The data for these findings consists of the available information through August 10, 2020 for Entrata Clients. Data has been aggregated and normalized to provide trends, Entrata makes every effort to ensure accuracy and completeness but does not guarantee, warrant or represent the information is accurate or complete.
Legendary Tales of Adventure Streaming This October

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OCCUPANCY
OCCUPANCY
STUDENT PROPERTIES

OCCUPANCY PERCENTAGE

MONTH-OVER-MONTH
↓ 0.11%

YEAR-OVER-YEAR
↑ 0.34%

2020

2019
OCCUPANCY PERCENTAGE

MONTH-OVER-MONTH

2020: 93.3% → 2019: 93.2%

△ 0.64%

YEAR-OVER-YEAR

2020: 93.8% → 2019: 93.3%

△ 0.53%
RENEWALS
PRE-LEASE PERCENTAGE BY STATE  (JULY 2020)

NATIONAL AVERAGE

76.77%

RENEWAL RATE

36.56%
RENEWAL PERCENTAGE

<table>
<thead>
<tr>
<th></th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>58%</td>
<td></td>
</tr>
<tr>
<td>Feb</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mar</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Apr</td>
<td></td>
<td></td>
</tr>
<tr>
<td>May</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jun</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jul</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aug</td>
<td>54%</td>
<td></td>
</tr>
<tr>
<td>Sep</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oct</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nov</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dec</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

MONTH-OVER-MONTH

- 2020: 11%
- 2019: 15%
MONTH-TO-MONTH
MONTH-TO-MONTH PERCENTAGE

MONTH-OVER-MONTH

- 0.5%

YEAR-OVER-YEAR

- 1.6%
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)
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
PERCENT OF UNITS PAID RENT AUGUST
PAYMENT TYPES
PAYMENT TYPE (JULY 2020)

- CONVENTIONAL PROPERTIES
  - Traditional: 58%
  - Year-over-Year: No Change

- CREDIT/DEBIT
  - Traditional: 33%
  - Year-over-Year: 6%

- SCANNED CHECK
  - Traditional: 12%
  - Year-over-Year: 5%

- eCHECK
  - Traditional: 3%

- eMONEYGRAM
  - Traditional: 3%
FEES & REPAYMENT AGREEMENTS
LATE FEES
**LATE FEES POSTED**

- **2019**: $2.00, $2.78, $6.51
- **2020**: $2.00, $2.78, $6.51

**MONTH-OVER-MONTH**

- 2020: 39%

**YEAR-OVER-YEAR**

- 2020: 57.29%

**LATE FEES WAIVED**

- **2019**: $0.17, $0.56, $0.71
- **2020**: $0.17, $0.56, $0.71

**MONTH-OVER-MONTH**

- 2020: 21.12%

**YEAR-OVER-YEAR**

- 2020: 229.41%
PERCENT CHANGE IN LATE FEES (JULY 2020)
**LATE FEES POSTED**

- MONTH-OVER-MONTH: $13.10
- YEAR-OVER-YEAR: $1.21

**LATE FEES WAIVED**

- MONTH-OVER-MONTH: $1.40
- YEAR-OVER-YEAR: $0.48

**CONVENTIONAL PROPERTIES**

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.21%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>62.13%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15.70%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>191.66%</td>
<td></td>
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</tbody>
</table>
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%
LEADS
NEW LEADS PER UNIT

STUDENT PROPERTIES

MONTH-OVER-MONTH
↓ 3.70%

YEAR-OVER-YEAR
↑ 26.82%

2020
2019
PERCENT CHANGE IN LEADS (JULY 2020)
NEW LEADS BREAKDOWN BY WEEK

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

<table>
<thead>
<tr>
<th></th>
<th>WEEK 1 (1-7)</th>
<th>WEEK 2 (8-14)</th>
<th>WEEK 3 (15-21)</th>
<th>WEEK 4 (22-EOM)</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>APRIL</td>
<td>0.08</td>
<td>0.08</td>
<td>0.10</td>
<td>0.13</td>
<td>0.39</td>
</tr>
<tr>
<td>MAY</td>
<td>0.11</td>
<td>0.11</td>
<td>0.12</td>
<td>0.16</td>
<td>0.50</td>
</tr>
<tr>
<td>JUNE</td>
<td>0.14</td>
<td>0.14</td>
<td>0.14</td>
<td>0.19</td>
<td>0.61</td>
</tr>
<tr>
<td>JULY</td>
<td>0.14</td>
<td>0.16</td>
<td>0.17</td>
<td>0.27</td>
<td>0.74</td>
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</table>
SELF-GUIDED TOURS
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

