

23% of Renters Say They Will Never Buy a Home
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Pandemic Will Lead Companies, Millennials to Suburbs, Reports Say
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Circulated Monthly To Thousands Of Local Apartment Owners, Property Managers, On-Site & Maintenance Personnel



4 Steps to Help Extend Carpet Life

KEEPE
Flooring experts believe carpets should be changed every seven years, but not many carpets make it to that timeline, especially in a rental home,. Here are some suggestions on how to make carpet last longer in your rentals.

From all manner of trampling, dust, children and pet accidents, carpet is arguably the most heavily used item in the home and requires frequent replacing.

If you hope to keep your rental-home carpeting for more than a few years, here are some steps that will make rental-home carpet last longer and help keep your expensive carpeting looking new.

While carpet is not built to last forever, you can extend its lifespan by a couple of years by understanding the common causes of carpet destruction.

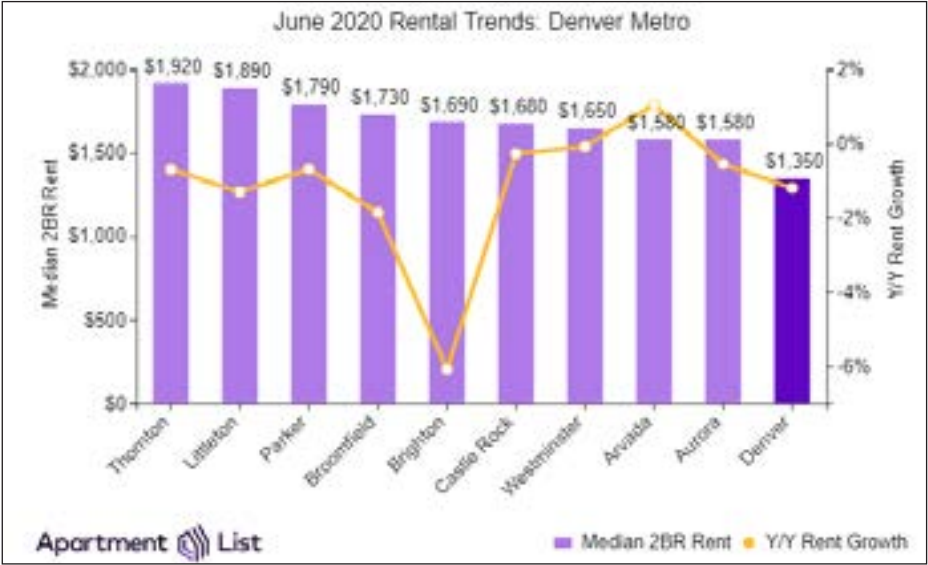
- Lack of consistent cleaning: In most cases, carpet depreciation is usually a result of a lack of consistent vacuuming, or allowing liquid stains to soak
- See ‘How’ on Page 4*

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Denver Rents Continue Decline

APARTMENT LIST
Denver rents have declined 0.4 percent over the past month, and have decreased moderately by 1.2 percent in comparison to the same time last year due to the impact of the coronavirus pandemic, according to the latest report from Apartment List.
Median rents in Denver are \$1,063 for a one-bedroom apartment and \$1,345 for a two-bedroom. This is the third straight month that the city has seen rent decreases after an increase in March.
Denver’s year-over-year rent growth lags the state average of -0.4 percent, as well as the national average of 0.2 percent.
“It’s important to note that the magnitudes of these rent decreases are all quite modest, but on the other hand, this may just be the beginning of a prolonged trend,” said Chris Salvati, Housing Economist at Apartment List.



RENTS FALLING ACROSS THE DENVER METRO AREA
Rent prices have been decreasing not just in Denver over the past year, but across the entire metro. Of the largest 10 cities in the Denver metro for which Apartment List has data, nine have seen
See ‘Rents’ on Page 7

What Does Research Say About Renting to Someone With a Sexual Offense?

**BY SUSAN WALKER
DIRECTOR, COALITION FOR SEXUAL OFFENSE RESTORATION**
A recent article in the *Rental Housing Journal* (RHJ) grabbed my attention. The article is in the March 30, 2020, edition that circulates to Arizona, Colorado, Oregon, Utah and Washington State.
I am Regional Coordinator for the National Association for Rational Sex Offense Laws (NARSOL) western region of the United States, which includes all of the states to which this magazine circulates. Since there is a large amount of solid research showing that those who have committed felonies in general, as well as those who have committed a sexual offense, are safer in the community IF they are housed, have employment, and are surrounded by pro-social supporters

such as family, friends, churches, clubs etc., it makes good sense NOT to exclude them from housing!
The name of the article is: “7 Issues and Answers About Renting to Felons.” While there was discussion about renting to “general felons,” the main focus of the article was on never renting to those who had, at one time, committed a “lifetime sexual offense.”
David Pickron, author of this piece, states on page two that, “What we recommend our clients do is prohibit the lifetime sex offender. We have studies that show you are never cured from that.” There are no named studies, whether in the past or in recent publication history, that are offered in terms of his statement that the old and long-ago-debunked “no-known-cure” philosophy carries any validity. While a small percentage of men across the United States (under 5 percent) may have pedophilic tendencies, the vast majority of people sentenced under the Lifetime Act in Colorado or similar statutes in other states mentioned above are not diagnosed with pedophilia. Many diagnosed with pedophilia don’t want to commit these offenses, and would be happy for serious counseling that did not include years of incarceration.
Many years ago, persons in powerful positions in Colorado were allowed to choose the 15 to 18 offenses they believed were the most heinous, and people who committed those particular offenses were sentenced under Colorado’s Lifetime Act of 1998. The nature of these offenses vary significantly. What this meant was that
See ‘Those’ on Page 4

