Four Trends Shaping Multifamily in 2027

How value, loyalty, social storytelling, and positioning are redefining the resident experience and driving property performance.

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The OS for property management





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Introduction

When apartment communities offer similar rents, floor plans, and amenities, renters look to the details to make their decision. Two properties can look identical on paper, yet the resident experience can differ greatly based on how the leasing process feels.

Inquiry response times, online tour scheduling, and digital application workflows shape a prospect's first impression. Authentic resident content, such as resident-made social videos, also gives renters a real look at daily community life that promotional videos can't match.

For multifamily operators heading into 2027, seamless service and authentic resident engagement are key to winning leases and keeping residents.



A changing multifamily market

The multifamily industry enters 2027 after several years of significant change.

Following the rapid rent growth experienced during the pandemic, many markets have seen rental rates stabilize or decline as new apartment supply has entered the market. At the same time, affordability remains a persistent challenge for renters.

According to Harvard University's America's Rental Housing 2026 report, national rent growth hovered near zero from mid-2023 into 2025. By the fourth quarter of 2025, asking rents for professionally managed apartments had fallen 0.6% year over year, and vacancy rates reached 5.2%. [1]

Yet softer rents haven't made housing affordable for most renters. The same research found that nearly half of renter households spend more than 30% of their income on housing.[1]

For owners and operators, the financial picture is just as tough. Rising operating expenses, including labor, insurance, maintenance, and utilities, continue to squeeze net operating income (NOI). High construction costs and tight financing have also made new development harder.

With little room to raise rents in softer markets, operators need other ways to protect margins and performance.

Historically, the industry has focused its growth strategy on acquisition: generate more leads, schedule more tours, sign more leases, and fill vacant apartments. That approach still matters, but attracting new residents is only part of the equation.

Every move-out creates another vacancy to fill, another unit to turn, and another chance for lost revenue. Every concession offered to win a new resident cuts into returns. As a result, operators are putting greater emphasis on the experience residents have after they sign their leases.

The question is shifting from “How do we get more residents?” to “How do we become the community residents choose, stay at, and recommend?”

Four trends will help answer it in 2027:

1. **Value:** Resident experience becomes a key measure of what renters get for their money.
2. **Loyalty:** Retention becomes an ongoing strategy, not an annual renewal task.
3. **Social storytelling:** Authentic resident experiences become a powerful source of marketing content and word-of-mouth.
4. **Positioning:** Communities stand out through the experiences they deliver and the identities they build.

These trends are closely connected. Together, they offer a framework for improving satisfaction, strengthening retention, generating demand, and protecting property performance.



TREND I

Showing value through resident experience

Renters want more for their money

For years, multifamily operators have relied on price and amenities to communicate value. A lower rent, upgraded appliances, an extra bedroom, or a newly renovated clubhouse could be enough to attract prospects. Those factors still matter, but the value residents see in their apartment homes goes beyond the physical property.

Consider two communities charging the same monthly rent.

At first, maintenance requests take days to get a response. Residents struggle to reach the leasing office, payment questions take multiple phone calls, and renewal offers arrive with little explanation.

At the second, residents submit maintenance requests through an app and receive timely updates. They pay rent easily and reach the property team through their preferred channel, day or night.

Both communities may offer comparable apartments at comparable prices, but living in them feels very different. The second community delivers more value without adding amenities or lowering rent. That distinction matters more as renters decide where to live and whether to stay.

Perceived value is built through everyday experiences

Value is a combination of what residents pay and what they believe they get in return. That perception comes from many factors, including apartment quality, location, services, convenience, responsiveness, and the relationship residents have with their property team.

According to Deloitte's 2025 research on value-seeking consumers, four in ten American consumers surveyed were value-seekers. The research also found that 10% to 40% of perceived brand value comes from factors beyond price, including quality, trust, and customer experience. [2] For multifamily operators, this reinforces an important distinction: while rental rates will always influence leasing decisions, they don't represent the entire value proposition.