<table>
<thead>
<tr>
<th></th>
<th>WEEK 1 (1-7)</th>
<th>WEEK 2 (8-14)</th>
<th>WEEK 3 (15-21)</th>
<th>WEEK 4 (22-EOM)</th>
<th>TOTAL</th>
</tr>
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<tbody>
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<td>0.05</td>
<td>0.05</td>
<td>0.05</td>
<td>0.08</td>
<td>0.23</td>
</tr>
<tr>
<td>MAY</td>
<td>0.06</td>
<td>0.07</td>
<td>0.07</td>
<td>0.08</td>
<td>0.28</td>
</tr>
<tr>
<td>JUNE</td>
<td>0.07</td>
<td>0.08</td>
<td>0.08</td>
<td>0.12</td>
<td>0.35</td>
</tr>
<tr>
<td>JULY</td>
<td>0.08</td>
<td>0.09</td>
<td>0.09</td>
<td>0.19</td>
<td>0.45</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th></th>
<th>WEEK 1 (1-7)</th>
<th>WEEK 2 (8-14)</th>
<th>WEEK 3 (15-21)</th>
<th>WEEK 4 (22-EOM)</th>
<th>TOTAL</th>
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<tbody>
<tr>
<td>APRIL</td>
<td>0.02</td>
<td>0.02</td>
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<td>0.04</td>
<td>0.11</td>
</tr>
<tr>
<td>MAY</td>
<td>0.03</td>
<td>0.03</td>
<td>0.03</td>
<td>0.04</td>
<td>0.13</td>
</tr>
<tr>
<td>JUNE</td>
<td>0.03</td>
<td>0.03</td>
<td>0.03</td>
<td>0.04</td>
<td>0.13</td>
</tr>
<tr>
<td>JULY</td>
<td>0.03</td>
<td>0.03</td>
<td>0.03</td>
<td>0.05</td>
<td>0.14</td>
</tr>
</tbody>
</table>
RESIDENT SCREENINGS
SCREENINGS PER UNIT

MONTH-OVER-MONTH
↑ 15%

YEAR-OVER-YEAR
↑ 9.52%

2020
2019
### NEW SCREENINGS BREAKDOWN BY WEEK

<table>
<thead>
<tr>
<th></th>
<th>WEEK 1 (1-7)</th>
<th>WEEK 2 (8-14)</th>
<th>WEEK 3 (15-21)</th>
<th>WEEK 4 (22-EOM)</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
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<td>0.03</td>
<td>0.03</td>
<td>0.03</td>
<td>0.05</td>
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<td>0.04</td>
<td>0.04</td>
<td>0.05</td>
<td>0.07</td>
<td>0.20</td>
</tr>
<tr>
<td>JULY</td>
<td>0.04</td>
<td>0.05</td>
<td>0.06</td>
<td>0.09</td>
<td>0.24</td>
</tr>
</tbody>
</table>
SCREENINGS PER UNIT

CONVENTIONAL PROPERTIES

- MONTH-OVER-MONTH: 1.33%
- YEAR-OVER-YEAR: 7.24%

Graph showing screenings per unit from January to December, with a peak in June at 0.075 and a low in September at 0.069.
CONVENTIONAL PROPERTIES

PERCENT CHANGE IN SCREENINGS PER UNIT  (JULY 2020)
NEW SCREENINGS BREAKDOWN BY WEEK

<table>
<thead>
<tr>
<th></th>
<th>WEEK 1 (1-7)</th>
<th>WEEK 2 (8-14)</th>
<th>WEEK 3 (15-21)</th>
<th>WEEK 4 (22-EOM)</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>APRIL</td>
<td>0.010</td>
<td>0.010</td>
<td>0.014</td>
<td>0.019</td>
<td>0.053</td>
</tr>
<tr>
<td>MAY</td>
<td>0.015</td>
<td>0.015</td>
<td>0.016</td>
<td>0.020</td>
<td>0.066</td>
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<tr>
<td>JUNE</td>
<td>0.016</td>
<td>0.018</td>
<td>0.017</td>
<td>0.024</td>
<td>0.075</td>
</tr>
<tr>
<td>JULY</td>
<td>0.015</td>
<td>0.018</td>
<td>0.018</td>
<td>0.026</td>
<td>0.077</td>
</tr>
</tbody>
</table>
LEASES
LEASES GENERATED PER UNIT

