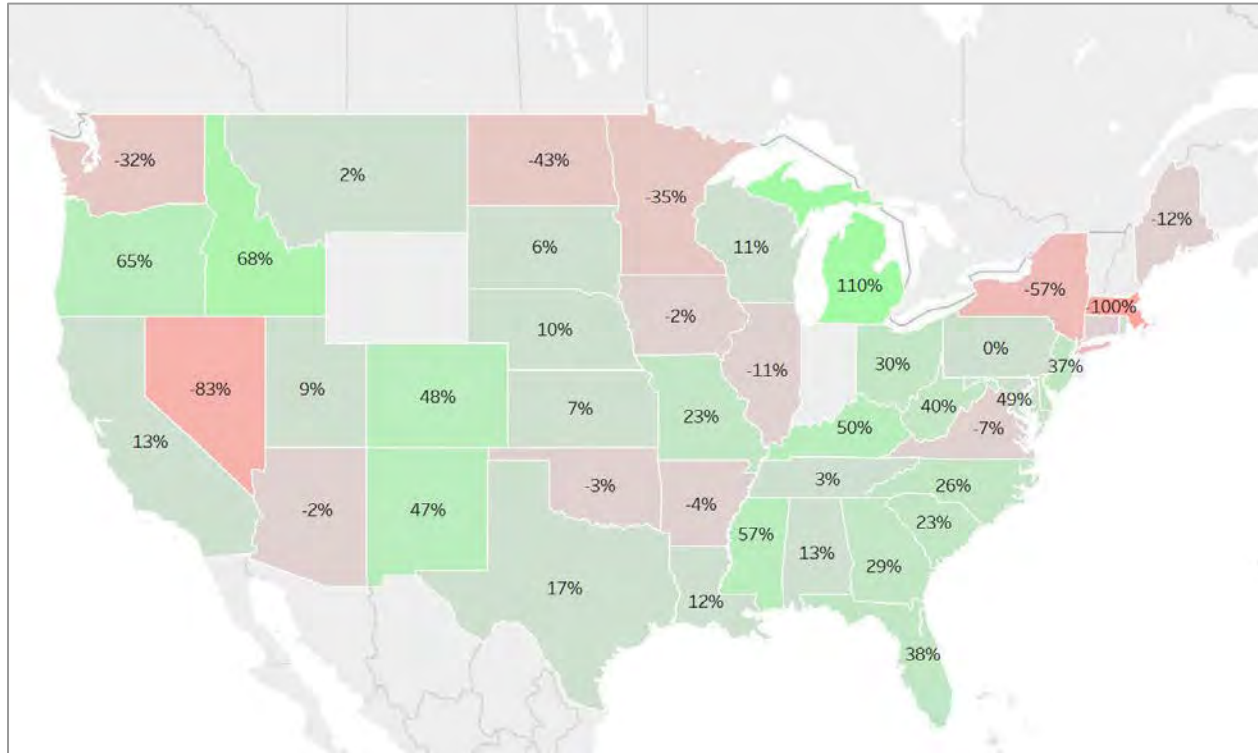
MONTH-OVER-MONTH

↑ 15.70%

YEAR-OVER-YEAR

↑ 191.66%

■ 2020
■ 2019

PERCENT CHANGE IN LATE FEES (JULY 2020)