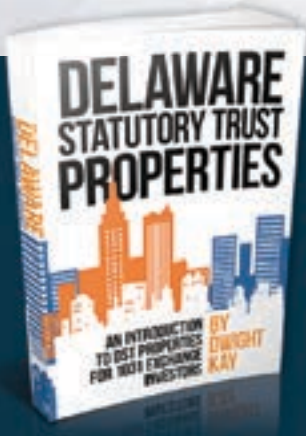
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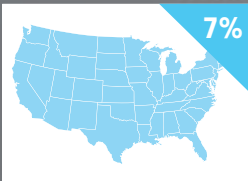
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How to Make Carpet Last Longer in Your Rental

Continued from Page 1

- in. Poor cleaning habits can turn your rental-home carpet to ruins.
- Pet-related issues: Pets can be a disaster for rental-home carpets if not properly monitored. They can easily urinate, defecate, spread mud, or chew the carpet. It is important that you have a strict pet policy in place.
- Lack of house rules: The lack of dedicated house rules can lead to rental-home carpet deterioration. Tenants who don't leave their shoes at the door or clean regularly can cause premature destruction of your rental-property carpet.

No. 1: REGULAR VACUUMING

Vacuuming is important because there are a lot of dry soil and stains that your carpet can hold even though it isn't obvious. When this happens, the dirt breaks up the carpet fiber, destroying your carpet in no time.

Vacuuming once or twice a week will help you extend your carpet lifespan. Today, many property managers provide renters with a low-budget vacuum cleaner to help with this.

No. 2: DO A YEARLY DEEP CARPET CLEANING

Since stored dirt can destroy your carpet (or distort its color), getting your rental-property carpets deep-cleaned regularly is important. Annual or bi-annual cleanings will keep the carpet in good shape.

No. 3: SET A STRICT PET POLICY

The importance of having a pet policy cannot be stressed nearly enough. While you may allow pets, you need to have a firm stance on what kind of pets they are, whether they're allowed indoors, and who is responsible for accidents or cleanings.

No. 4: DO SPOT CLEANING

The earlier you get to the spill the better!

Even if your rental-home carpet comes with a stain blocker, that doesn't mean it will block the spill. It only helps you prevent the stain from getting set in and makes it easier to clean. Always blot to clean, never rub or scrub, and don't over wet the carpet.

IN CONCLUSION

By adhering to the above tips, you're sure to prolong the lifespan of your rental-home carpets, save money on regular carpet replacement, and give your carpet an appealing look.

Keepe is an on-demand maintenance solution for property managers and independent landlords. The company makes a network of hundreds of independent contractors and handymen available for maintenance projects at rental properties. Keepe is available in the Greater Seattle area, Greater Phoenix area, San Francisco Bay area, Portland, San Diego and is coming soon to an area near you. Learn more about Keepe at <https://www.keepe.com>.

Those with Sexual Offense in Background Also Need Housing

Continued from Page 1

they had a variety of lifetime sentences, ranging from two years to life to much higher ranges, for example 12 years to life. Judges make the decision about the duration of the sentences.

As men and sometimes women get close to their "bottom number" (two years to life, for example) in terms of time spent in prison, they are expected to complete sexual-offense-specific treatment inside the Colorado Department of Corrections. This treatment is grueling, and can go on seemingly forever, since the sentence is, in reality, potentially a lifetime sentence.

Many prisoners start the classes only to make their therapists mad about something (which may or may not be legitimate) and then find themselves terminated from treatment, which places them at the bottom of a very long list of lifetime folks who have to satisfactorily get through treatment before they can be paroled according to the Colorado statute. This treatment includes passing numerous polygraphs. A small group of sexual-offense and public-safety officials persuaded the Colorado Legislature to adopt this "no-known-cure," "one-size-fits-all" approach.

As research mounted over the next 10 to 15 years supporting the fact that actuarial risk assessment tools were doing a good job of identifying those most likely to re-offend sexually, organizations such as ATSA (Association for the Treatment of Sexual Abusers) began to take these assessment tools and the scores they produced seriously, and utilize them in making treatment and parole and/or probation decisions.

While the system is still far from perfect, some states – Oregon is a good example – have recently gone to a tier/risk-based system of rating an individual for the sexual offense registry.

There is also a strong movement afoot to drastically re-design the registry, or, in some camps, to get rid of the registry altogether. The registry encourages vigilantism, makes it incredibly difficult for those who have committed a sexual offense to get housing, jobs and pro-social support, and sadly, marks juveniles who have committed a sexual offense for way too many years – some are successfully getting off the registry only with a great deal of effort exercised through the courts.

Some police departments in Colorado have become weary of the constant need to spend hours registering people who are not re-offending. Colorado recently, with the leadership and support of police departments, was able to pass a law stating that older men and/or men that are ill, physically and intellectually disabled etc., do not have to come to the police department to register. The police, who had already been doing this because it made sense to do it, are now, according to statute, able to register these folks where they live (nursing homes, assisted living, or in the community).

One has to wonder why such men need to register at all!?

We struggle through my state advocacy organization, CSOR, to find housing for these men and women, as many of them cannot get out of prison (anyone sentenced under the Lifetime Act) without an address that has been approved by

the parole board. Those with lifetime sentences cannot get out of prison in our state by going to a shelter; they must have an approved home address. Whether their crime was against a child or not, they cannot be in a residence where children live.