MONTH-OVER-MONTH
- 39.58% NO CHANGE

YEAR-OVER-YEAR
- 2020
- 2019

LEASES APPROVED PER UNIT

MONTH-OVER-MONTH
- 34.78%
- 10.14%

YEAR-OVER-YEAR
- 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

<table>
<thead>
<tr>
<th></th>
<th>WEEK 1 (1-7)</th>
<th>WEEK 2 (8-14)</th>
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<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>APRIL</td>
<td>0.04</td>
<td>0.05</td>
<td>0.05</td>
<td>0.07</td>
<td>0.21</td>
</tr>
<tr>
<td>MAY</td>
<td>0.06</td>
<td>0.06</td>
<td>0.06</td>
<td>0.07</td>
<td>0.25</td>
</tr>
<tr>
<td>JUNE</td>
<td>0.07</td>
<td>0.08</td>
<td>0.07</td>
<td>0.11</td>
<td>0.33</td>
</tr>
<tr>
<td>JULY</td>
<td>0.07</td>
<td>0.08</td>
<td>0.09</td>
<td>0.19</td>
<td>0.43</td>
</tr>
</tbody>
</table>

**Graph Description:***

- **X-axis:** Weeks 1 to 4
- **Y-axis:** Lease breakdown values (0.03 to 0.20)
- **Legend:**
  - 04/2020
  - 05/2020
  - 06/2020
  - 07/2020

**Legend Key:***

- Red: 04/2020
- Orange: 05/2020
- Green: 06/2020
- Blue: 07/2020
CONVENTIONAL PROPERTIES

**LEASES GENERATED PER UNIT**

MONTH-OVER-MONTH: NO CHANGE

YEAR-OVER-YEAR: 6.25%

**LEASES APPROVED PER UNIT**

MONTH-OVER-MONTH: NO CHANGE

YEAR-OVER-YEAR: 12.5%
PERCENT CHANGE IN LEASES GENERATED PER UNIT (JULY 2020)
PERCENT CHANGE IN LEASES APPROVED PER UNIT  (JULY 2020)
NEW LEASES BREAKDOWN BY WEEK

<table>
<thead>
<tr>
<th></th>
<th>WEEK 1 (1-7)</th>
<th>WEEK 2 (8-14)</th>
<th>WEEK 3 (15-21)</th>
<th>WEEK 4 (22-EOM)</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>APRIL</td>
<td>0.02</td>
<td>0.02</td>
<td>0.02</td>
<td>0.04</td>
<td>0.10</td>
</tr>
<tr>
<td>MAY</td>
<td>0.03</td>
<td>0.02</td>
<td>0.02</td>
<td>0.03</td>
<td>0.10</td>
</tr>
<tr>
<td>JUNE</td>
<td>0.03</td>
<td>0.02</td>
<td>0.03</td>
<td>0.04</td>
<td>0.12</td>
</tr>
<tr>
<td>JULY</td>
<td>0.03</td>
<td>0.02</td>
<td>0.03</td>
<td>0.05</td>
<td>0.13</td>
</tr>
</tbody>
</table>
CONCESSIONS
CONCESSION DOLLARS PER UNIT

MONTH-OVER-MONTH

$4.13  $7.11

YEAR-OVER-YEAR

$5.94  $7.11

$4.13  $5.94

Jan  Feb  Mar  Apr  May  Jun  Jul  Aug  Sep  Oct  Nov  Dec

2019

2020

43.82%  16.45%
CALLS PER UNIT

MONTH-OVER-MONTH

- 7.52%

YEAR-OVER-YEAR

- 13.63%
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

CONVENTIONAL PROPERTIES

RESIDENT CALLS MONTH-OVER-MONTH
- Increase 2%

RESIDENT CALLS YEAR-OVER-YEAR
- Decrease 1%

LEAD CALLS MONTH-OVER-MONTH
- Decrease 2%

LEAD CALLS YEAR-OVER-YEAR
- Increase 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?
NAA Apartment Onsite Teams Day

#APTeamsDay