Entrata®'s 2026 Resident Priorities Report supports this. In a survey of more than 2,000 renters, 82% named rental price as a primary deciding factor. However, 67% also prioritized location, 53% staff responsiveness, and 51% parking availability. [3]

The findings show that renters judge communities by a mix of affordability, practicality, and everyday experience.

That gives operators a chance to stand out through things they can directly influence, especially responsiveness, convenience, and communication. Perceived value is often built through ordinary interactions:

A maintenance technician who resolves an issue quickly. A leasing agent who remembers a resident's name. A payment process that takes seconds, not minutes. A timely notice about a service interruption.

Each one may seem small. Together, they shape how residents feel about their community. At renewal time, those experiences influence whether residents believe their apartment is worth the price.

Seven opportunities to demonstrate value

1. Frictionless digital experiences. Prospects should be able to search for apartments, schedule tours, apply, verify information, and sign leases with minimal effort. After move-in, that same ease should continue through one centralized resident experience where they can pay rent, submit maintenance requests, and manage everyday tasks.

2. Convenience that saves time. Residents expect businesses to respect their time. Self-service options, automated reminders, easy-to-find information, and simpler processes reduce the effort it takes to work with property teams. Convenience may not appear on a traditional amenity checklist, but it strongly shapes how residents view their living experience.

3. Fast, effective maintenance. Few interactions affect resident satisfaction more than maintenance. When something breaks, residents want to know they've been heard, that someone is on it, and when to expect a fix. Make requests easy to submit, acknowledge them promptly, share status updates, and resolve issues efficiently. This shows residents you're committed to caring for their homes.

4. Responsive property teams. A quick response tells residents their time and concerns matter. AI-powered communications and automated workflows can handle routine inquiries and coordinate follow-up, while team members stay available for complex or sensitive situations. The goal is for residents to feel supported however they choose to communicate.

5. Transparent billing and payments. Rent is the biggest recurring financial interaction most residents have with their community. Clear statements, understandable charges, convenient payment options, and proactive reminders make it easier. Transparency matters even more when residents are watching every household expense.

6. Rewards and recognition. Loyalty programs let you recognize on-time payments, referrals, engagement, and lease renewals. For cost-conscious renters, tangible benefits reinforce the financial value of staying. But rewards should complement a positive experience, not make up for ongoing service problems.

7. Useful, practical amenities. A beautiful clubhouse may catch attention, but amenities that make daily life easier deliver more consistent value. Reliable internet, convenient package delivery, functional coworking spaces, accessible parking, and similar features can shape residents' routines in a meaningful way. Choose amenities based on what residents actually want and use, not on the assumption that the most impressive features deliver the best return.

The opportunity: Compete on value before competing on price

When operators struggle to stand out, concessions can seem like an easy way to drive leasing activity. But discounts are expensive, and they don't address why prospects are choosing competing communities.

Improving perceived value is another way to compete. A community that consistently delivers convenience, responsiveness, and reliability gives prospects more reasons to sign and residents more reasons to renew.

It also lays the foundation for the next trend: loyalty.

2027 prediction
Value will increasingly become a resident experience metric, not just a pricing metric.

What operators should do now: Value

1. Audit the resident experience for unnecessary friction.

Walk through the full resident journey, from first inquiry to renewal, and find interactions that take unnecessary effort. Look for slow responses, disconnected processes, repetitive data entry, confusing communications, and simple tasks that require a call to the office. Prioritize fixes that save residents time and reduce administrative work for your team.

2. Measure what residents value.

Use resident surveys, maintenance feedback, service response data, and amenity usage to learn what matters most. Don't assume expensive amenities create more perceived value. A fast maintenance response or convenient parking may do more for satisfaction.

3. Make value visible throughout the lease.

Share the services, conveniences, and benefits residents receive. Highlight practical improvements, explain new services, and show how your community makes everyday life easier. The goal is for residents to recognize their value before they start weighing renewal options.

Metrics to watch: Resident satisfaction, maintenance response and resolution times, communication response times, amenity utilization, and renewal rates.

Successful operators will look beyond rental rates and amenity packages to see how everyday experiences shape perceived value, satisfaction, and renewal decisions.