While we have a significant number of rental providers that work with our men and women, we need many more.

As statistics show in most states, those with a sexual offense are often forced to live in neighborhoods that are most likely higher in crime statistics and have general issues related to poverty. Those who cannot find housing frequently end up on the streets, living in areas where defecation, urination and discarded needles used for the injection of drugs are rampant.

Perhaps the saddest and most puzzling piece of all this is that states (Colorado in particular) are spending way too much money on the 20 percent of people who have committed a sexual offense and been caught and convicted, and essentially nothing on prevention activities for the much larger percentage committing these offenses that have not been caught and convicted. State budgets creak and groan under the weight of Sex Offender Management Boards, incredibly expensive prison stays and parole and probation supervision.

As victims' advocates and district attorneys cry out for justice, severely punishing those they already know about, there is a larger percentage of cops, judges, parents and other relatives, neighbors, priests and other clergy, teachers, prison guards and other leaders

in our communities who have been committing these offenses for years, and because no-one has come forward to report them, and they are not likely to report themselves because of fear of incarceration and lifetime punishment, their offenses continue on for years. In Europe, there are opportunities for people to come forward for help and assistance with pedophilic urges and behaviors without fear of being incarcerated or exiled from society. Of course, many who are offended against by these populations are children and young adults.

Finally, recidivism rates for those who have committed a sexual offense and have been through sexual-offense treatment are very low. They are drastically lower than the rates of repeat offenses for those committing burglaries and larceny, alcohol and drug-related offenses, etc. Only murderers have a lower recidivism rate than those with a sexual offense. People who cannot find housing because they have committed a sexual offense will end up walking the streets of our communities, living, urinating and defecating near and in our parks, our streams and rivers, and living in the homeless shelters of our communities, where drugs, alcoholism, theft, murder, and, yes, opportunities to sexually offend abound.

Susan C. Walker is Director of the CSOR (Coalition for Sexual Offense Restoration) and Regional Coordinator NARSOL (National Association for Rational Sex Offense Laws). If you have questions or want clarification on any of these issues, please contact: Susan Walker, Director, CSOR, P.O. Box 27051, Denver, Co. 80227 or 720 690 -7125

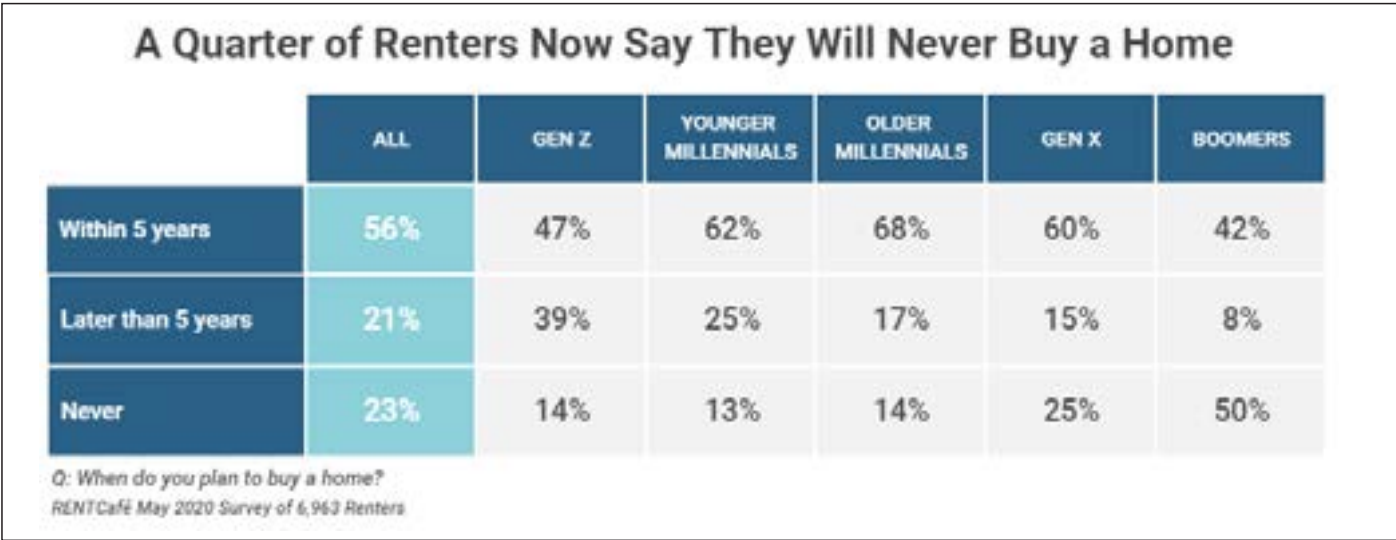
23 Percent of Renters Say They Will Never Buy a Home

RENTAL HOUSING JOURNAL

A significant share of current renters now say they will never be homeowners, according to a survey of 7,000 renters from RentCafe. Also, one in 10 renters were ready to buy a home this year, but the pandemic forced 43 percent of them to delay their homeownership plans.

Some survey highlights:

- Things were finally looking up for Gen X and older millennial renters, of whom 15 percent and 14 percent, respectively, were confident they'd become homeowners by the end of the year.
- As 43 percent of would-be home buyers changed their plans due to the pandemic, "economic uncertainty" and "loss of income" were the most cited reasons for delaying homeownership.
- As many as 50 percent of older millennials were forced by the crisis to let go of their dream, followed by younger millennials (43 percent) and Gen Xers (42 percent).
- Considering the current market conditions, "We asked renters about when they would finally be able to buy a home; while 56 percent were optimistic about becoming owners in the next 5 years, a significant 23 percent said that they're never buying," the survey says.
- Millennials were most eager to buy a home soon, particularly the older cohort, with 68 percent of older millennials planning to become homeowners in the next 5 years. Long-considered renters-at-heart, this cohort is now set on making the transition.
- On the other side, half of baby-



boomer renters expressed no intention of ever buying again, as they seem to be getting more and more comfortable with renting.