REPAYMENT AGREEMENTS

NEW REPAYMENT PLANS CREATED EACH MONTH



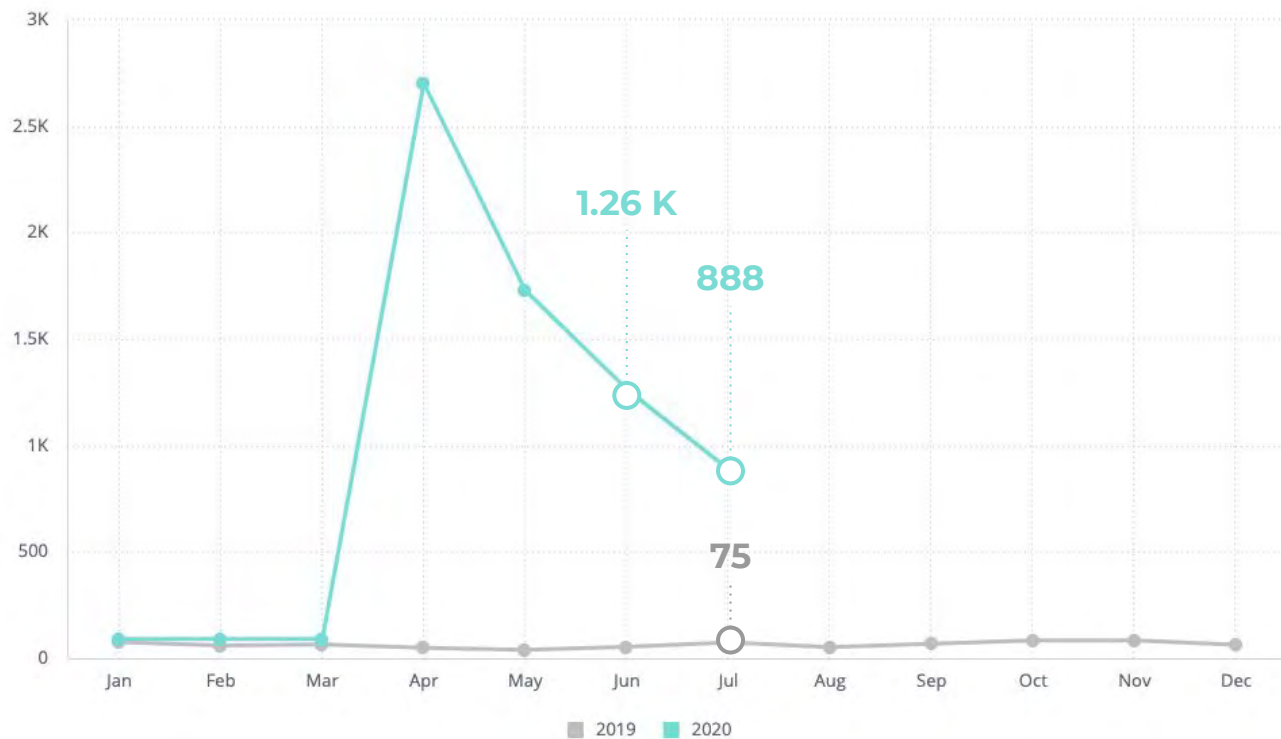
MONTH-OVER-MONTH

↓ 54.26%

YEAR-OVER-YEAR

↑ 1,661.90%

NEW REPAYMENT PLANS CREATED EACH MONTH



MONTH-OVER-MONTH

↓ 29.52%

YEAR-OVER-YEAR

↑ 1,084%



LEASING



LEADS

NEW LEADS PER UNIT



MONTH-OVER-MONTH

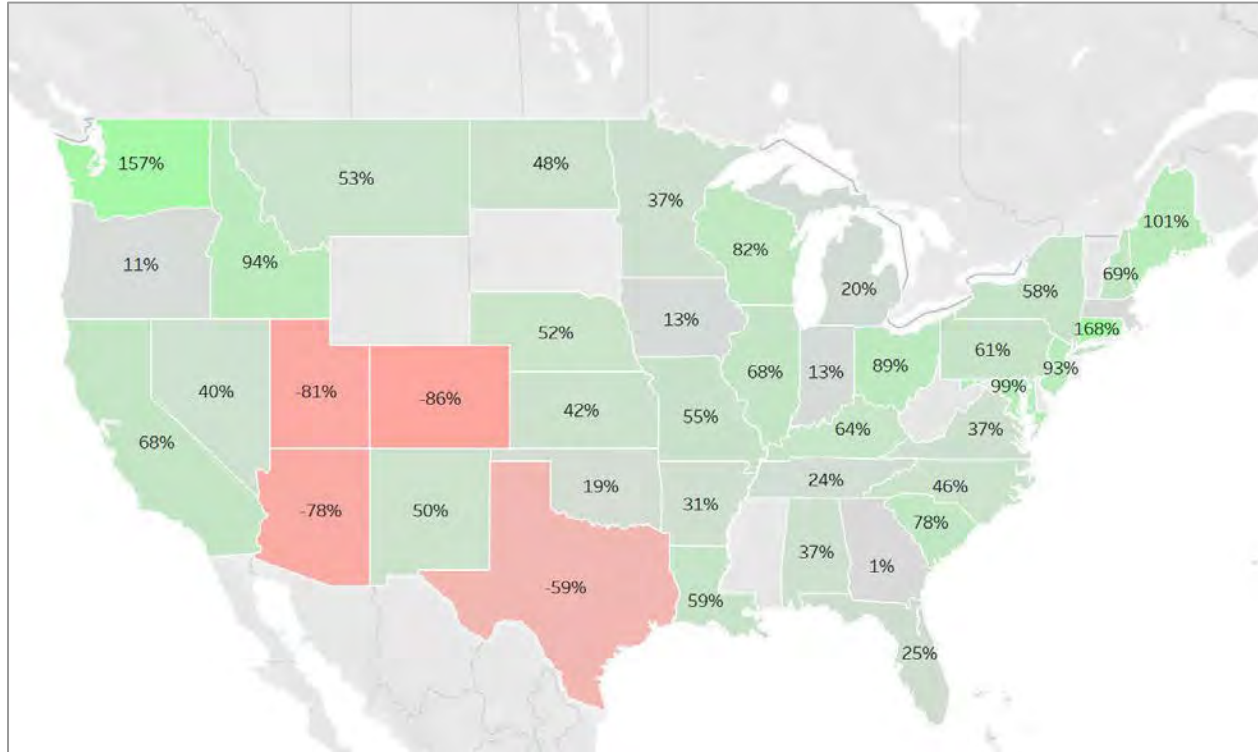
↓ **3.70%**

YEAR-OVER-YEAR

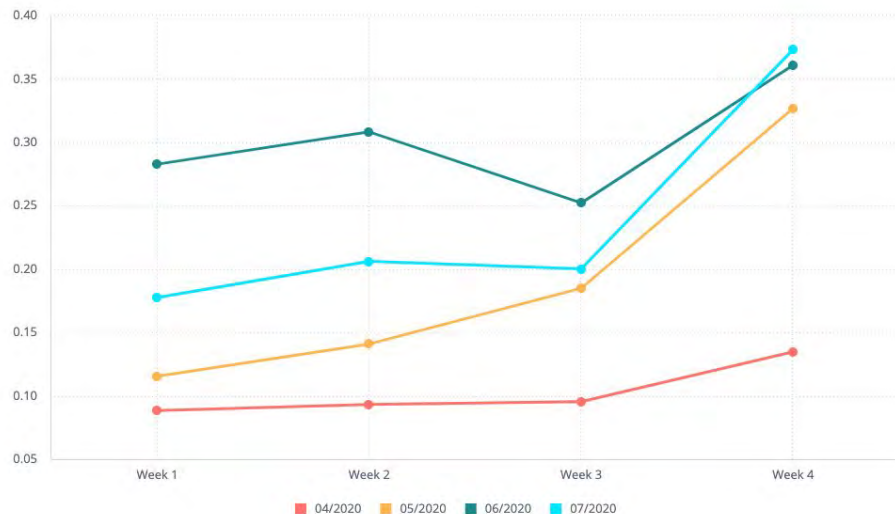
↑ **26.82%**

■ 2020

■ 2019

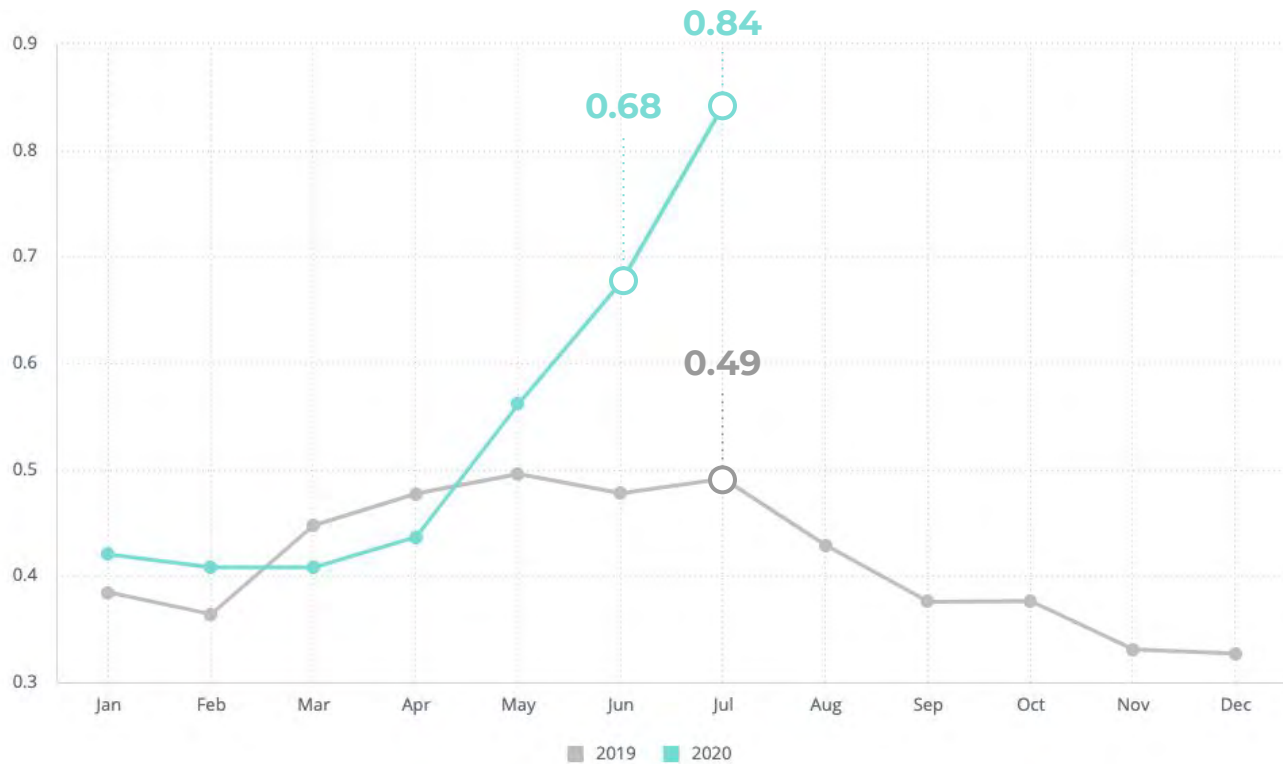
PERCENT CHANGE IN LEADS (JULY 2020)

NEW LEADS BREAKDOWN BY WEEK



	WEEK 1 (1-7)	WEEK 2 (8-14)	WEEK 3 (15-21)	WEEK 4 (22-EOM)	TOTAL
APRIL	0.09	0.09	0.10	0.13	0.41
MAY	0.12	0.14	0.18	0.33	0.77
JUNE	0.28	0.31	0.25	0.36	1.20
JULY	0.18	0.21	0.20	0.37	0.96

NEW LEADS PER UNIT

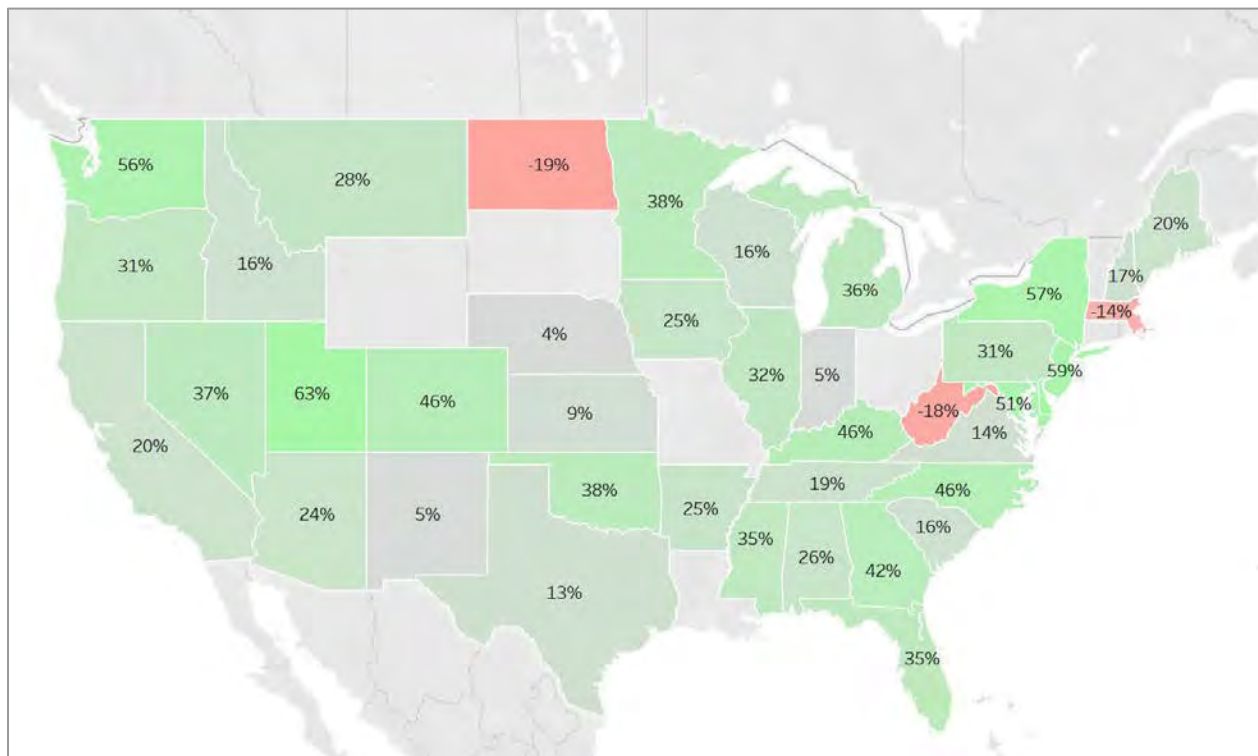


MONTH-OVER-MONTH

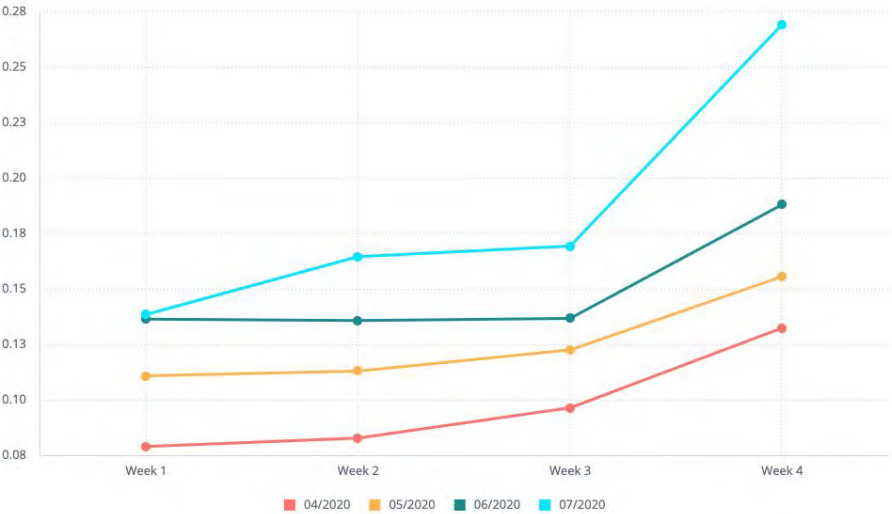
↑ 23.52%

YEAR-OVER-YEAR

↑ 71.42%

PERCENT CHANGE IN LEADS (JULY 2020)

NEW LEADS BREAKDOWN BY WEEK

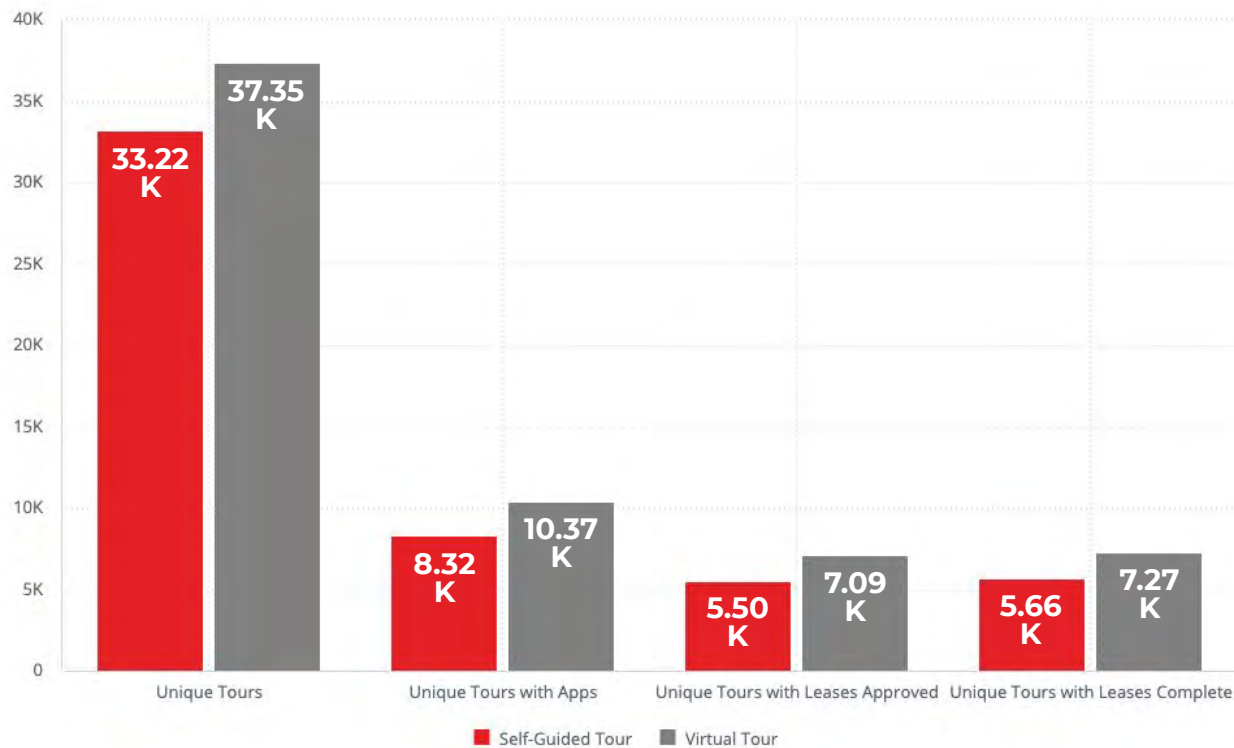


	WEEK 1 (1-7)	WEEK 2 (8-14)	WEEK 3 (15-21)	WEEK 4 (22-EOM)	TOTAL
APRIL	0.08	0.08	0.10	0.13	0.39
MAY	0.11	0.11	0.12	0.16	0.50
JUNE	0.14	0.14	0.14	0.19	0.61
JULY	0.14	0.16	0.17	0.27	0.74



