The data for these findings consists of the available information through October 7th 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

Register For Free
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EPISODE 2 - OCT. 14

CARLA HARRIS

TONY FINAU
OCCUPANCY
STUDENT PROPERTIES

OCCUPANCY PERCENTAGE

MONTH-OVER-MONTH

↑ 2.1%

YEAR-OVER-YEAR

↓ 2.9%
CONVENTIONAL PROPERTIES

OCCUPANCY PERCENTAGE

MONTH-OVER-MONTH

2020: 93.7%
2019: 93.4%

↑ 0.10%

YEAR-OVER-YEAR

2020: 93.5%
2019: 93.4%

↓ 0.21%
### RENEWAL PERCENTAGE

<table>
<thead>
<tr>
<th>Month</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>58%</td>
<td></td>
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<tr>
<td>Feb</td>
<td></td>
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<tr>
<td>Mar</td>
<td></td>
<td></td>
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<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>55%</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**
- **11%**

**Year-over-Year**
- **14%**
MONTH-TO-MONTH
MONTH-TO-MONTH PERCENTAGE

MONTH-OVER-MONTH

↑ 0.1%

YEAR-OVER-YEAR

↑ 0.9%
RENT PAID
PERCENT OF UNITS WHO PAID IN SEPTEMBER

STUDENT PROPERTIES

92.98%

AUGUST 2020 - 91.45%
SEPTEMBER 2019 - 94.09%

CONVENTIONAL PROPERTIES

93.99%

AUGUST 2020 - 94.02%
SEPTEMBER 2019 - 94.49%

PERCENT OF UNCOLLECTED RENT IN SEPTEMBER

STUDENT PROPERTIES

3.92%

AUGUST 2020 - 5.13%
SEPTEMBER 2019 - 4.04%

CONVENTIONAL PROPERTIES

7.20%

AUGUST 2020 - 7.01%
SEPTEMBER 2019 - 5.96%
PERCENT OF UNITS PAID RENT  (SEPTEMBER 2020)
PERCENT OF UNITS PAID RENT (SEPTEMBER 2020)
UNCOLLECTED RENT (SEPTEMBER 2020)
### Percent of Units Who Paid Through October Rent Week

<table>
<thead>
<tr>
<th></th>
<th>Student Properties</th>
<th>Conventional Properties</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SEPTEMBER RENT WEEK, 2020</strong></td>
<td>84.17%</td>
<td>85.44%</td>
</tr>
<tr>
<td><strong>OCTOBER RENT WEEK, 2019</strong></td>
<td>90.57%</td>
<td>88.52%</td>
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</table>

<table>
<thead>
<tr>
<th></th>
<th><strong>PERCENT OF UNCOLLECTED RENT THROUGH OCTOBER RENT WEEK</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>STUDENT PROPERTIES</strong></td>
<td><strong>8.47%</strong></td>
</tr>
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<td></td>
<td></td>
</tr>
<tr>
<td><strong>CONVENTIONAL PROPERTIES</strong></td>
<td><strong>14.11%</strong></td>
</tr>
<tr>
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</tbody>
</table>
PERCENT OF UNITS PAID RENT  (OCTOBER 2020 RENT WEEK)
UNCOLLECTED RENT  (OCTOBER 2020 RENT WEEK)
PERCENT OF UNITS PAID RENT  (OCTOBER 2020 RENT WEEK)
UNCOLLECTED RENT (OCTOBER 2020 RENT WEEK)
PAYMENT TYPES
PAYMENT TYPE (SEPTEMBER 2020)

<table>
<thead>
<tr>
<th>Payment Type</th>
<th>Year-Over-Year</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credit/Debit</td>
<td>1%</td>
<td>5%</td>
</tr>
<tr>
<td>Scanned Check</td>
<td>4%</td>
<td>9%</td>
</tr>
<tr>
<td>eCheck</td>
<td>1%</td>
<td>4%</td>
</tr>
<tr>
<td>eMoneyGram</td>
<td>NO CHANGE</td>
<td>0%</td>
</tr>
</tbody>
</table>

STUDENT PROPERTIES

24% Credit/Debit
9% Scanned Check
68% eCheck
0% eMoneyGram
### Payment Type (September 2020)

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Credit/Debit</td>
<td>12%</td>
<td>31%</td>
<td>54%</td>
<td>3%</td>
<td>18%</td>
<td>22%</td>
<td>9%</td>
<td>3%</td>
<td>57%</td>
<td>22%</td>
<td>31%</td>
<td>12%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Scanned Check</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
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<td></td>
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<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>eCheck</td>
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<td></td>
</tr>
<tr>
<td>eMoneyGram</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Year-over-Year**

- **Credit/Debit**: 6% increase
- **Scanned Check**: 9% decrease
- **eCheck**: 3% increase
- **eMoneyGram**: No change
FEES & REPAYMENT AGREEMENTS
LATE FEES
LATE FEES POSTED