Doug Ressler, manager of business intelligence at Yardi Matrix, had these answers to questions posed about the survey:

Q: What one piece of advice would you give to Gen Zers and younger millennials who want to become homeowners sooner?

A: The buy vs. rent analysis is partially financial and partially emotional. The financial part of the analysis is difficult to work out because of future assumptions. However, one also needs to understand the level of risk and flexibility that come with each option, as well as individual desires, before making a purchase-vs-rental decision.

Q: There's a large share of renters who think they'll never become homeowners. Why is that?

A: When it comes to the complexities of real-estate investment, personal finances, and future economic time horizons, the

conventional wisdom of buying being better than renting does not always hold true.

Many renters don't think that they'll ever own a home because they might not be able to afford the additional expenses that come with this decision, such as interest, property taxes, insurance, and maintenance for the entire ownership period. On the other hand, renting consists only of monthly rent and a possible one-time deposit; therefore, economically, renting might make more sense than buying a home.

Q: In your opinion, what is the No. 1 reason millennials, Gen Xers, and boomers do not purchase a home, renting instead?

A: As more millennials are moving up the earnings ladder, get married, and start families, housing is increasingly taking center stage. Although they have a higher number of graduates than Gen Xers and baby boomers, they are less likely to own a home. Some of the barriers to homeownership could be delayed marriage, student debt, and choosing to live in high-cost cities.

Q: Is it a good idea to buy a home now? In which cities?

A: This would depend on financial considerations and the targeted area of purchase. In more than half (59 percent) of housing markets nationwide — 442 of 755 U.S. counties — renting a three-bedroom property is now more affordable than buying a median-priced home.

The lowest median home prices would be in the Houston metro area, Orlando metro area, or Chicago metro area, all three of which boast a high percentage of millennials.

Doug Ressler is the director of business intelligence at Yardi Matrix, where he is responsible for the creation of business and statistical research models for the commercial real estate industry. Previously, he was an analyst at the multifamily market research company Pierce-Eislen. He holds a master's degree in business administration from Arizona State University and a bachelor's degree in business administration from Pennsylvania State University.

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Pandemic Will Lead Companies, Millennials to Suburbs to Work From Home, Reports Say

RENTAL HOUSING JOURNAL

Companies and millennials will be heading to the suburbs as a result of the pandemic and the increasing trend of working from home and desire for shorter commuting times, according to new research and special report from Marcus & Millichap.

The research says the pandemic will increase the trend of moving to the suburbs, which will potentially create “a structural shift” in demand for multifamily housing, single-family housing and suburban office space.

“Even without additional health concerns, suburban popularity had already begun to rise. While a decade ago the pace of population growth was higher in downtown areas, now that activity has shifted to the suburbs. This trend is being accelerated by health concerns, but demographics are at the root,” Marcus & Millichap says in the report.

Other research has shown people value more living space now that they stay at home more, and they need home office space as well. Plus they prefer not to have to commute into the office in a downtown



location.

The other research, a poll conducted by The Harris Poll, finds that 75 percent of Americans working from home due to COVID-19 say they would prefer to continue doing so at least half the time, if given the option, after the pandemic subsides.

As millennials lead the move to suburban multifamily and single-family residences, this will drive the need for nearby office as well as retail space.

“The gap between suburban and urban apartment and office vacancies, which both reached peaks of over 200 basis points during the Great Recession, has

since fallen to less than 40 basis points,” Marcus & Millichap write in the report.

“While partly influenced by varying construction levels, this near parity is largely a result of more millennials moving out of urban cores. Firms are following suit, with rising foot-traffic levels also catching the eye of retailers.”

The survey also points out that even if a company wanted to bring back workers to a central urban location, “there are several logistical challenges to overcome. Taking public transit to the center of town and riding an elevator to a top-floor suite pose health risks that a drive to a low-rise suburban office does not,” the report says.

Costs are lower in the suburbs, so companies may move there while holding on to a central business location. However, the shift to suburban office space “in conjunction with suburban residential growth, would also influence the retail and industrial sectors. Retailers will want to be close to both suburban residential and commercial hubs, with distributors seeking space to support last-mile deliveries to consumers,” Marcus & Millichap says in the report.

Rent Control Won’t Solve Affordability Woes, NMHC Says

GROWING HOMES TOGETHER

The pandemic is intensifying the housing affordability problems that

have existed for decades, according to Growing Homes Together, a National Multifamily Housing Council (NMHC) resource center. However, they are firm

in believing that rent control is still not the solution.

In a recent blog post, “Rent Control: The Wrong Prescription Then, The Wrong Prescription Now,” Growing Homes together points out “A significant percentage of renters were already struggling before the pandemic. According to Harvard’s Joint Center for Housing Studies, nearly half of all U.S. renters were cost-burdened, meaning they are spending more than 30 percent of their monthly income on rent. A May 2019 report from the Federal Reserve highlighted that 40 percent of Americans didn’t have \$400 available for an emergency bill. At a time when incomes have been decimated from this pandemic, these issues are only getting more severe.”