SELF-GUIDED TOURS

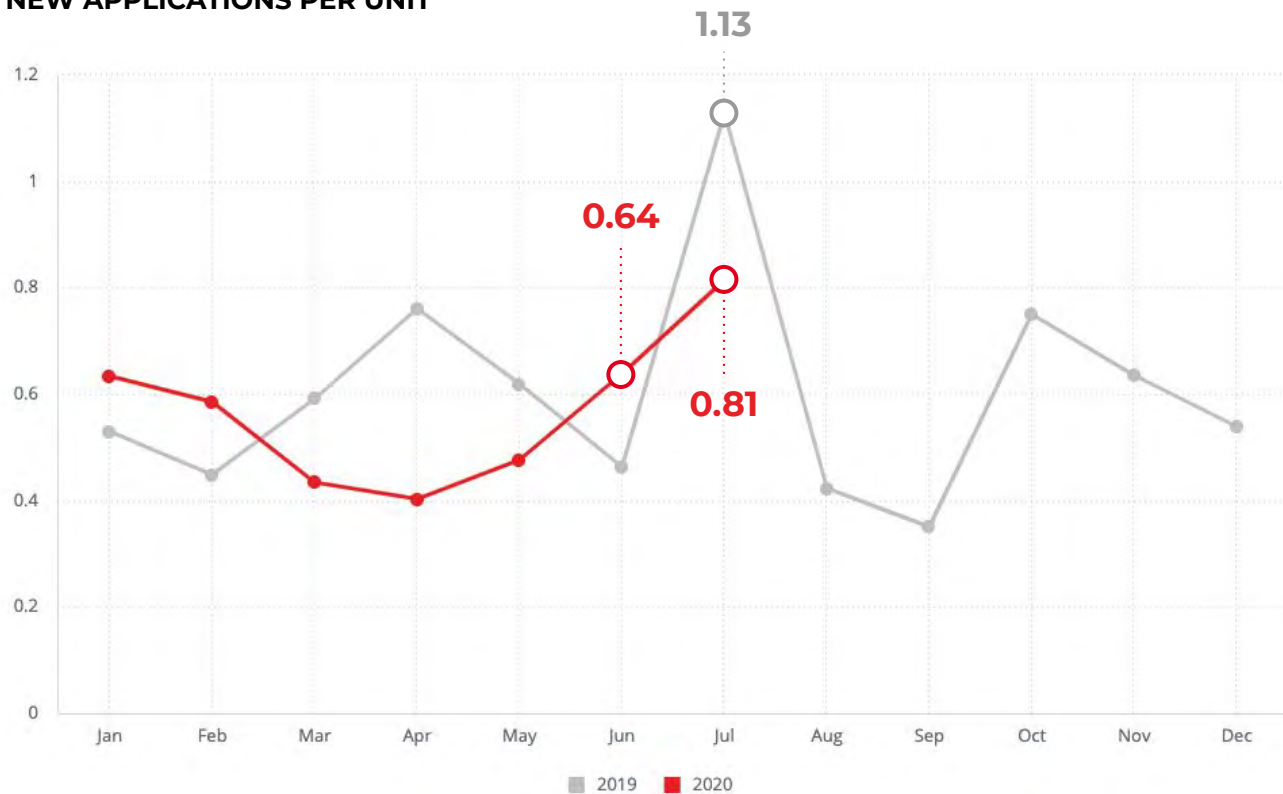
TOUR TYPES





APPLICATIONS

NEW APPLICATIONS PER UNIT

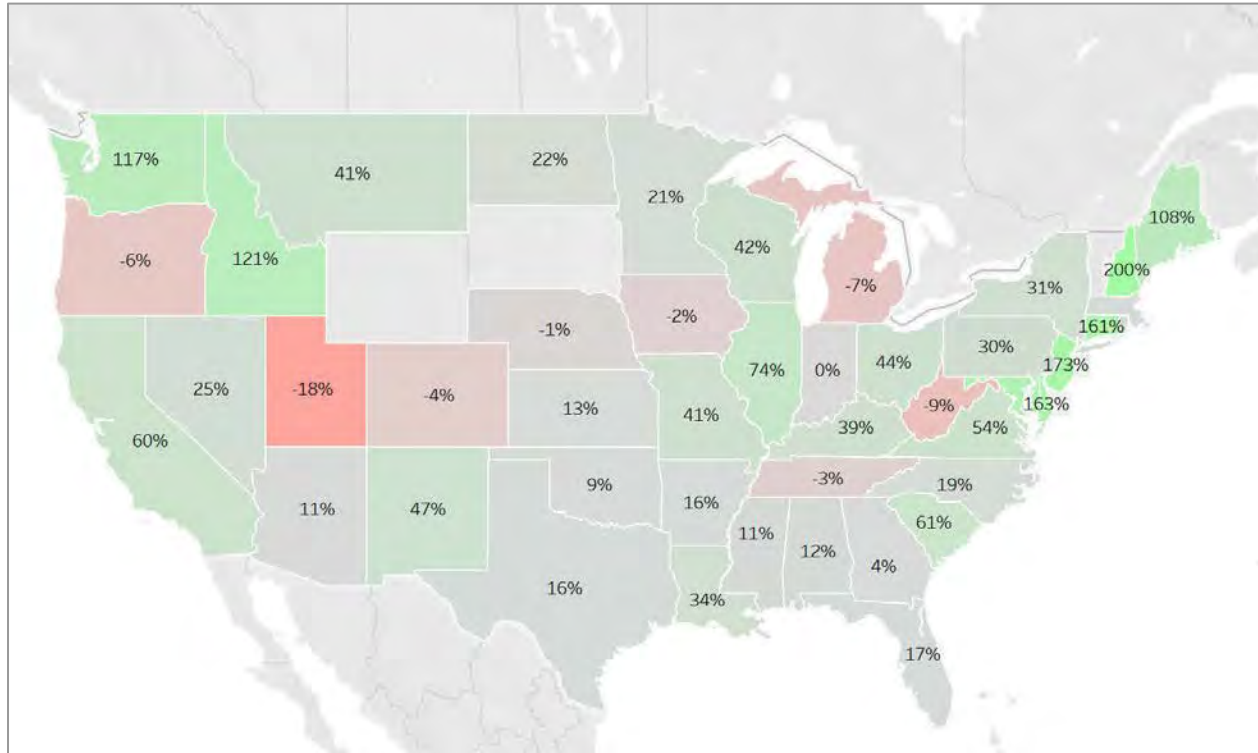


MONTH-OVER-MONTH

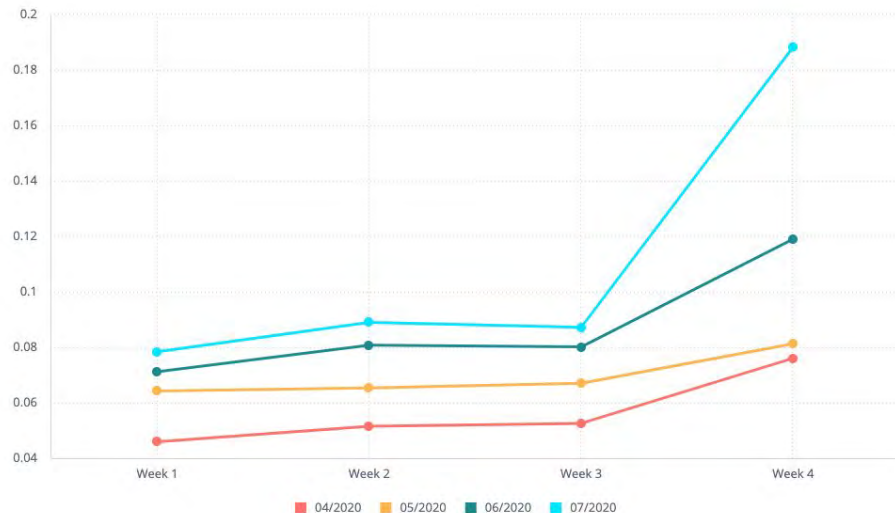
↑ **26.56%**

YEAR-OVER-YEAR

↓ **28.31%**

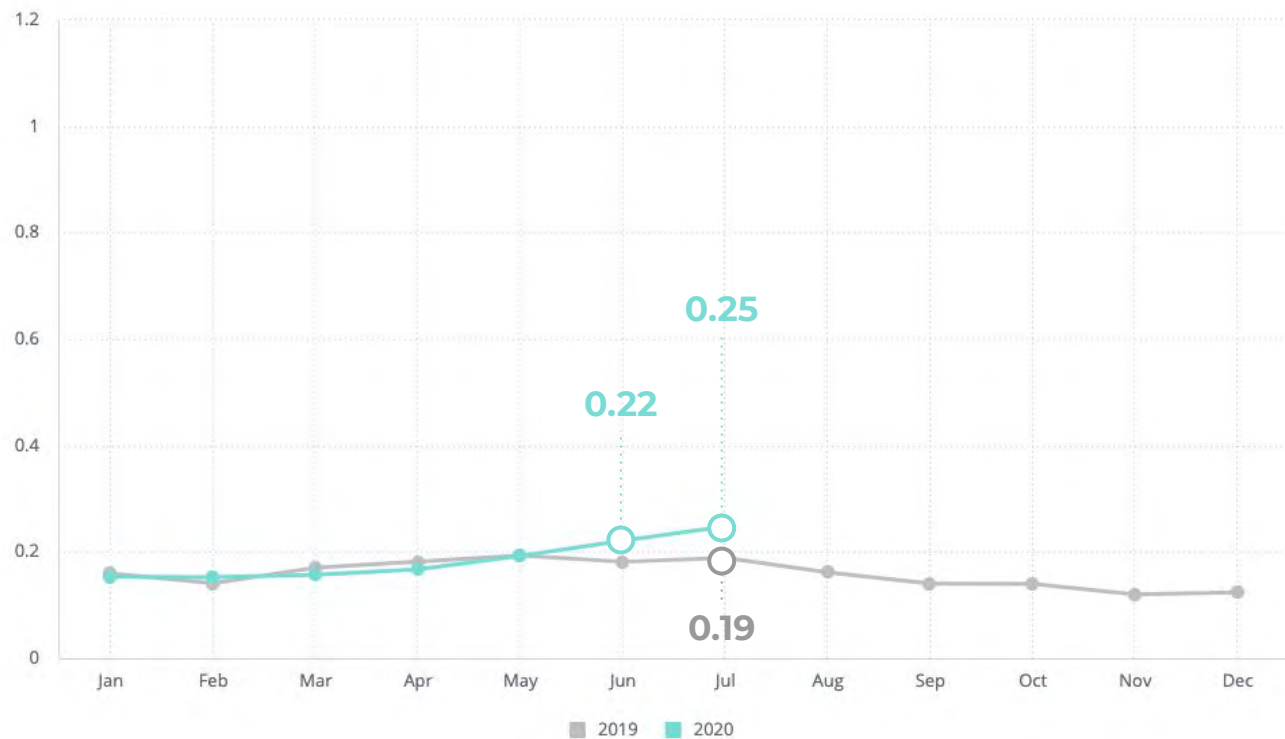
PERCENT CHANGE IN NEW APPLICATIONS STARTED PER UNIT (JULY 2020)

NEW APPLICATIONS BREAKDOWN BY WEEK



	WEEK 1 (1-7)	WEEK 2 (8-14)	WEEK 3 (15-21)	WEEK 4 (22-EOM)	TOTAL
APRIL	0.05	0.05	0.05	0.08	0.23
MAY	0.06	0.07	0.07	0.08	0.28
JUNE	0.07	0.08	0.08	0.12	0.35
JULY	0.08	0.09	0.09	0.19	0.45

