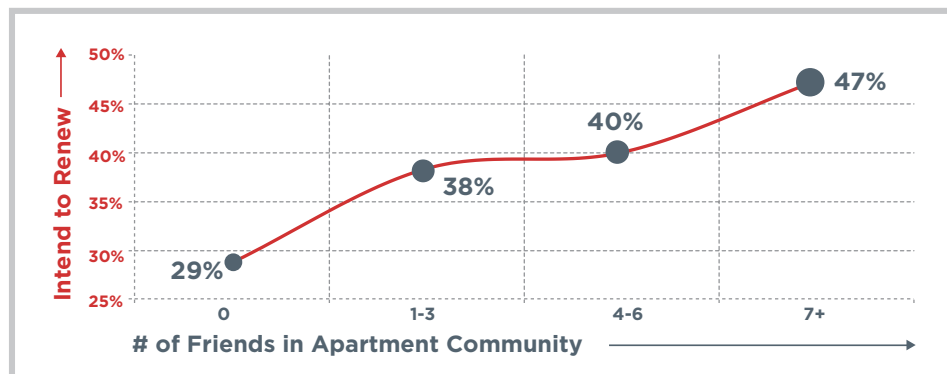


## What's your strategy for building community?

The question is as old as the apartment industry itself: how can we reduce resident turnover? Our research shows that there is a direct tie between the number of friendships a resident has in the community and their likelihood to renew their lease. Apartment Life has a proven strategy for building community, which increases friendships among residents.

### FRIENDSHIP FACTOR



The following are the results of research by Witten Advisors on the correlation between resident friendships and lease renewals. The study used resident surveys from more than 30 communities in Georgia, Texas, Arizona, and Colorado.

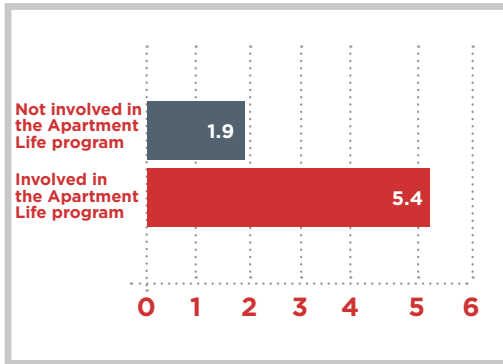
The key finding is a strong correlation between increased likelihood to renew and increased friendships among residents — a 29 percent chance among those with no friends, to a 47 percent chance among those with seven or more friends, as represented in the graph above.

### Impact on Friendships and Sense of Community

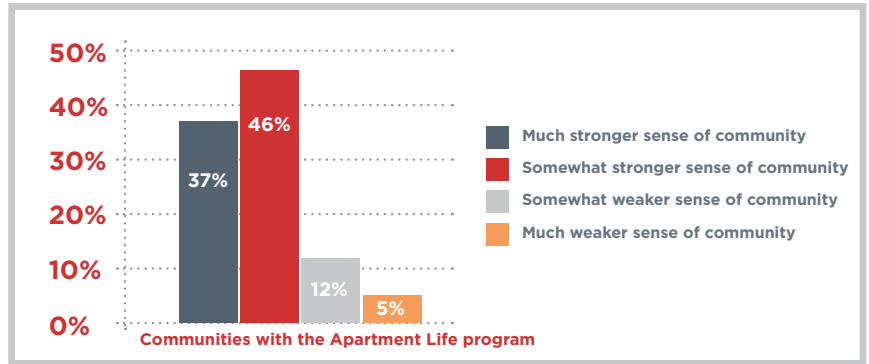
The data was also analyzed to determine the Apartment Life program's effect on friendships and overall sense of community. Key findings include:

- Residents who have participated in Apartment Life events increased their average number of friendships by 175 percent — from 1.9 to 5.4.
- Eighty-three percent of residents in communities with Apartment Life believed that the sense of community was better than other apartments in which they have lived.
- Residents who have participated in cares program events were more likely to be very satisfied (60 percent) than those not involved (48 percent).

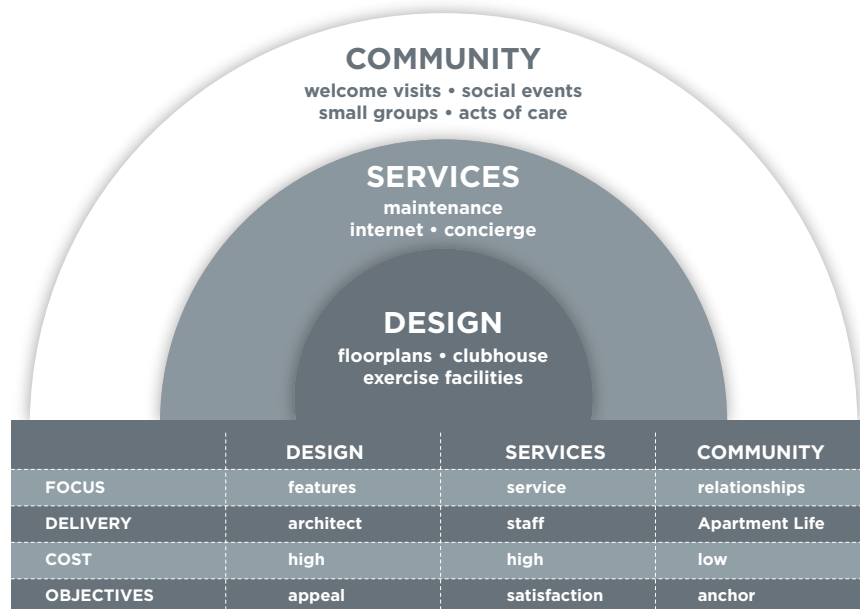
## AVERAGE NUMBER OF FRIENDS/RESIDENTS



## SENSE OF COMMUNITY



The research supports the central vision of Apartment Life to expand the definition of the apartment product beyond physical features and services to include community, which focuses on building relationships and connectedness among residents to enhance the apartment living experience.



If you have any questions on this data or would like to talk more about bringing Apartment Life to your communities, please give me or your Apartment Life representative a call.

Sincerely,

*Pete Kelly*

Pete Kelly, President

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Find out how to bring Apartment Life to your community:  
877.785.2963 or info@apartmentlife.org



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