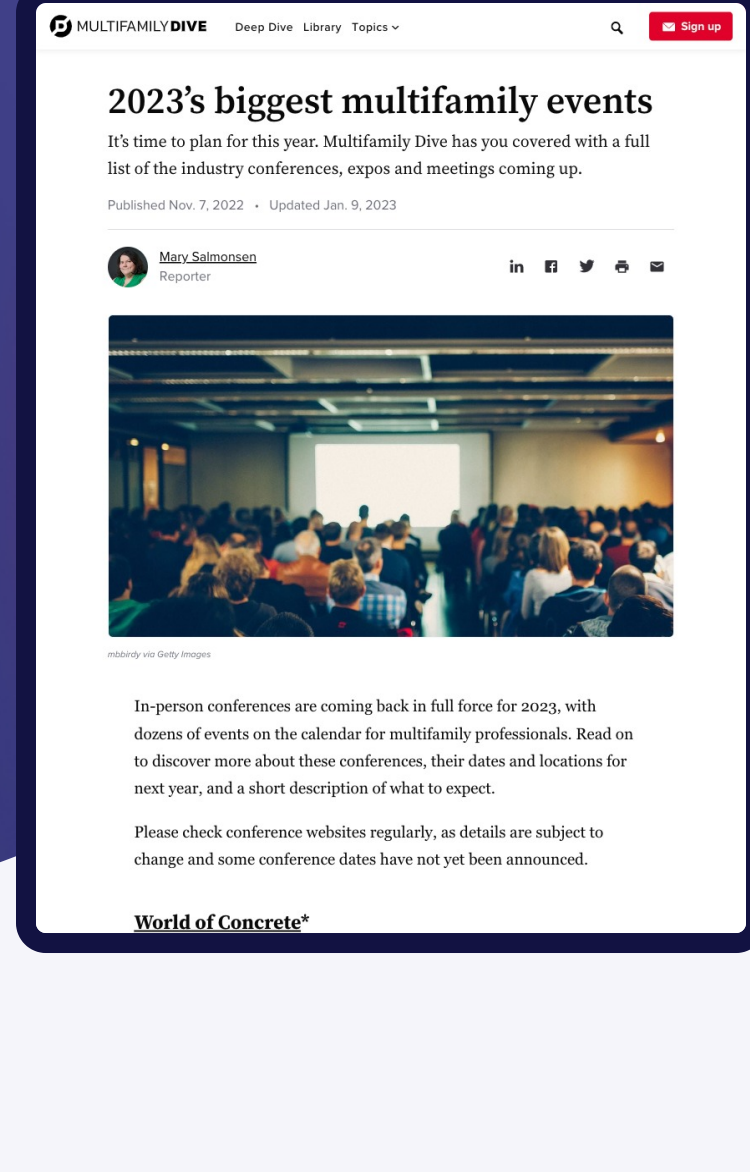


Snapshot

AUDIENCE INSIGHTS FOR 2023



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01 AUDIENCE

17K

unique monthly visitors

77%

of subscribers are manager-level or above

92%

of the NMHC Top 25 Developers read Multifamily Dive

MULTIFAMILY DIVE

9,900

SUBSCRIBERS

You'll find Multifamily Dive's news and insights in the inbox of notable subscribers, like:

- CEO, ApartmentBuildings.com
- National VP Multifamily Construction, UFP Construction
- Director of Investor Relations, Affordable Equity Partners, Inc.
- VP Multifamily Operations, Multifamily Operations
- Director of Operations, ACS Property Management Group
- Regional Director, Mountain, U.S. Green Building Council
- Development Director, DLP Capital
- COO, RayGrove Properties
- VP of Property Management, Acento Real Estate Partners
- CEO, National Apartment Association

02 TOP-PERFORMING CONTENT

Pandemic-induced issues like rising construction costs and supply chain disruptions have largely started to level off. But the surge in remote work remains strong, shifting the preferences of property buyers and renters. While these changes bring ample opportunities to the space, their potential is being somewhat dampened by inflation, rising interest rates, and economic uncertainty. Let's take a look at what our readers have been focused on most.