NEW APPLICATIONS PER UNIT

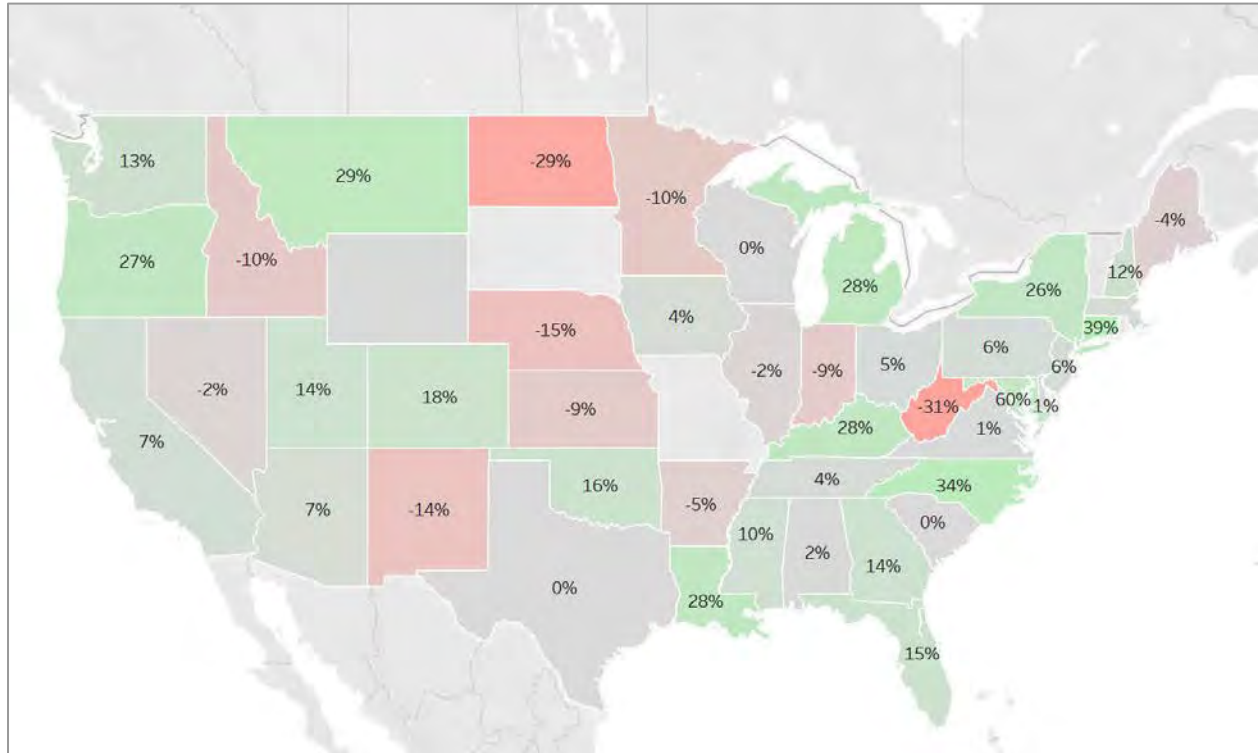


MONTH-OVER-MONTH

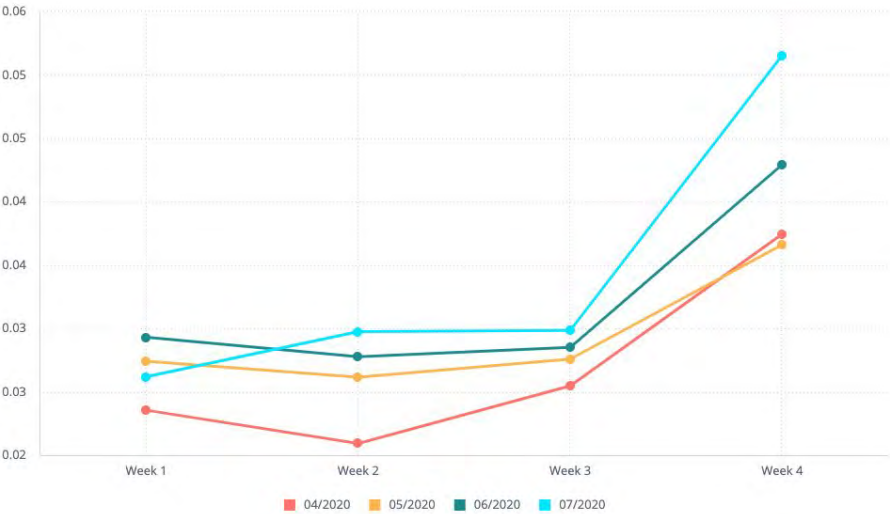
↑ 13.63%

YEAR-OVER-YEAR

↑ 31.57%

PERCENT CHANGE IN NEW APPLICATIONS STARTED PER UNIT (JULY 2020)

NEW APPLICATIONS BREAKDOWN BY WEEK

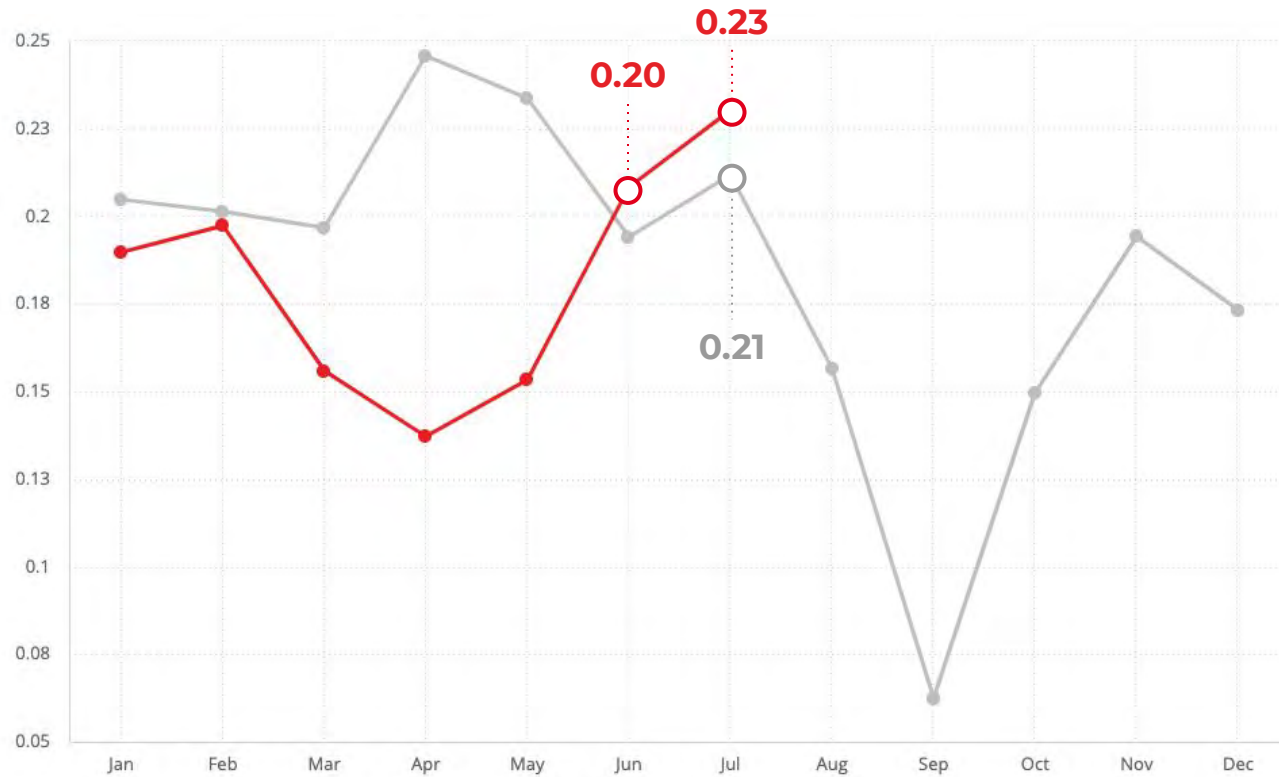


	WEEK 1 (1-7)	WEEK 2 (8-14)	WEEK 3 (15-21)	WEEK 4 (22-EOM)	TOTAL
APRIL	0.02	0.02	0.03	0.04	0.11
MAY	0.03	0.03	0.03	0.04	0.13
JUNE	0.03	0.03	0.03	0.04	0.13
JULY	0.03	0.03	0.03	0.05	0.14



