Renting in Real Life

Awkward | Survey Studies Apartment Living's Cringe-worthy Moments
Report from Entrata and ButterflyMX finds renters often avoid conversations with
management about maintenance and more.

Renting
in Real Life

INTRODUCTION

Technology makes renters' lives easier in many ways, from paying rent to tracking packages, but it also helps avoid awkward conversations. According to a survey of more than 1,000 U.S. residents conducted by Entrata and ButterflyMX, renters share many common concerns, including clogged toilets, attempted DIY maintenance, missed deliveries and packages, noisy neighbors and more, all of which they may be reluctant to report to management. These findings highlight the often awkward situations renters find themselves in and how increased property management technology and innovation is alleviating some of those situations.

KEY TAKEAWAY

Many renters are hesitant to report self-caused damage. This can lead to DIY repair attempts that result in higher repair costs.

Residents & Damage

100 %
Attempt DIY repairs.

10 %
Believe their DIY attempts have ultimately cost the property more money.

28 %
Never notify management of the damage.

21 %
Delay telling management about damage for one week or more.

80 %
Report damage caused by normal wear and tear in a timely manner (three days).

KEY TAKEAWAY

Improving security processes and introducing tech (package lockers, doorbell cameras, etc.) can help address nearly universal concerns residents have about package delivery.

REPORTING DAMAGE

An alarming **100 percent** of respondents have tried to fix a problem in their apartment rather than contacting management, and more than a quarter of renters (**28 percent**) never tell property management about the damage they cause to their apartment. Another **21 percent** delay reporting damage for a week or more.
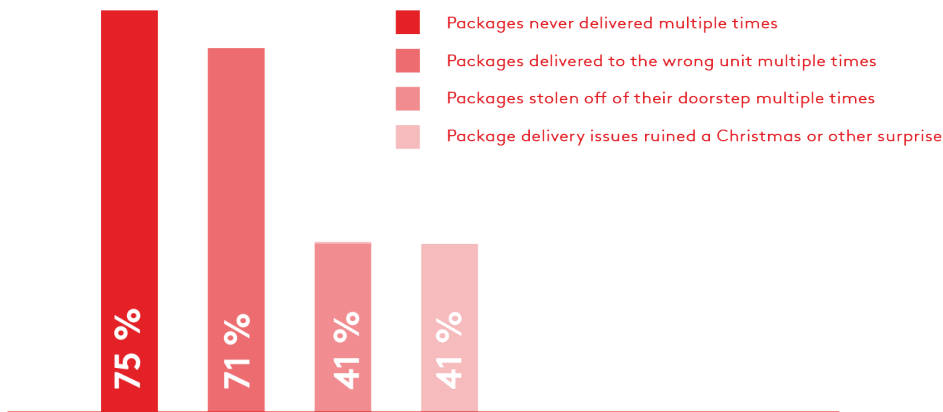
However, nearly **80 percent** of residents will report damage caused by mechanical failure or normal wear and tear within three days. The reasons renters hesitate to report damage vary, including:

- They try to fix it themselves.
- They are too busy and it's not a priority.
- They don't trust management's ability to fix it quickly or well enough.
- They don't want to have to pay for the damage.
- They are embarrassed to report the damage.
- They don't want the manager or maintenance personnel to enter their apartment.
- Communicating the problem to their property is too much trouble.
- They can't afford to pay for the damage.

In fact, **10 percent** of residents believe a repair may have ended up costing their property more money because they tried to fix it themselves first.

PACKAGE DELIVERY

In a world where more people rely on package deliveries than ever, **89 percent** of apartment residents are concerned about packages being stolen from their doorstep. Nearly half (**48 percent**) of residents report having mail or packages either incorrectly delivered, not delivered, or stolen. Of renters who have experienced package delivery issues:

Packages never delivered multiple times

Packages delivered to the wrong unit multiple times

Packages stolen off of their doorstep multiple times

Package delivery issues ruined a Christmas or other surprise

75 % **71 %** **41 %** **41 %**

But many renters (**25 percent**) won't inform the office of these issues because they don't trust them to solve the problem.