“Naturally, housing providers and elected officials have been looking for smart solutions to keep Americans safe and secure in these trying times. Some, though, are attempting to politicize this moment to take advantage of the crisis and advance their own agendas,” Growing Homes Together writes in the blog.

“Namely, we’re seeing a resurgence of calls for rent control from activists bent on forcing property owners — who themselves are being challenged by this pandemic — to bear the brunt of this crisis. Groups such as Tenants Together have taken even more extreme measures and gone as far to call for rent strikes — yet again demonstrating that they are not above taking advantage of this pandemic to achieve their political goals. Rent-control proposals vary from state-to-state and across municipalities. Some call for cutting rents by 25 percent across the board; others follow in the footsteps of previous failed ballot initiatives already rejected by voters. All of them are built on the false premise that price controls are an adequate solution to a supply-and-demand imbalance.

“Now more than ever, it’s incumbent upon us to find smart solutions to the

problems facing working Americans. Many housing providers have taken steps to work with residents to implement rent-payment plans, waive late fees, and freeze rents for 90 days. But the truth is that longer-term rent control would only hinder housing providers from fulfilling their own financial obligations and further endangering apartment communities.

“Make no mistake: Rent control wasn’t a viable solution to our housing affordability crisis before this pandemic started. And it certainly isn’t any better of an idea now. Instead of pursuing misguided policies like rent control, there’s plenty our leaders in Congress can do to help residents and property owners. To start, Congress should create an Emergency Rental Assistance Program for those who have been impacted by the crisis and do not already receive federal housing subsidies. Additionally, mortgage forbearance protections should be expanded to match any eviction moratoriums to help property owners maintain their residences.

“We all have a role to play in overcoming this crisis. Housing providers will continue to work with residents to keep apartment communities safe and whole. At the same time, elected officials should reject tired and misguided policies like rent control and instead work towards meaningful solutions that address the challenges of residents and housing providers,” Growing Homes Together writes in the blog post.

Growing Homes Together (GHT), a project of the National Multifamily Housing Council (NMHC), is a resource center designed to spark discussions at the state and local levels about policy solutions to improve America’s housing crisis. NMHC is a national organization of more than 1,100 member firms involved in the multifamily housing industry. For more information, contact the organization at info@growinghomestogether.org or visit the website at www.growinghomestogether.org.