RESIDENT SCREENINGS

SCREENINGS PER UNIT



MONTH-OVER-MONTH

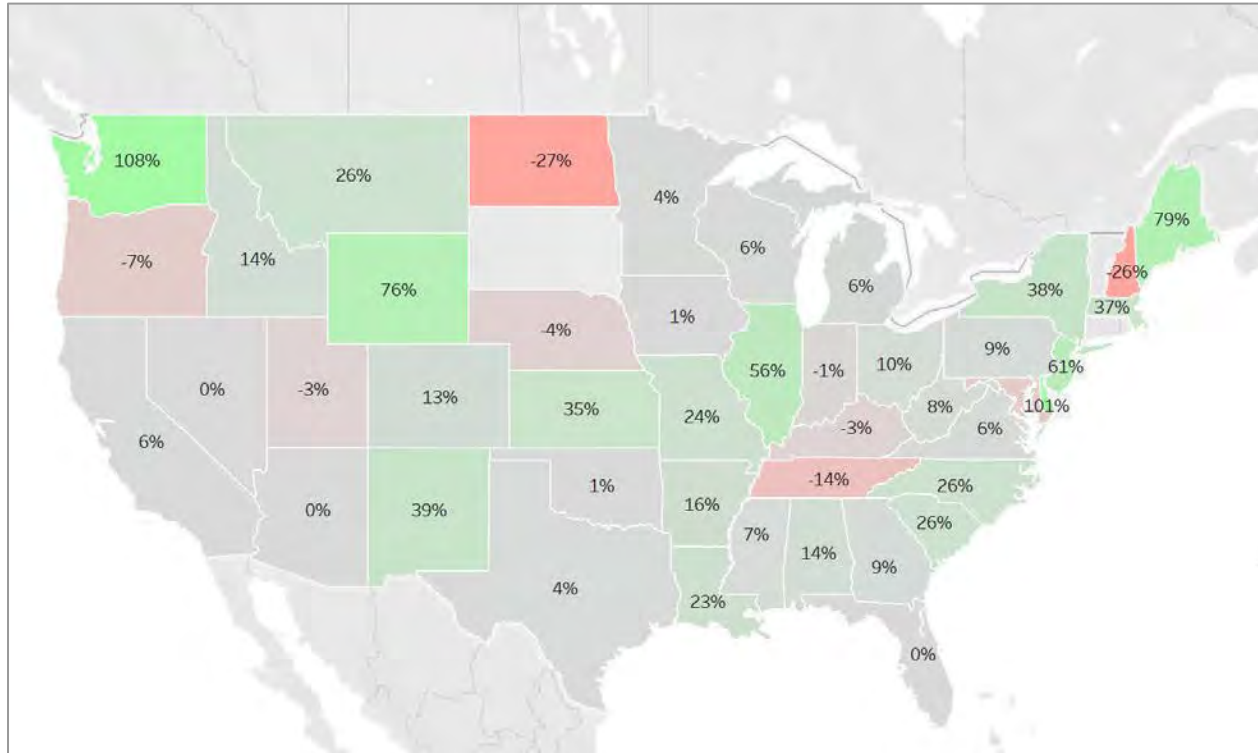
↑ 15%

YEAR-OVER-YEAR

↑ 9.52%

■ 2020

■ 2019

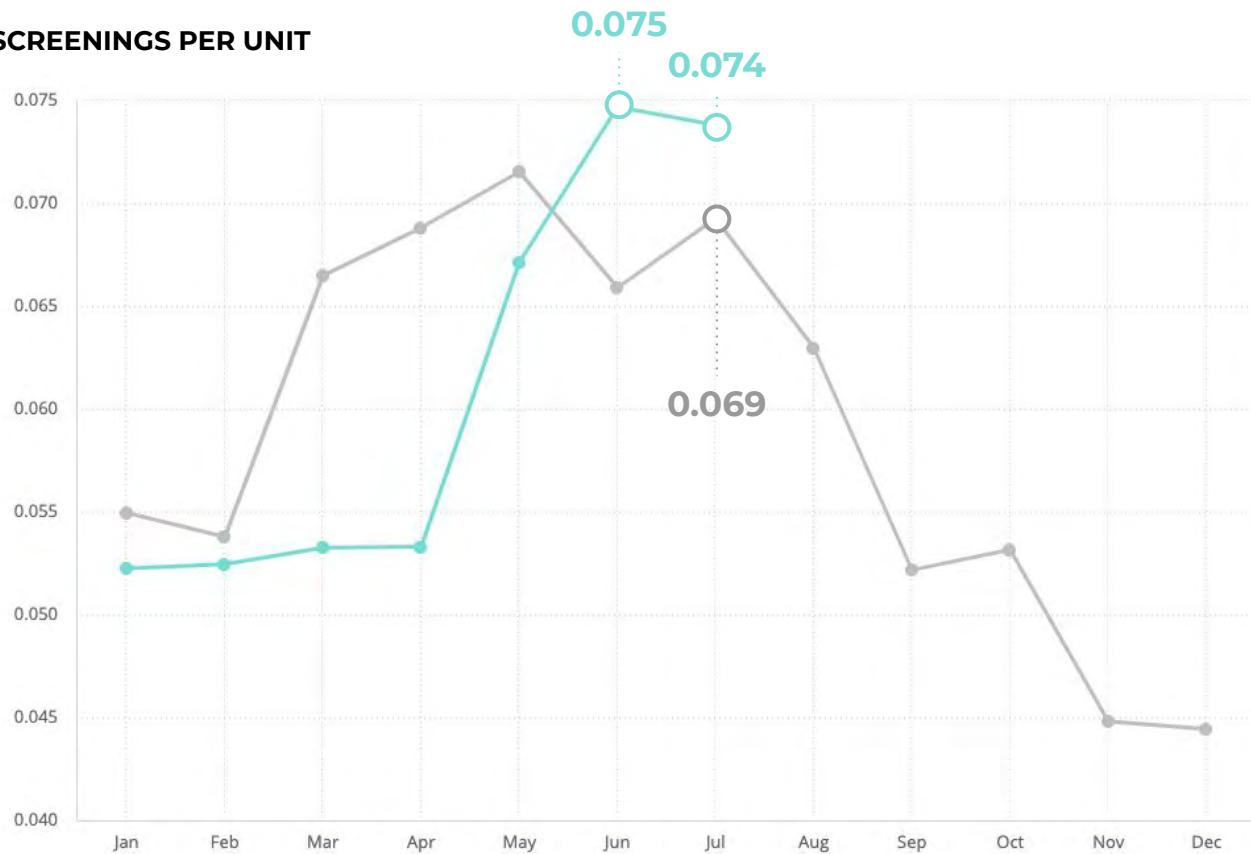
PERCENT CHANGE IN SCREENINGS PER UNIT (JULY 2020)

NEW SCREENINGS BREAKDOWN BY WEEK



	WEEK 1 (1-7)	WEEK 2 (8-14)	WEEK 3 (15-21)	WEEK 4 (22-EOM)	TOTAL
APRIL	0.03	0.03	0.03	0.05	0.14
MAY	0.04	0.04	0.04	0.05	0.17
JUNE	0.04	0.04	0.05	0.07	0.20
JULY	0.04	0.05	0.06	0.09	0.24

SCREENINGS PER UNIT



MONTH-OVER-MONTH

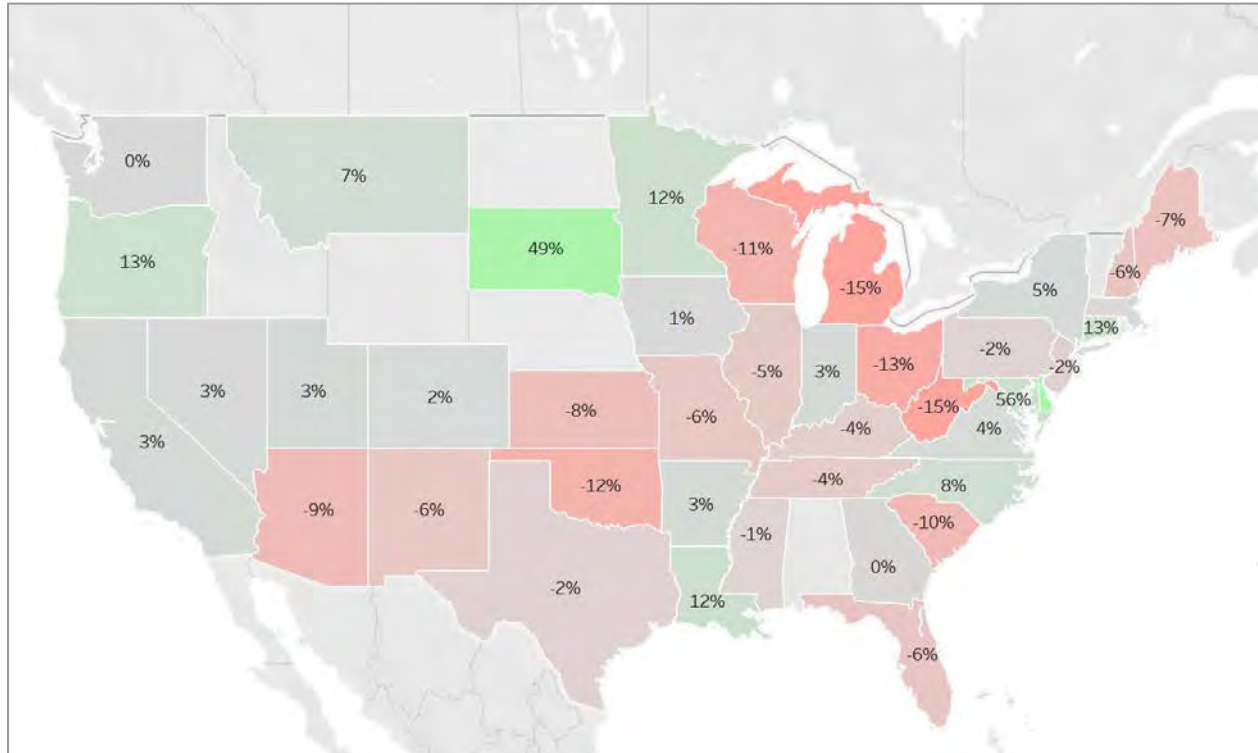
↓ 1.33%

YEAR-OVER-YEAR

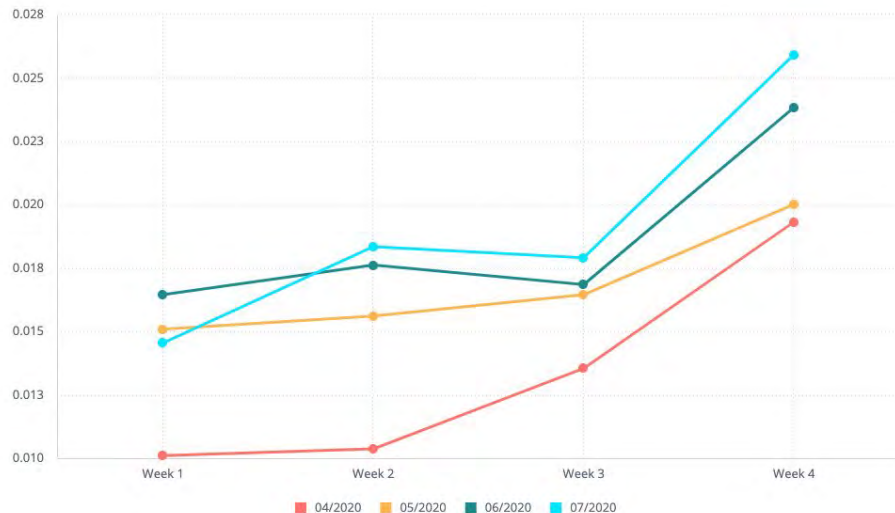
↑ 7.24%

■ 2020

■ 2019

PERCENT CHANGE IN SCREENINGS PER UNIT (JULY 2020)

NEW SCREENINGS BREAKDOWN BY WEEK



	WEEK 1 (1-7)	WEEK 2 (8-14)	WEEK 3 (15-21)	WEEK 4 (22-EOM)	TOTAL
APRIL	0.010	0.010	0.014	0.019	0.053
MAY	0.015	0.015	0.016	0.020	0.066
JUNE	0.016	0.018	0.017	0.024	0.075
JULY	0.015	0.018	0.018	0.026	0.077