MONTH-OVER-MONTH: $2.69 → $6.63 → $4.24
YEAR-OVER-YEAR: $2.69 → $6.63 → $4.24

LATE FEES WAIVED

MONTH-OVER-MONTH: $1.24 → $0.29 → $0.23
YEAR-OVER-YEAR: $1.24 → $0.29 → $0.23

MONTH-OVER-MONTH:
- 2020: $5.15
- 2019: $3.03

YEAR-OVER-YEAR:
- 2020: $5.15
- 2019: $3.03
PERCENT CHANGE IN LATE FEES  (SEPTEMBER 2020)
LATE FEES POSTED

MONTH-OVER-MONTH: 25.34%  
YEAR-OVER-YEAR: 28.02%

LATE FEES WAIVED

MONTH-OVER-MONTH: 17.94%  
YEAR-OVER-YEAR: 88.23%
PERCENT CHANGE IN LATE FEES  (SEPTEMBER 2020)
REPAYMENT AGREEMENTS
NEW REPAYMENT PLANS CREATED EACH MONTH

MONTH-OVER-MONTH

↑ 44.32%

YEAR-OVER-YEAR

↑ 602.63%
NEW REPAYMENT PLANS CREATED EACH MONTH

MONTH-OVER-MONTH
↓ 39.41%

YEAR-OVER-YEAR
↓ 808.82%
NEW LEADS PER UNIT

MONTH-OVER-MONTH

↑ 66.67%

YEAR-OVER-YEAR

↑ 212.5%
PERCENT CHANGE IN LEADS  (SEPTEMBER 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>MAY</td>
<td>0.11</td>
<td>0.13</td>
<td>0.18</td>
<td>0.32</td>
<td>0.74</td>
</tr>
<tr>
<td>JUNE</td>
<td>0.28</td>
<td>0.30</td>
<td>0.24</td>
<td>0.33</td>
<td>1.15</td>
</tr>
<tr>
<td>JULY</td>
<td>0.16</td>
<td>0.18</td>
<td>0.17</td>
<td>0.30</td>
<td>0.81</td>
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<td>AUG</td>
<td>0.20</td>
<td>0.15</td>
<td>0.18</td>
<td>0.23</td>
<td>0.76</td>
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<tr>
<td>SEPT</td>
<td>0.10</td>
<td>0.14</td>
<td>0.20</td>
<td>0.47</td>
<td>0.91</td>
</tr>
</tbody>
</table>
NEW LEADS PER UNIT

MONTH-OVER-MONTH
↑ 9.23%

YEAR-OVER-YEAR
↑ 102.85%
PERCENT CHANGE IN LEADS  (SEPTEMBER 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>MAY</td>
<td>0.11</td>
<td>0.11</td>
<td>0.12</td>
<td>0.15</td>
<td>0.49</td>
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<td>0.13</td>
<td>0.13</td>
<td>0.13</td>
<td>0.17</td>
<td>0.57</td>
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<td>0.12</td>
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<td>0.14</td>
<td>0.20</td>
<td>0.60</td>
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<td>0.15</td>
<td>0.23</td>
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<td>0.15</td>
<td>0.14</td>
<td>0.22</td>
<td>0.64</td>
</tr>
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</table>
SELF-GUIDED TOURS
TOUR TYPES

Since July 15, 2020 launch:

- Unique Tours: 52,630
- Unique Tours with Apps: 12,220
- Unique Tours with Leases Approved: 8,590
- Unique Tours with Leases Complete: 8,680

Red bars represent Self-Guided Tour, and grey bars represent Virtual Tour.
APPLICATIONS
NEW APPLICATIONS PER UNIT

MONTH-OVER-MONTH
↑ 60.7%

YEAR-OVER-YEAR
↑ 164.7%
PERCENT CHANGE IN NEW APPLICATIONS STARTED PER UNIT  (SEPTEMBER 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>
</thead>
<tbody>
<tr>
<td>MAY</td>
<td>0.06</td>
<td>0.06</td>
<td>0.06</td>
<td>0.08</td>
<td>0.26</td>
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<tr>
<td>JUNE</td>
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<td>0.08</td>
<td>0.11</td>
<td>0.34</td>
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<tr>
<td>JULY</td>
<td>0.08</td>
<td>0.09</td>
<td>0.09</td>
<td>0.17</td>
<td>0.43</td>
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<td>0.12</td>
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<td>0.07</td>
<td>0.07</td>
<td>0.33</td>
</tr>
<tr>
<td>SEPT</td>
<td>0.03</td>
<td>0.04</td>
<td>0.05</td>
<td>0.09</td>
<td>0.21</td>
</tr>
</tbody>
</table>
NEW APPLICATIONS PER UNIT

MONTH-OVER-MONTH

NO CHANGE

YEAR-OVER-YEAR

↑ 46.15%
PERCENT CHANGE IN NEW APPLICATIONS STARTED PER UNIT (SEPTEMBER 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>
</thead>
<tbody>
<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>
<tr>
<td>AUG</td>
<td>0.03</td>
<td>0.03</td>
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<td>0.04</td>
<td>0.13</td>
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<td>0.02</td>
<td>0.02</td>
<td>0.02</td>
<td>0.03</td>
<td>0.09</td>
</tr>
</tbody>
</table>
RESIDENT SCREENINGS
STUDENT PROPERTIES