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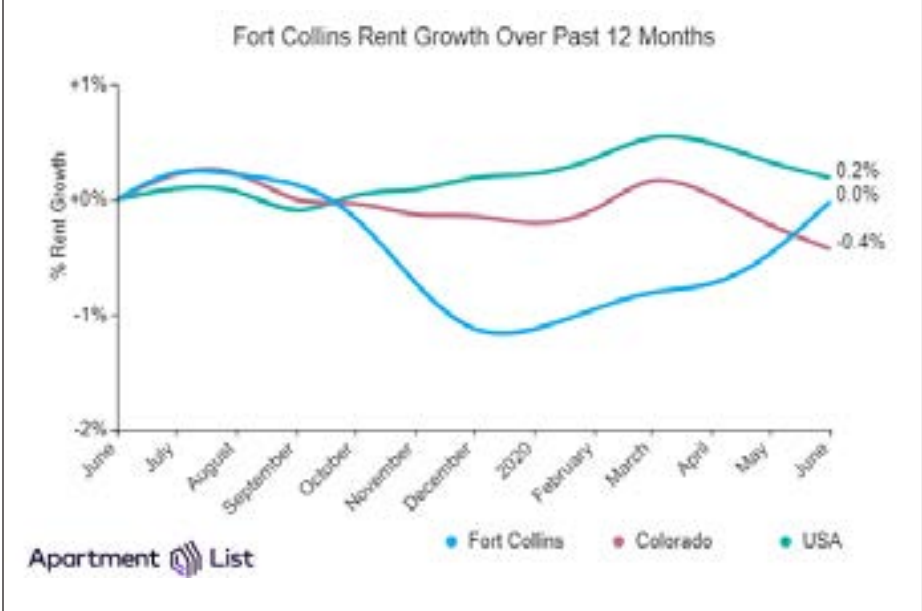
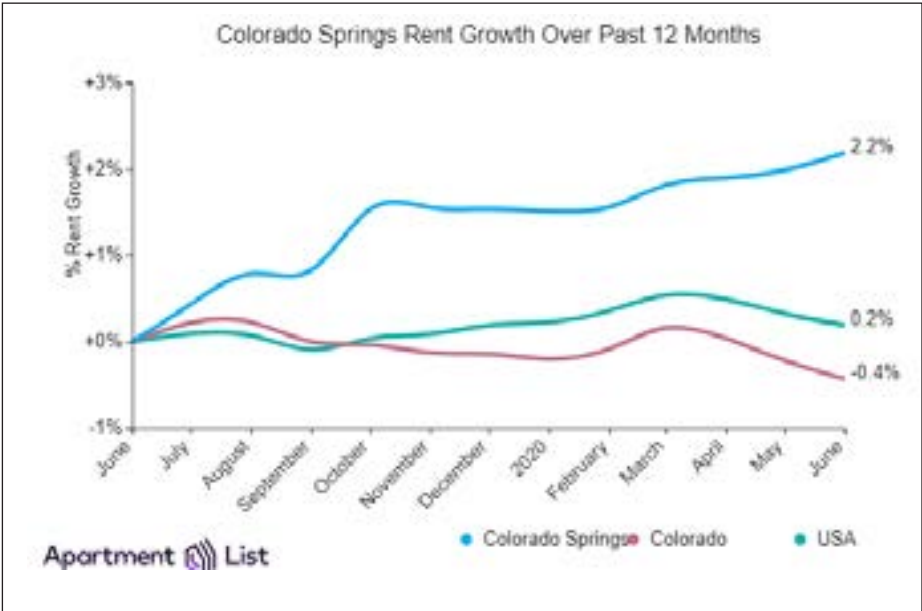
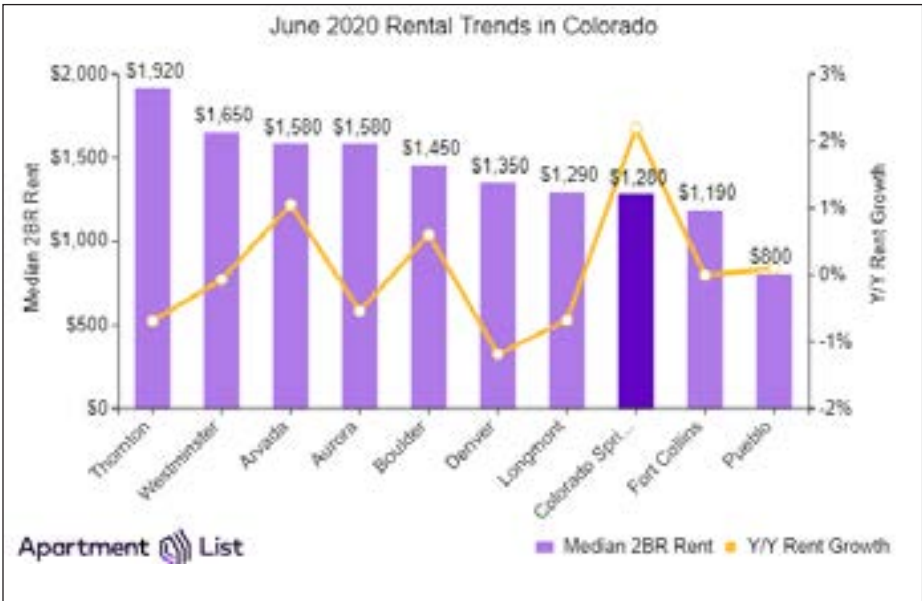
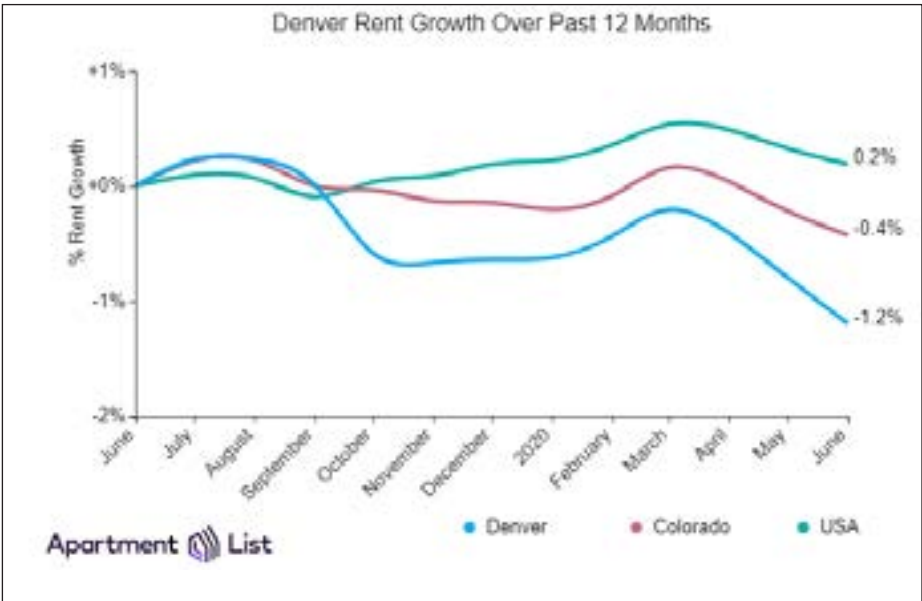


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Rents Continue Upward Trend in Colorado Springs

Continued from Page 1

prices drop. Here’s a look at how rents compare across some of the largest cities in the metro.

- Over the past year, Brighton has seen the biggest rent drop in the metro, with a decline of 6.1 percent. Median two-bedrooms there cost \$1,689, while one-bedrooms go for \$1,333.
- Arvada is the only city in the metro that has seen rents rise, with a year-over-year increase of 1.0 percent. The median two-bedroom there costs \$1,582, while one-bedrooms go for \$1,250.
- Thornton has the most expensive rents of the largest cities in the Denver metro, with a two-bedroom median of \$1,917; rents fell 0.7 percent over the past year but remained flat month-over-month.
- Denver proper has the least expensive rents in the Denver metro

COLORADO SPRINGS RENTS CONTINUE TO RISE

For the fifth straight month, Colorado Springs rents have increased. In June, the city saw an increase of 0.2 percent and year-over-year rents have increased moderately by 2.2 percent.

Median rents in Colorado Springs are \$993 for a one-bedroom apartment and \$1,280 for a two-bedroom.

Colorado Springs’ year-over-year rent growth leads the state average as well as the national average.

FORT COLLINS RENTS ALSO INCREASED OVER THE PAST MONTH

Fort Collins rents have increased 0.5 percent over the past month, but have remained steady in comparison to the same time last year.

This is the fifth straight month that the city has seen rent increases after a decline in January.

Median rents in Fort Collins stand at \$969 for a one-bedroom apartment and \$1,186 for a two-bedroom. Fort Collins’ year-over-year rent growth leads the state average but trails the national average.