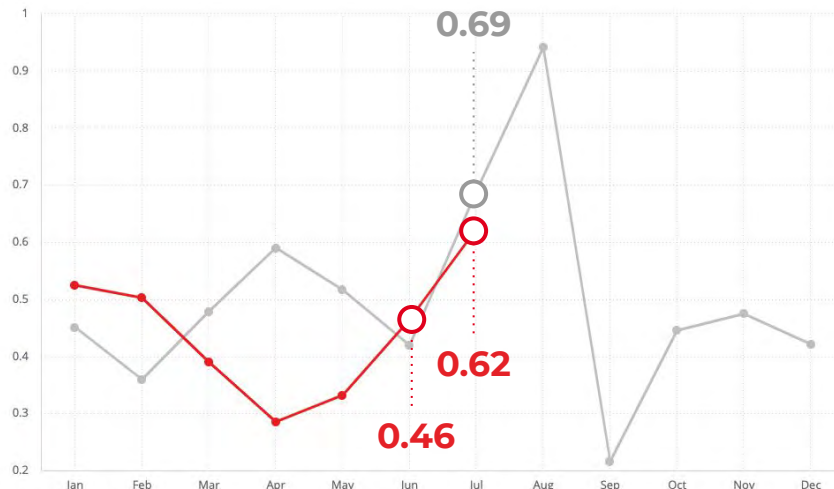


LEASES

LEASES GENERATED PER UNIT



LEASES APPROVED PER UNIT



MONTH-OVER-MONTH

↑ **39.58%**

YEAR-OVER-YEAR

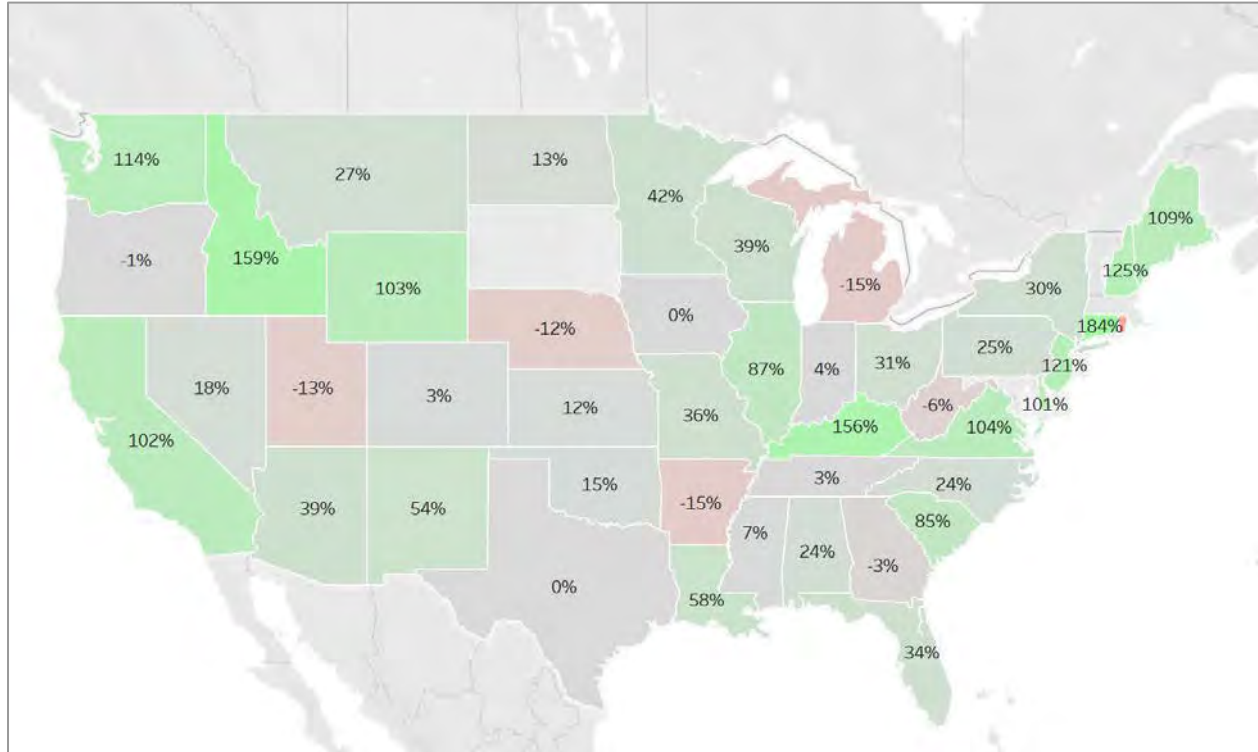
NO CHANGE■ 2020
■ 2019

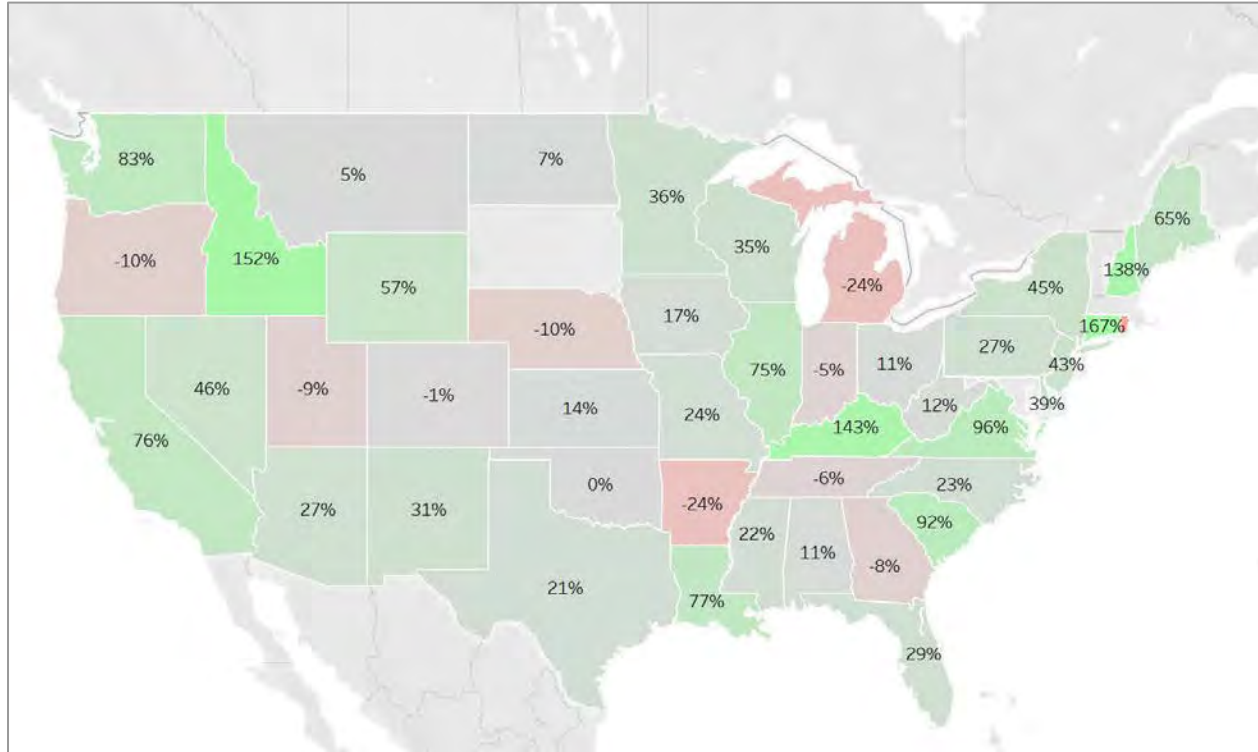
MONTH-OVER-MONTH

↑ **34.78%**

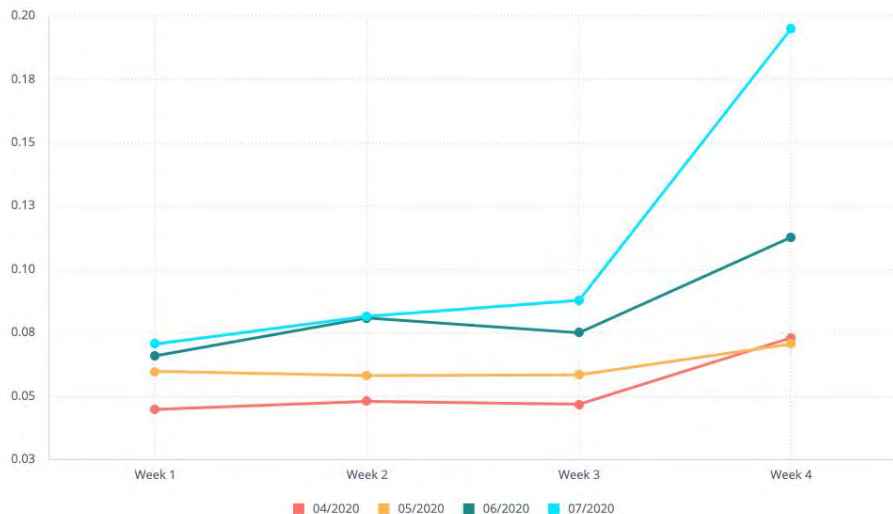
YEAR-OVER-YEAR

↓ **10.14%**■ 2020
■ 2019

PERCENT CHANGE IN LEASES GENERATED PER UNIT (JULY 2020)

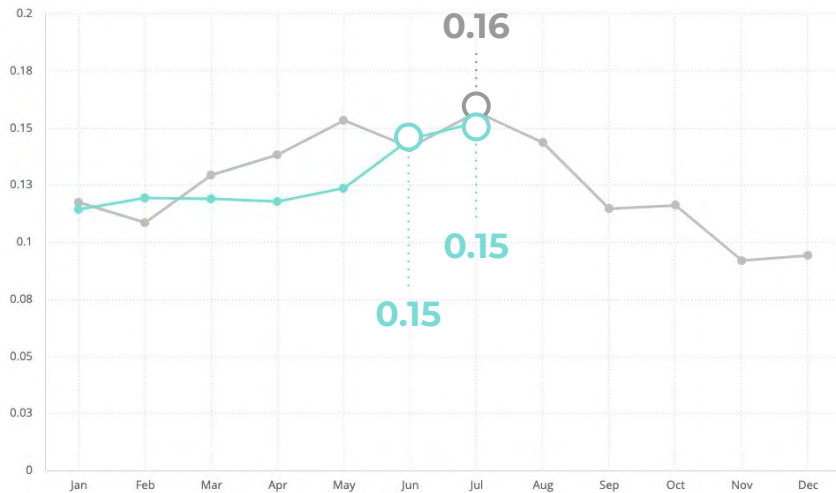
PERCENT CHANGE IN LEASES APPROVED PER UNIT (JULY 2020)

NEW LEASES BREAKDOWN BY WEEK

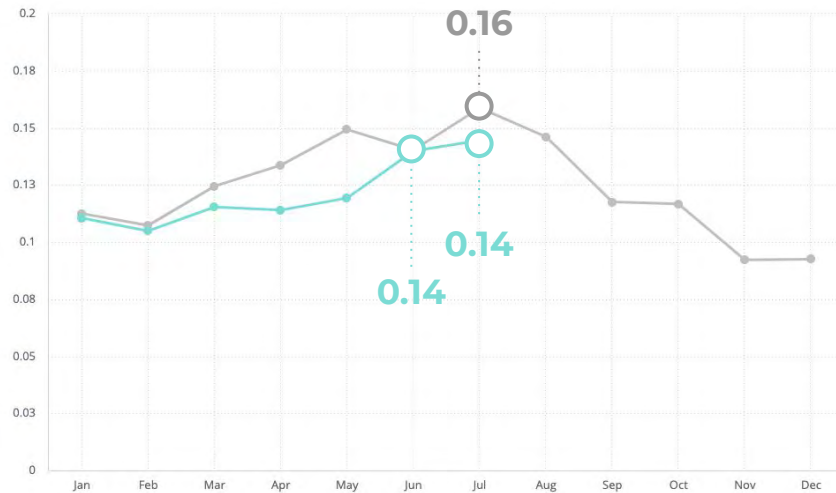


	WEEK 1 (1-7)	WEEK 2 (8-14)	WEEK 3 (15-21)	WEEK 4 (22-EOM)	TOTAL
APRIL	0.04	0.05	0.05	0.07	0.21
MAY	0.06	0.06	0.06	0.07	0.25
JUNE	0.07	0.08	0.07	0.11	0.33
JULY	0.07	0.08	0.09	0.19	0.43