AWKWARD SITUATIONS
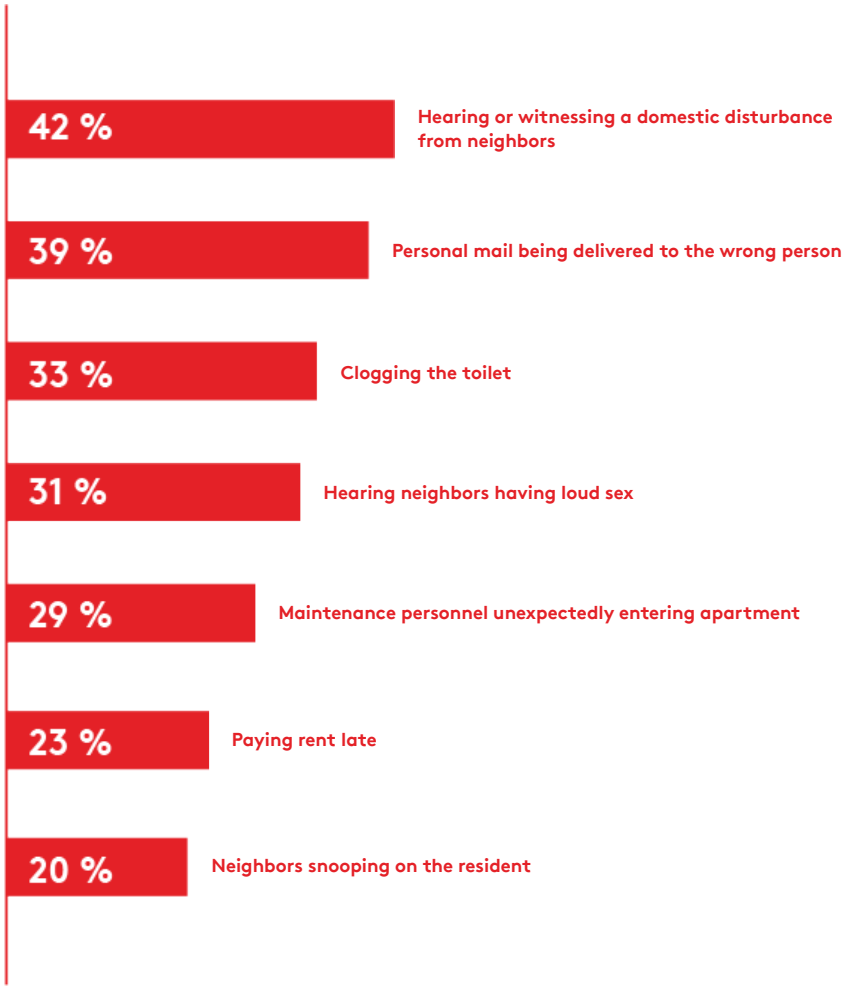
Living in close proximity to many neighbors can lead to awkward encounters for residents. In fact, if you live in an apartment you have a one in three chance of hearing your neighbors having loud sex and a one in five chance of being the target of a snooping neighbor.

Many of these awkward situations need to be reported to your management. Surprisingly, reporting a clogged toilet ranked as more awkward than reporting domestic disturbances, neighbors having loud sex, or getting into a fight with another tenant.

When asked about the most common awkward situations encountered, residents reported the following:

KEY TAKEAWAY

Renters may be more likely to report awkward situations with access to alternative ways of communication. Reporting an awkward situation via a mobile app or website is impersonal and easy, whereas reporting in person is not.

42 % Hearing or witnessing a domestic disturbance from neighbors

39 % Personal mail being delivered to the wrong person

33 % Clogging the toilet

31 % Hearing neighbors having loud sex

29 % Maintenance personnel unexpectedly entering apartment

23 % Paying rent late

20 % Neighbors snooping on the resident

KEY TAKEAWAY

Failure to implement or enforce parking regulations will negatively impact the resident experience. Properties also need workable accessibility options in place that balance resident security with efficiency.