ApartmentList is committed to making its rent estimates the best and most accurate available. To do this, they start with reliable median rent statistics from the Census Bureau, then extrapolate them forward to the current month using a growth rate calculated from their listing data. In doing so, they use a same-unit analysis similar to Case-Shiller’s approach, comparing only units that are available across both time periods to provide an accurate picture of rent growth in cities across the country. ApartmentList’s approach corrects for the sample bias inherent in other private sources, producing results that are much closer to statistics published by the Census Bureau and HUD. Their methodology also allows them to construct a picture of rent growth over an extended period of time, with estimates that are updated each month.

Rentegration.com

Integrated Solutions at your fingertips

5 REASONS TO USE RENTTEGRATION

1. Access - Rentegration.com is a web based, multi-user software offering customers 24/7 access to forms generation, archives, property management data- base, basic accounting, vendor ordering and other services.

2. Rental and Lease Forms - Unlimited use of a full line of state specific rental and lease forms. All Rentegration.com forms are created by attorneys and/or local rental housing associations.

3. Simplified Accounting - Owners and managers can track income and expense for each unit, property and company. Perfect for mid and small size property managers and independent rental owners, who neither have the need or budget for larger, more expensive software.

4. Management Database - Rentegration.com is an easy to use, database driven software. Most form fields are auto populated from the database. The modules are all integrated and work together. For example, a customer can use the rent-roll function to identify all delinquencies, apply fees, and create eviction forms with a few simple clicks of the mouse.

5. Value - Large property management companies that use Rentegration.com for only forms generation will save time and money over other methods. Mid and small size property managers and independent rental owners can manage their entire business at a fraction of the cost of other software and forms.

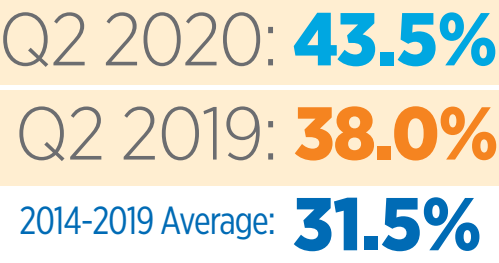
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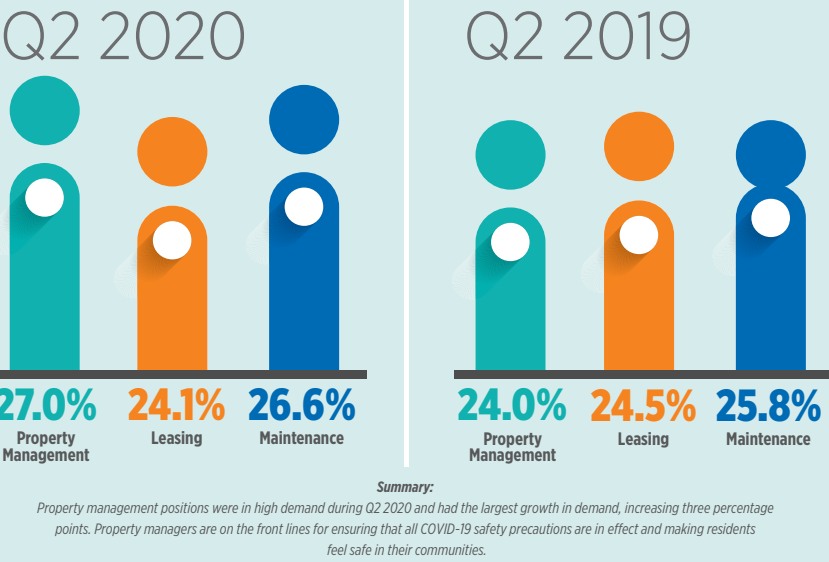
To advertise in Rental Housing Journal, call Vice President/Sales Terry Hokenson at 480-720-4385 or email him at Terry@rentalhousingjournal.com

Total Q2 Job Postings in Apartment Industry (% of Real Estate Sector)

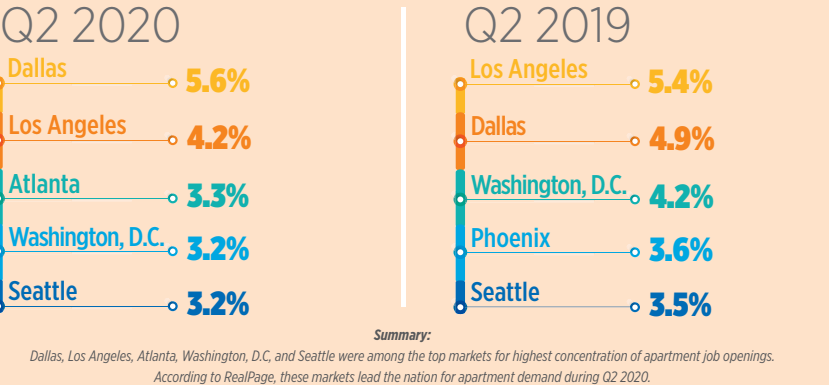


Summary:
Multifamily hiring remains solid amid the Coronavirus pandemic. Nearly 44.0 percent of available real estate jobs in the US were in the apartment sector during the second quarter, far ahead of the five-year average of 31.5 percent. Many property management companies have increased hiring and staffing efforts in preparation for pent-up apartment demand due to stay at home orders.