LEASES GENERATED PER UNIT



LEASES APPROVED PER UNIT



MONTH-OVER-MONTH

NO CHANGE

YEAR-OVER-YEAR

↓ 6.25%

■ 2020
■ 2019

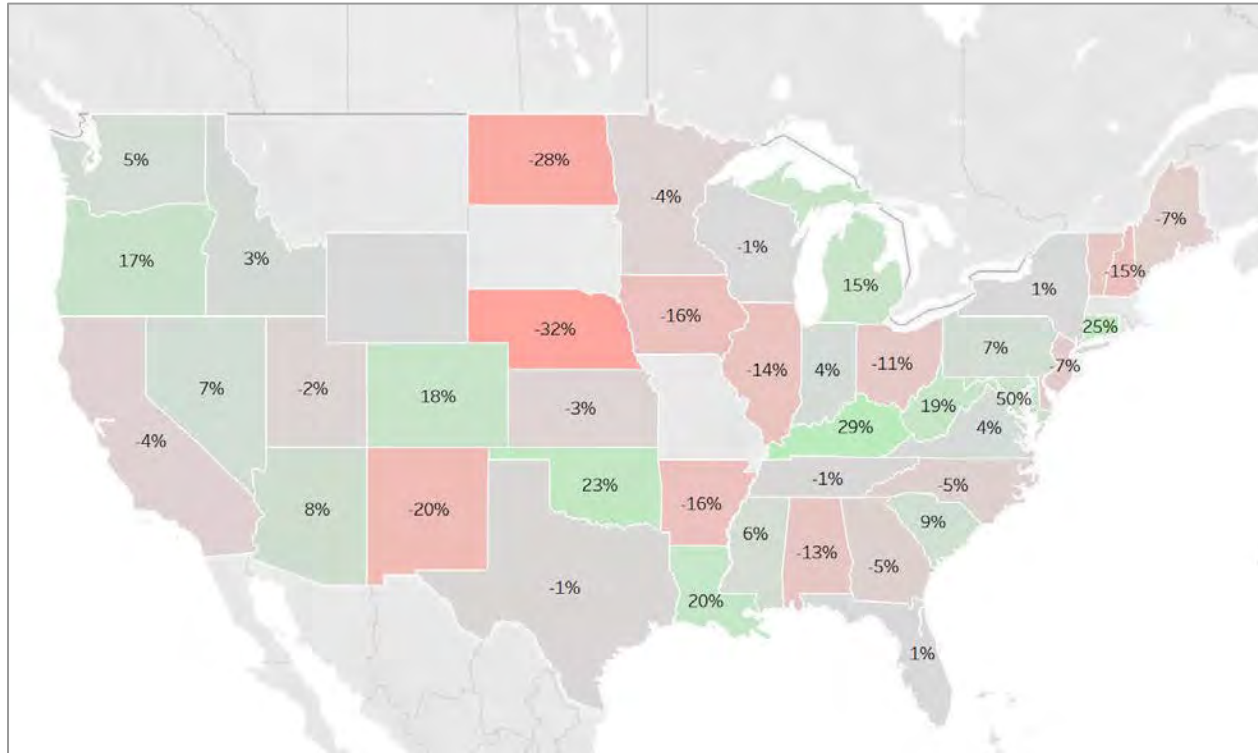
MONTH-OVER-MONTH

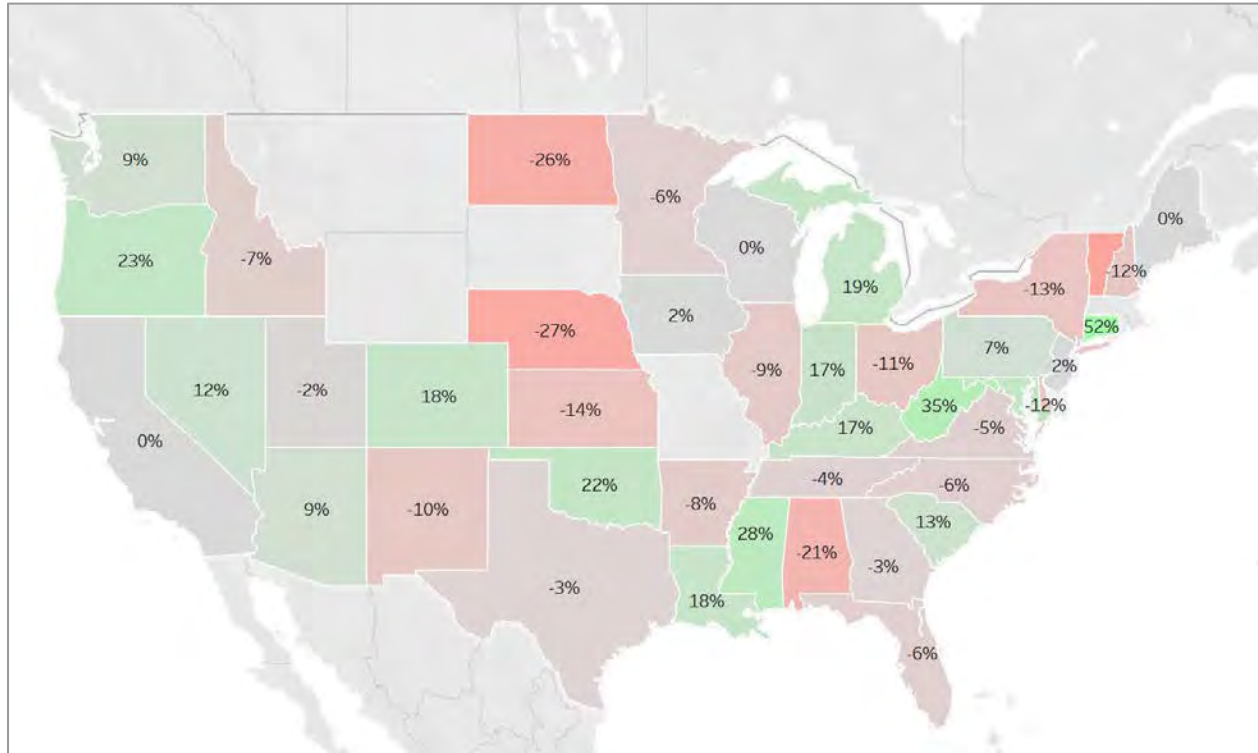
NO CHANGE

YEAR-OVER-YEAR

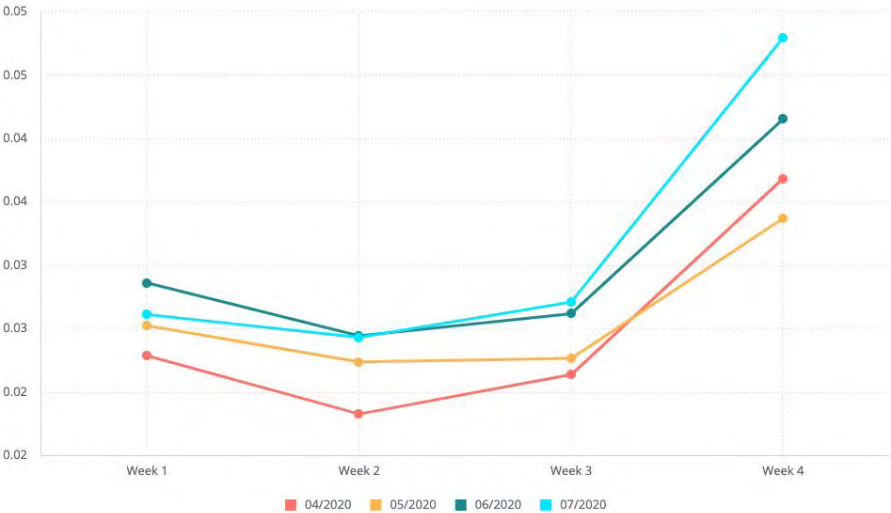
↓ 12.5%

■ 2020
■ 2019

PERCENT CHANGE IN LEASES GENERATED PER UNIT (JULY 2020)

PERCENT CHANGE IN LEASES APPROVED PER UNIT (JULY 2020)

NEW LEASES BREAKDOWN BY WEEK



	WEEK 1 (1-7)	WEEK 2 (8-14)	WEEK 3 (15-21)	WEEK 4 (22-EOM)	TOTAL
APRIL	0.02	0.02	0.02	0.04	0.10
MAY	0.03	0.02	0.02	0.03	0.10
JUNE	0.03	0.02	0.03	0.04	0.12
JULY	0.03	0.02	0.03	0.05	0.13

LEASING FUNNEL

STUDENT PROPERTIES

	JUL 2020	JUN 2020	JUL 2019
NEW LEADS	312	324	246
NEW APPLICATIONS	162	128	226
SCREENINGS	46	40	42
LEASES GENERATED	134	96	134
LEASES APPROVED	124	92	138

CONVENTIONAL PROPERTIES

	JUL 2020	JUN 2020	JUL 2019
NEW LEADS	168	136	98
NEW APPLICATIONS	50	44	38
SCREENINGS	15	15	14
LEASES GENERATED	30	30	32
LEASES APPROVED	28	28	32