Top 5 topics

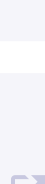
1. Construction
2. Capital investment
3. Debt
4. Property management
5. Affordability & rent

Top 10 Multifamily Dive stories

Apartment sales fall 71%



Design trends: Remote work will take center stage in 2023



The cities with the highest, lowest rental vacancy rates



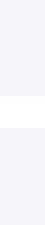
Multifamily starts drop 19%



Design trends: Flexible, creative spaces draw renters in



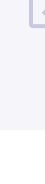
3 reasons why labor, material and land prices may ease in 2023



Flexible rent payment options gain popularity as affordability decreases



How developers are keeping the construction pipeline flowing



Developer breaks ground on third community in Northwest Arkansas



The amenities that renters prefer most



Keywords resonating right now

design trends

mortgage delinquency rates

project deals/starts/cancellations

regulations

multifamily ESG investing

lumber prices

student housing real estate investment trusts (REITs)

zoom towns

best mixed-use developments

Inflation Reduction Act

03 TRENDS

Industry shifts

- Potential shift to a buyer's market
- Lack of financing for new construction
- Favorable for REITs with access to capital

Macroeconomic effects

- Rising interest rates, affordability decrease, and slowing demand
- Floating rate debt's impact on property owners
- Construction supplies becoming readily available and affordable once again

Economic impacts on residents

- Americans struggling to pay rent
- Flexible rent payment options
- Rent protection

Design and construction

- Rise of remote work and coworking spaces
- Value by design
- Tech integration

Our readers spent nearly 2x as long on these stories than the average story:

- [The 5 markets with the most potential multifamily distress](#)
- [Apartment investors look for discounts in 2023](#)

Construction pipeline and future outlook

Although sky-high pandemic-induced pricing on materials and labor has cooled and supply chains have recalibrated, construction continues to encounter issues. Facing construction project delays, some developers have switched gears to workforce housing, which is more approachable in the ways of scope, permitting, and fees.

While industry and economic factors have many currently shying away from financing new construction projects, the future outlook does appear to be optimistic overall, as inflation slows, construction prices fall (albeit gradually), and material shortages fade.

Economic state of the industry

The combination of rising interest rates and slowing demand has introduced new challenges for property owners to refinance or pay debt service on their apartment communities. Owners are now more motivated to sell their properties, providing opportunities for investors with more advantageous financing and access to liquid capital.

The hike in interest rates has slowed the booming market on both the buyer and seller sides, but this trend could signal a shift in the industry toward public REITs and away from private buyers. With prices declining, big investors who sat idle during the pandemic are coming off the bench, ready to buy.

Shifting resident preferences and continued concerns

As inflation shoots housing costs upward, more and more Americans are struggling to pay rent, with the percentage of income spent on rent increasing in recent years. Solutions such as budget & save programs and rent protection have emerged, allowing residents to break rent into more manageable payments, benefiting both property owners and residents.

The unanticipated surge of remote work from the pandemic has continued into 2023, shifting resident preferences in housing design, coworking spaces, and amenities. Designers, builders, and property owners alike are taking this into account and focusing on "value by design" to reduce costs and create a resident experience reflective of the way we live and work today from the get-go.

04 MARKETING INSIGHTS

Build trust with this audience by reflecting the content preferences of over 9,900 Multifamily Dive subscribers in your strategy:

Content Characteristics

- Directive
- Applicable
- Informative
- Consultatory
- Timely

Content Types

- Insights on overarching trends via trendlines
- All-encompassing and on-demand resources like playbooks
- Interactive content like webinars

Give them the keys to success

Multifamily housing leaders are most interested in topics that are critical to their current and future business operations. Think: content that tracks trends in pricing, construction, evolving resident preferences, information on how other developers are finding success, and more. Be sure to make this content actionable by providing guidance for how leaders can streamline current business operations while applying technology to level up.

Quell their uncertainties

Leaders are up against several uncertainties in the present moment. They'll need guidance to navigate economic concerns like interest rates, refinancing, and investor sentiment. Keep leaders in the know with up-to-date benchmarking and outlook tools such as surveys, data-driven reports, and predictive models.

studio / ID



How are you resonating with this audience?

Contact us for more details about how to apply these insights to your marketing program.

Contact us

