



BABY BOOMERS

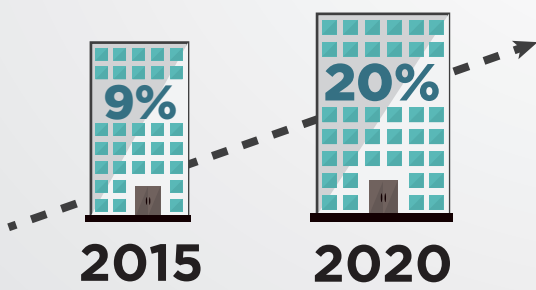
People born during the post-World War II baby boom

Born approximately between
1946 and 1964

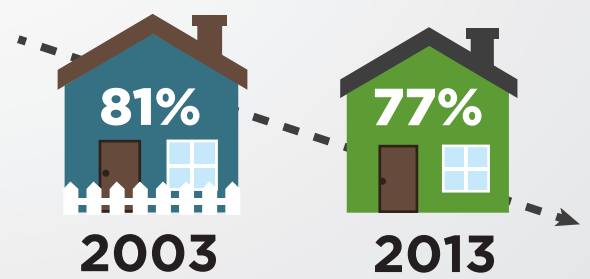
Are between
52-70 YEARS OLD
in 2016

As Baby Boomers re-enter the multifamily market, investors are missing out on a large segment of the population if they focus their marketing efforts solely on millennials.

Baby Boomers' share of total US renters is increasing



Baby Boomer homeownership rates are on the decline



Source: Joint Center for Housing Studies of Harvard University

71.5 MILLION BABY BOOMERS

by 2030, which means **720,000 new renters** coming to the market

Source: U.S. Census Bureau

WHAT DO BABY BOOMERS WANT?

Like All Generations, Baby Boomers Want:



WALKABILITY

Close proximity to food, shopping, entertainment, and other amenities



AMPLE SPACE

They don't want to downsize



BUILDING AMENITIES

Pools, barbecue areas, high-end finishes, bike storage



FAMILY

Location close to family and grandchildren

Survey of Baby Boomer Preferences:



63% USE ONLINE RATINGS & REVIEWS

to search for an apartment



75% ARE ACTIVE ON SOCIAL MEDIA

Favored sites of those that are active:

69% Facebook | 23% LinkedIn



TOP COMMUNITY FEATURES

#1 Pool | #2 Gym

Baby Boomers' Ideal Apartment Community Features:



Safety and Cleanliness



Evidence the Property is Well Kept



Quietness

Source: J Turner Research