SCREENINGS PER UNIT

MONTH-OVER-MONTH
↓ 56.25%

YEAR-OVER-YEAR
↑ 16.66%

0.26
0.24
0.22
0.2
0.18
0.16
0.14
0.12
0.1
0.08
0.06

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

0.06
0.07
0.16
0.06

2020
2019
PERCENT CHANGE IN SCREENINGS PER UNIT  (SEPTEMBER 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>
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<td>0.04</td>
<td>0.04</td>
<td>0.05</td>
<td>0.17</td>
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<tr>
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<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>
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<tr>
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<td>0.04</td>
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<td>0.03</td>
<td>0.15</td>
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<td>SEPT</td>
<td>0.01</td>
<td>0.02</td>
<td>0.01</td>
<td>0.02</td>
<td>0.06</td>
</tr>
</tbody>
</table>
SCREENINGS PER UNIT

MONTH-OVER-MONTH

↑ 11.94%

YEAR-OVER-YEAR

↑ 13.46%
PERCENT CHANGE IN SCREENINGS PER UNIT  (SEPTEMBER 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>
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<td>0.015</td>
<td>0.016</td>
<td>0.020</td>
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<td>0.018</td>
<td>0.017</td>
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<td>0.010</td>
<td>0.010</td>
<td>0.020</td>
<td>0.050</td>
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</tbody>
</table>
LEASES
Leases Approved Per Unit

- **Month-Over-Month**: 0.45 (2020) vs 0.25 (2019)
- **Year-Over-Year**: 0.50 (2020) vs 0.23 (2019)

Leases Generated Per Unit

- **Month-Over-Month**: 0.29 (2020) vs 0.45 (2019)
- **Year-Over-Year**: 0.22 (2020) vs 0.25 (2019)

**Student Properties**

- **Month-Over-Month**: Down 35.55%
- **Year-Over-Year**: Up 16%
- **Month-Over-Month**: Down 54%
- **Year-Over-Year**: Up 4.54%
PERCENT CHANGE IN LEASES GENERATED PER UNIT  (SEPTEMBER 2020)
PERCENT CHANGE IN LEASES APPROVED PER UNIT  (SEPTEMBER 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>
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<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>
<tr>
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<td>0.08</td>
<td>0.07</td>
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<td>0.03</td>
<td>0.03</td>
<td>0.05</td>
<td>0.14</td>
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</tbody>
</table>
PERCENT CHANGE IN LEASES GENERATED PER UNIT  (SEPTEMBER 2020)
# New Leases Breakdown by Week

<table>
<thead>
<tr>
<th>Week</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>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>
<tr>
<td>August</td>
<td>0.03</td>
<td>0.03</td>
<td>0.02</td>
<td>0.03</td>
<td>0.11</td>
</tr>
<tr>
<td>September</td>
<td>0.02</td>
<td>0.02</td>
<td>0.02</td>
<td>0.03</td>
<td>0.09</td>
</tr>
</tbody>
</table>
CONCESSIONS
CONCESSION DOLLARS PER UNIT

MONTH-OVER-MONTH
↓ 31.9%

YEAR-OVER-YEAR
↓ 0.55%

$10.50
$7.19
$7.15
CONCESSION DOLLARS PER UNIT

MONTH-OVER-MONTH
↓ 0.59%

YEAR-OVER-YEAR
↑ 32.02%

2020
2019
CALL VOLUME
CALLS PER UNIT BY STATE  (SEPTEMBER 2020)
CALLS PER UNIT BY STATE  (SEPTEMBER 2020)
LEAD AND RESIDENT PHONE CALL PERCENTAGES OF TOTAL CALLS

RESIDENT CALLS MONTH-OVER-MONTH
↓ 3%

RESIDENT CALLS YEAR-OVER-YEAR
↓ 1%

LEAD CALLS MONTH-OVER-MONTH
↓ 3%

LEAD CALLS YEAR-OVER-YEAR
↓ 1%
LEAD AND RESIDENT PHONE CALL PERCENTAGES OF TOTAL CALLS

CONVENTIONAL PROPERTIES

RESIDENT CALLS MONTH-OVER-MONTH

↓ 2%

RESIDENT CALLS YEAR-OVER-YEAR

↓ 3%

LEAD CALLS MONTH-OVER-MONTH

↑ 2%

LEAD CALLS YEAR-OVER-YEAR

↑ 3%
TOP 5 BEST PRACTICES
TOP 5 BEST PRACTICES

1. Occupancy is holding steady. Watch lease terms and renewals closely.
3. Week 4 is the hero! “Summer” leasing continues.
4. Customers are demanding more connection. Phone calls, contact points, packages, social, etc. Help your teams manage their time.
5. Self Guided Tours converting 3% off of Virtual Tours in three months.