TREND II

Loyalty becomes an operational strategy

A renewal is earned long before the lease expires

Think about the last time you stopped doing business with a company. Maybe the product got too expensive. Maybe customer service declined. Or maybe a competitor offered a better experience. Whatever the reason, your decision probably wasn't based on a single interaction. It was the result of experiences that built up over time. The same is true for apartment residents.

A resident's decision to renew rarely begins when the renewal offer arrives. It develops over the course of the lease through interactions with the property team, maintenance experiences, payment processes, communication, and everyday convenience.

Every positive interaction builds confidence in the community. Every unresolved issue chips away at it. That's why operators should think about retention the moment a resident signs a lease.

Trust is the foundation of loyalty, and it's earned through consistent performance.

When a community promises responsive service, residents expect timely replies. When they submit a maintenance request, they expect follow-through. When they have a billing question, they expect a clear answer. Meeting those expectations again and again builds trust, and over time, trust becomes loyalty.

For multifamily operators, loyalty has two equally important dimensions:

- **Behavior:** Residents show loyalty by renewing leases, joining community activities, and referring others.
- **Sentiment:** Residents express loyalty through satisfaction, positive reviews, recommendations, and a willingness to advocate for the community.

A resident may renew because moving is costly or inconvenient, even if they're unhappy. Another may love their community but move because of a job change or household needs. Renewal rates alone don't tell the full story. Operators need to understand what residents experience throughout the lease, rather than waiting for renewal decisions to reveal a problem.

How loyalty matters to NOI

When rent growth is limited, retention has a real impact on financial performance. Consider what it costs to replace a resident.

When a resident moves out, a community may pay for unit preparation, cleaning, repairs, marketing, leasing activity, and concessions. The apartment may also sit vacant for days or weeks, earning no rent. Across a portfolio, these costs add up quickly.

For example, say a resident pays $1,800 per month. If the unit sits vacant for 20 days between residents, the community loses

roughly $1,200 in potential rent before turnover expenses, leasing costs, or concessions. Retaining that resident avoids many of those costs.

Renewals may involve pricing adjustments or incentives of their own, but better retention eases the pressure of constantly replacing residents. That makes loyalty a business strategy that affects revenue, operating expenses, and NOI.

Building loyalty across the resident lifecycle

Loyalty can't be created by a single campaign or renewal incentive. It takes consistent execution across the resident journey.

Leasing: Set the right expectations. Give prospects accurate information, flexible touring options, transparent pricing, and a simple application process. The leasing experience sets expectations your community must keep meeting.

Move-in: Make a strong first impression. Provide digital checklists, proactive communication, clear instructions, and an easy way to set up utilities and access the community. A smooth move-in reinforces residents' confidence in their decision.

Rent payments: Reduce recurring friction. Offer convenient payment methods, clear billing information, timely reminders, and easy ways to resolve questions. Paying rent should reinforce reliability, not create frustration.

Maintenance: Demonstrate accountability. Make requests easy to submit, share progress, and resolve issues efficiently. Follow-through matters most here because maintenance problems directly affect residents' homes.

Ongoing communication: Maintain the relationship. Keep residents informed about community updates, answer their questions, and offer meaningful ways to engage. Keep communication useful and personal, not excessive.



Renewals: Make staying easy. Engage residents before renewal season, address unresolved concerns, present offers clearly, and simplify the renewal process. Where appropriate, recognize continued residency with loyalty incentives.

From retention programs to loyalty programs

Many multifamily retention strategies have centered on renewal offers: a resident nears the end of their lease, gets an offer, and decides whether to stay. In 2027, expect more operators to adopt loyalty strategies like those used by consumer brands.

Instead of concentrating engagement around the renewal date, communities will recognize and reinforce positive resident relationships throughout the year. Deloitte's research on customer loyalty found that price, value, and quality remain the leading drivers of brand loyalty across age and income groups, with loyalty programs emerging as another important differentiator. [4]

The opportunity for multifamily is especially strong because residents make a substantial financial commitment every month. Entrata's 2026 Resident Priorities Report found that 84% of surveyed renters were interested in a resident rewards program, and 54% said rewards would make them somewhat or extremely likely to renew. Yet 74% didn't know whether their community offered one. [3]

That gap is an opportunity for operators. Residents may want loyalty benefits, but a program can't influence behavior if residents don't know it exists or how to join.