34%
avoid

30%
avoid

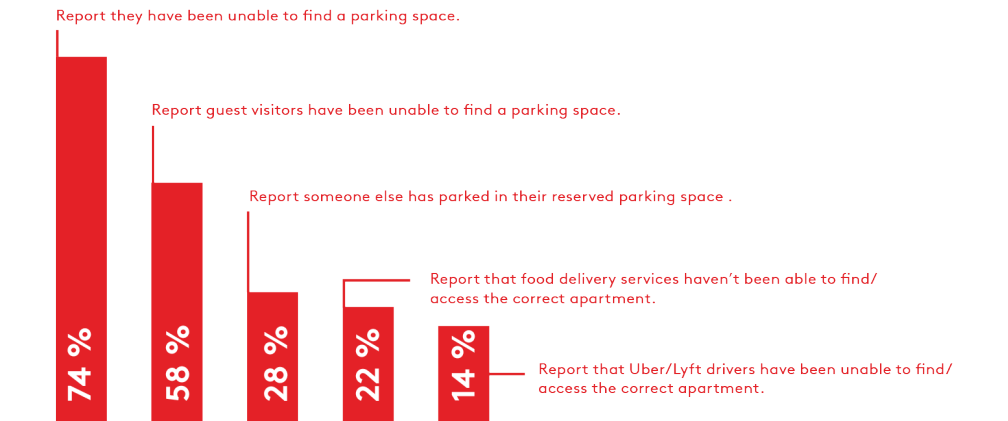Food Delivery   Ride Share
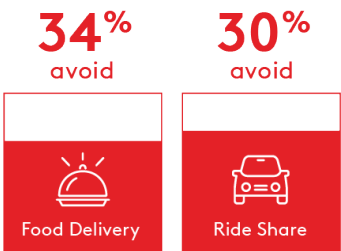
KEY TAKEAWAY

Allowing residents to communicate via an app or website can free up leasing office staff, making them available for in-person experiences and giving them the bandwidth to build real relationships with residents.

PARKING & ACCESSIBILITY

More than half of renters report experiencing parking and accessibility issues at their apartment.

Report they have been unable to find a parking space.

Report guest visitors have been unable to find a parking space.

Report someone else has parked in their reserved parking space .

Report that food delivery services haven't been able to find/access the correct apartment.

Report that Uber/Lyft drivers have been unable to find/access the correct apartment.

74 %   **58 %**   **28 %**   **22 %**   **14 %**

These difficulties result in many renters avoiding the use of food delivery and ridesharing services at their apartment.

- **34 percent** of residents avoid using food delivery services such as pizza delivery or DoorDash.
- **30 percent** of residents avoid using rideshare services such as Uber or Lyft.

COMMUNICATION PREFERENCES

Most residents are able to communicate with their property manager via phone (**82 percent**), in person (**70 percent**) and email (**48 percent**). But when it comes to alternative forms of communication, less than **30 percent** of residents report being able to communicate via text message (**29 percent**), the apartment community website (**26 percent**) or an app (**6 percent**).

| 📱 | 82% | ✉ | 48% | 🖥 | 26% |
| 👤 | 70% | 💬 | 29% | 📱 | 6% |

Those who are able to use an app to communicate with management report convenience and efficiency as the top reasons for using an app.

SUMMARY

ABOUT THE RESEARCH

Generated by Entrata and ButterflyMX and fielded in March 2019, the survey collected online responses via Qualtrics from 1,054 U.S. consumers who are over the age of 18 and rent an apartment.

ABOUT ENTRATA

Founded in 2003, Entrata® is multifamily real estate's fastest-growing technology company. It provides the only comprehensive property management software provider with a single-login, open-access Platform as a Service (PaaS) system. Offering a wide variety of online tools including websites, mobile apps, payments, lease signing, accounting, and resident management, Entrata® PaaS currently serves more than 20,000 apartment communities nationwide. Entrata's open API and superior selection of third-party integrations offer management companies the freedom to choose the technology and software that best fit their needs.

ABOUT BUTTERFLYMX

ButterflyMX is your complete property access solution, providing a secure, convenient, and affordable way to manage and grant access on the go. Empower your tenants and building staff to open doors, gates, and elevators with a smartphone and ensure they never miss a visitor or delivery. Enjoy easy installation and cut costs by eliminating building wiring and in-unit hardware, and save time by integrating with popular access control and property management systems. Join the 6,500+ multifamily, commercial, gated community, and student housing properties that have made access simple with ButterflyMX.
Learn more at www.butterflymx.com.