CONCESSIONS

CONCESSION DOLLARS PER UNIT



MONTH-OVER-MONTH

↑ 43.82%

YEAR-OVER-YEAR

↓ 16.45%

■ 2020

■ 2019

CONCESSION DOLLARS PER UNIT



MONTH-OVER-MONTH

↑ 3.88%

YEAR-OVER-YEAR

↑ 14.87%

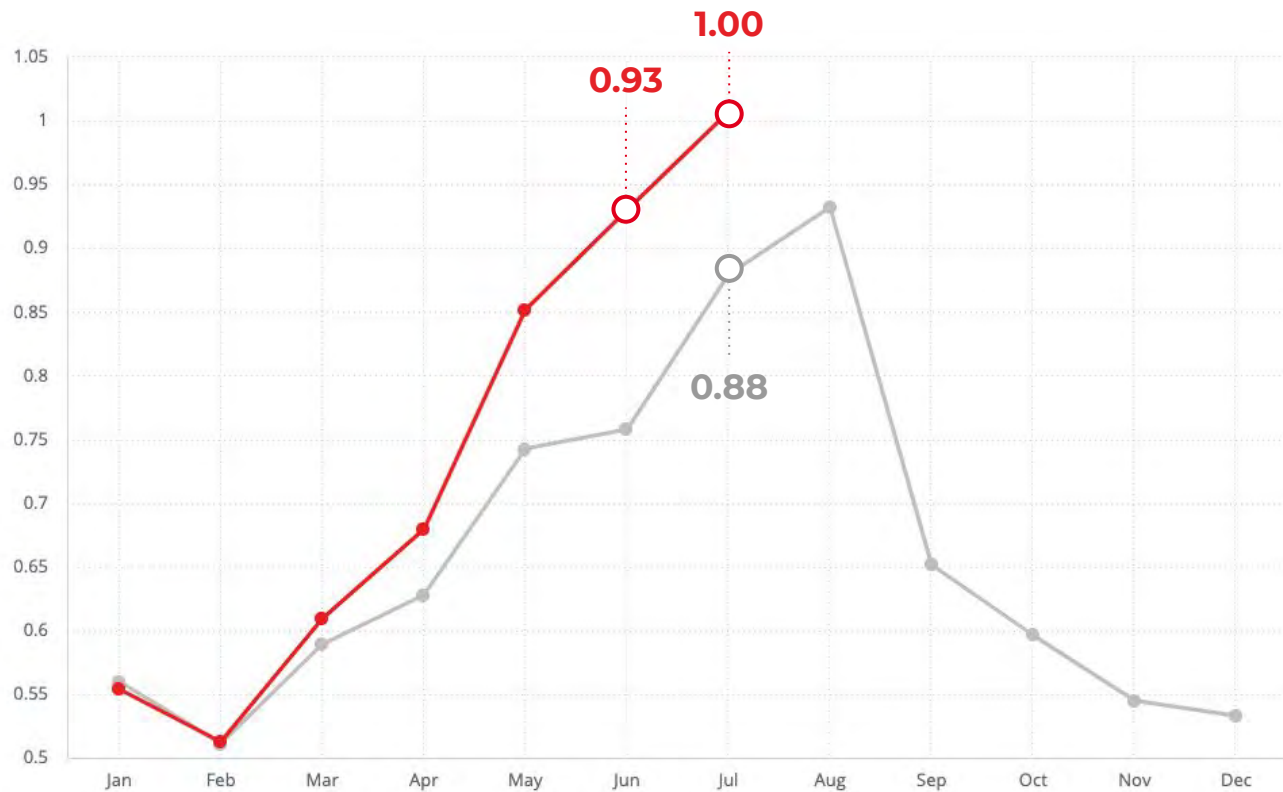
■ 2020

■ 2019



CALL VOLUME

CALLS PER UNIT



MONTH-OVER-MONTH

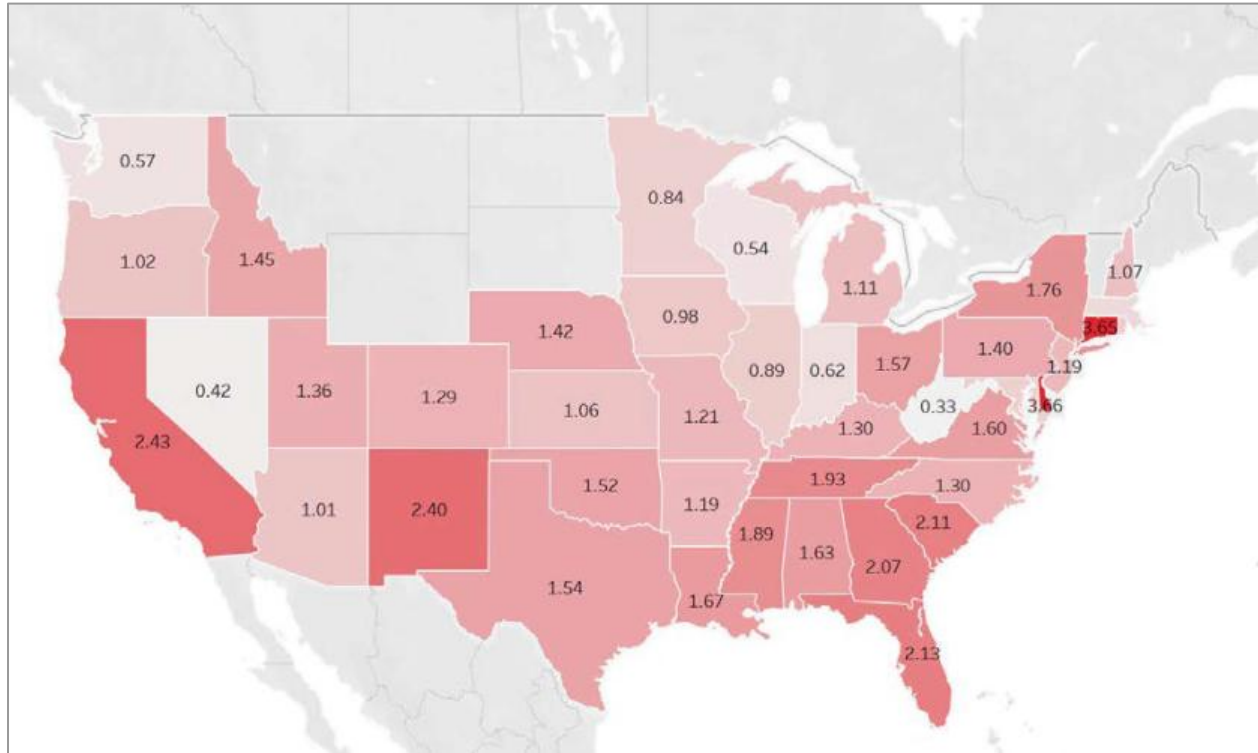
↑ **7.52%**

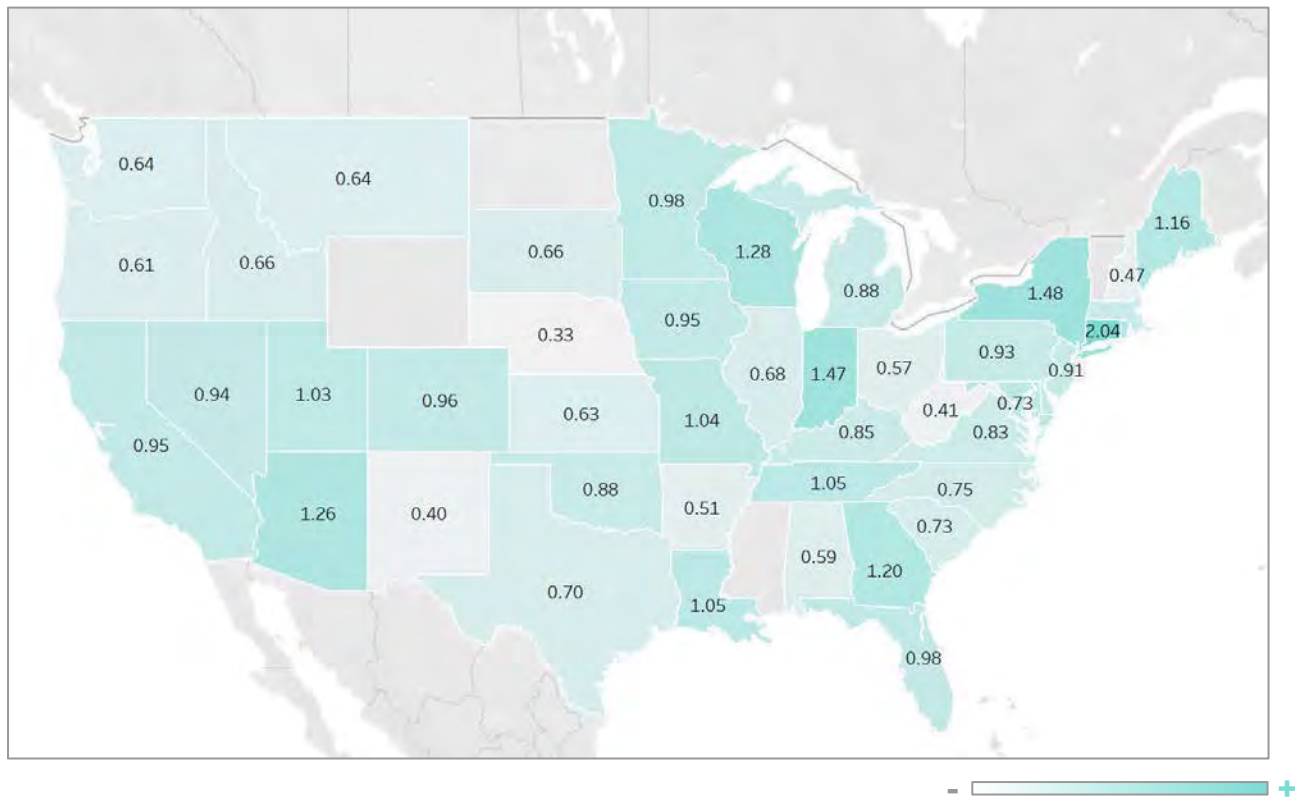
YEAR-OVER-YEAR

↑ **13.63%**

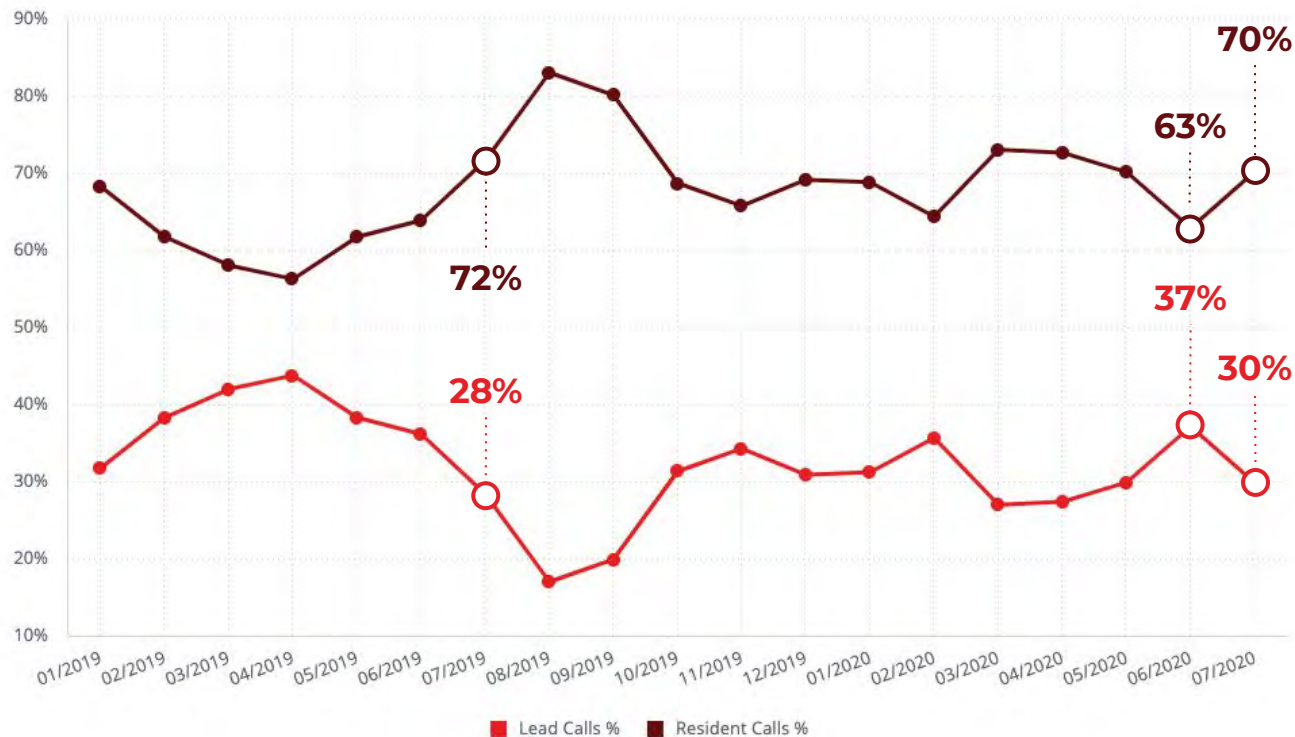
■ 2020

■ 2019

CALLS PER UNIT BY STATE (JULY 2020)

CALLS PER UNIT BY STATE (JULY 2020)

LEAD AND RESIDENT PHONE CALL PERCENTAGES OF TOTAL CALLS



RESIDENT CALLS MONTH-OVER-MONTH

↑ **7%**

RESIDENT CALLS YEAR-OVER-YEAR

↓ **2%**

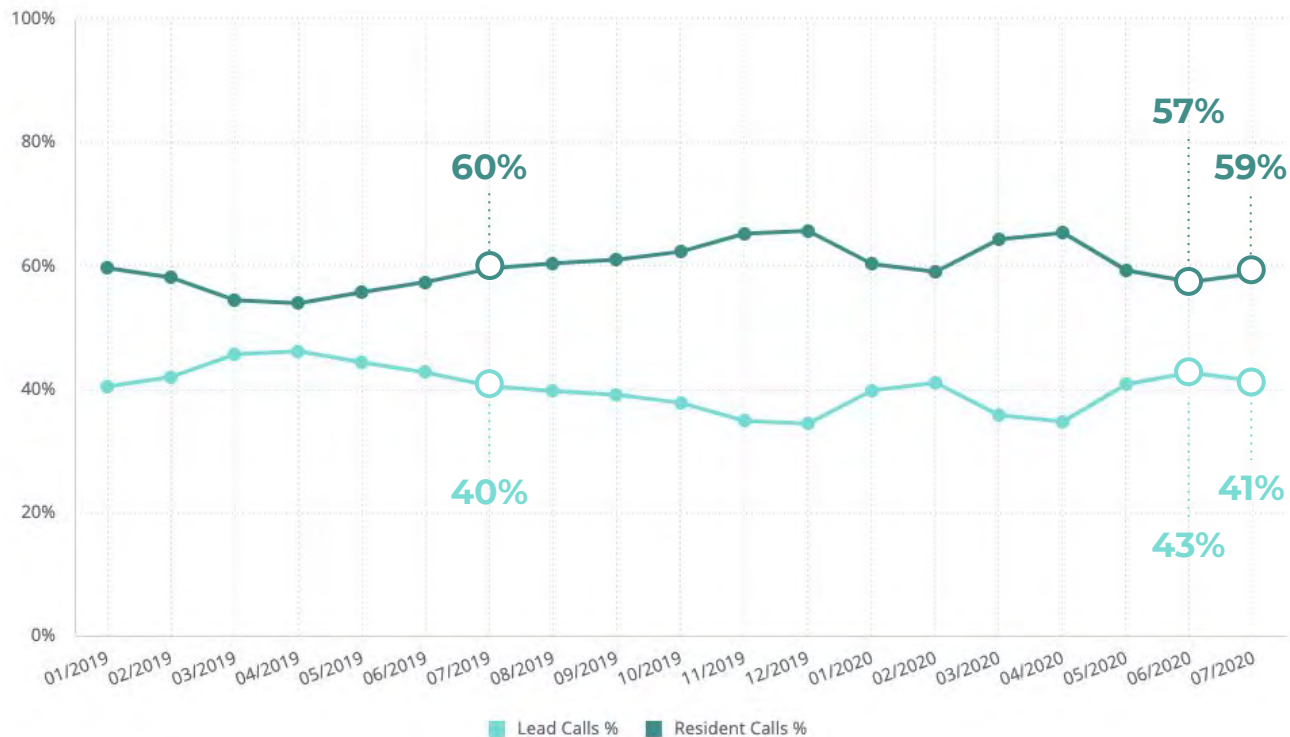
LEAD CALLS MONTH-OVER-MONTH

↓ **7%**

LEAD CALLS YEAR-OVER-YEAR

↑ **2%**

LEAD AND RESIDENT PHONE CALL PERCENTAGES OF TOTAL CALLS



RESIDENT CALLS MONTH-OVER-MONTH

↑ 2%

RESIDENT CALLS YEAR-OVER-YEAR

↓ 1%

LEAD CALLS MONTH-OVER-MONTH

↓ 2%

LEAD CALLS YEAR-OVER-YEAR

↑ 1%



TOP 5 BEST PRACTICES

TOP 5 BEST PRACTICES

1. Payments - look at electronic options
2. What to watch - Renewal % and MTM Leases
3. Communication - Leasing Center calls are at an all time high
4. New leases continue to grow, month over Month Leasing holding steady
5. Self Guided Tours. What are you waiting for?





REGISTER

DIGITAL MARKETING WEBINAR

VIRGINIA LOVE & DIOGO ORDACOWSKI
WEDNESDAY, AUGUST 19, 2020 @ 12 NOON

NAA Apartment Onsite Teams Day

#APTeamsDay



AUGUST 12, 2020