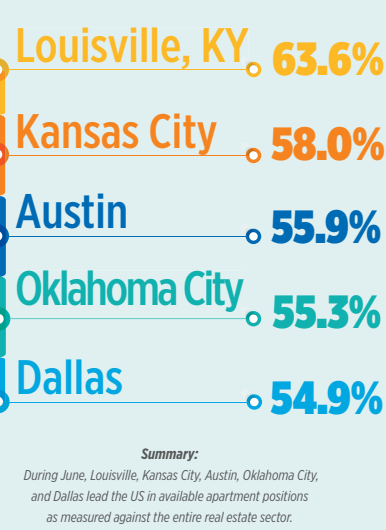
Job Postings by Major Category (As a percent of all Apartment Jobs)



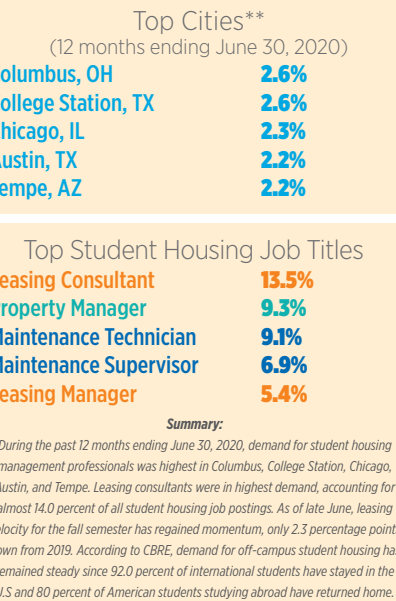
Top MSAs* (As a percent of all U.S. Apartment Jobs)



June 2020: % Apartment Jobs of Total Real Estate Jobs



Student Housing Job Postings** (% of all student job postings)



Competing Sectors (Highest Location Quotients)**



Common Skills (Percent of Jobs Requiring Skill)

	Apartment	Retail Trade	Hospitality
Specialized Skills			
Customer Service	32.1%	45.0%	24.9%
Sales	19.4%	41.2%	7.9%
Scheduling	15.7	21.4%	17.1%
Baseline Skills			
Communication Skills	39.9%	38.9%	34.5%
Organizational Skills	28.7%	22.1%	19.9%
Detail-Oriented	22.6%	14.3%	13.9%
Teamwork/Collaboration	15.3%	15.6%	22.8%

Summary:
The apartment sector often competes with the hospitality and retail sectors for personnel with similar experience and skills. Customer service, communication, and organizational skills were among the most desired skills across all three sectors. The hiring back of retail and hospitality employees has intensified competition for talent, particularly since the labor pool has begun to shrink. In June, the retail and hospitality sectors led the US in job growth. The leisure and hospitality industry hired back 21 million employees. The retail trade hired 740,000 people, nearly doubling the job growth it made in May.



Apartment Jobs Snapshot

Q2 2020

Apartment Jobs Hiring Resilient in 2nd Quarter

Despite the uncertainty and economic damage caused by the COVID-19 pandemic, apartment-jobs hiring was resilient during the second quarter of 2020, according to the latest report from the National Apartment Association.

In the June report of the National Apartment Association’s Education Institute (NAAEI) Apartment Jobs Snapshot, job openings in the apartment industry comprised nearly 44 percent of positions available in real-estate sector jobs across the country.

This level of available apartment jobs is well above the 5-year average of 31.5 percent.

Many property management companies have increased hiring and staffing efforts in preparation for pent-up apartment demand due to stay at home orders.

HIGH DEMAND DUE TO COVID-19

In terms of specific jobs, property-manager positions were the most sought after.

Property management positions were in high demand during Q2 2020 and had the largest growth in demand, increasing three percentage points. Property managers are on the front lines for ensuring that all COVID-19 safety precautions are in effect and making residents feel safe in their communities.

Around the country, Seattle, Dallas, Los Angeles, Atlanta and Washington, D.C. ranked highest for apartment-job demand.

Leasing momentum for student housing is increasing as universities plan to open on-campus classes, resulting in high demand for leasing consultants. However, this could be subject to change depending on pandemic issues in certain states.

STUDENT HOUSING

During the past 12 months ending June 30, 2020, demand for student housing management professionals was highest in Columbus, College Station, Chicago, Austin, and Tempe.

Leasing consultants were in highest demand, accounting for almost 14.0 percent of all student housing job postings. As of late June, leasing velocity for the fall semester has regained momentum, only 2.3 percentage points down from 2019. According to CBRE, demand for on-campus student housing has remained steady since 92.0 percent of international students have stayed in the U.S and 80 percent of American students studying abroad have returned home.

SUMMARY

The apartment sector often competes with the hospitality and retail sectors for personnel with similar experience and skills. Customer service, communication, and organizational skills were among the most desired skills across all three sectors.

The hiring back of retail and hospitality employees has intensified competition for talent, particularly since the labor pool has begun to shrink. In June, the retail and hospitality sectors led the US in job growth. The leisure and hospitality industry hired back 2.1 million employees. The retail trade hired 740,000 people, nearly doubling the job growth it made in May.

NAAEI’s mission is to provide broad-based education, training and recruitment programs that attract, nurture and retain high-quality professionals and develop tomorrow’s apartment industry leaders.



Sources: NAA Research; Burning Glass Technologies; GlobeSt; CBRE; RealPage; Greystar student housing job postings as of July 8, 2020; Bureau of Labor Statistics

* MSAs with 100 or more apartment job postings.
** Cities with 75 or more job postings.
*** Location quotients show how concentrated demand is within a particular geography. US-wide average demand equals 1.0; an LQ of 1.2, for example, indicates 20% higher demand than the US average (or 1.2 times the US concentration).