The most effective programs make rewards visible, easy to understand, and tied to behaviors that benefit both residents and operations. That might mean rewarding on-time payments, offering referral incentives, recognizing participation in community activities, or providing benefits for continued residency.

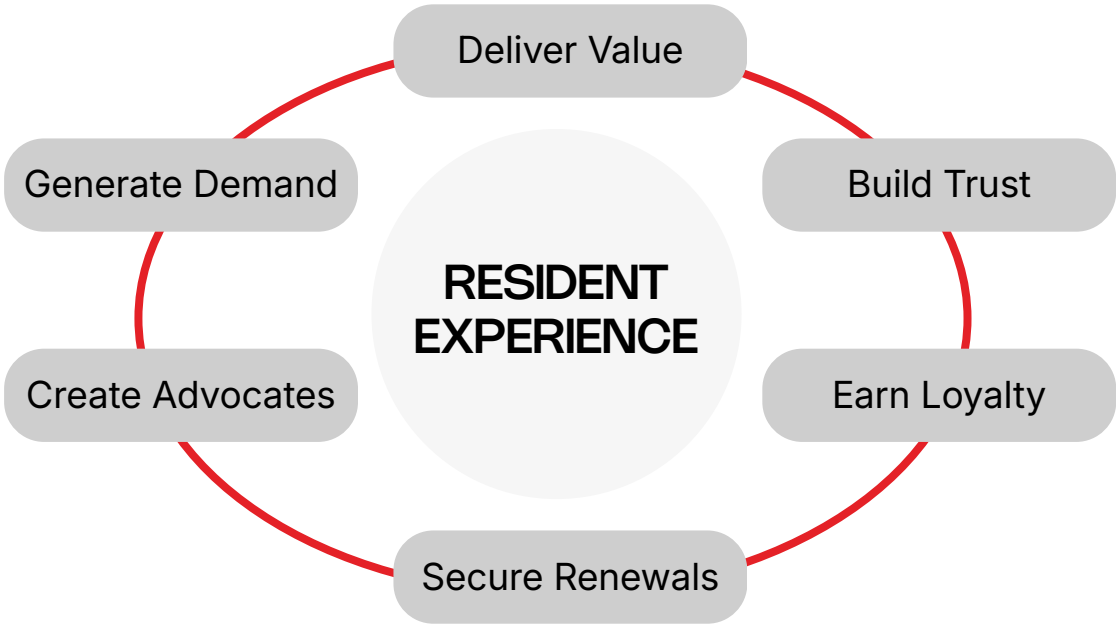
These programs also need strong operations behind them. A resident who keeps running into unresolved maintenance issues won't become loyal just because they earn reward points.

The resident loyalty flywheel: From experience to sustainable growth

Resident experience and property performance build on each other. It starts when a community consistently delivers the value residents expect. Convenient processes, responsive service, clear communication, and reliable maintenance build confidence. As those experiences add up, residents come to trust the community and the teams who manage it.

Trust is the foundation for loyalty. Residents who feel supported and see good value have more reasons to renew. Those with positive experiences are also more likely to recommend the community to friends, family, and their wider social networks.

That advocacy sparks new interest in the community and influences future leasing decisions. Then the cycle begins again as new residents move in and experience the community for themselves.



The resident loyalty flywheel

How resident experience drives retention, advocacy, and new demand.

Illustrative strategy model. Positive experiences can reinforce loyalty, renewals, advocacy, and demand.

The result is a reinforcing cycle: resident experience supports retention, advocacy, and future demand. That's why operators should treat resident experience as part of their broader growth strategy. Better responsiveness, convenience, and service consistency can do far more than raise satisfaction scores.

What operators should do now to achieve loyalty

1. Begin retention efforts at move-in. Don't wait until a resident is 60 or 90 days from renewal to build the relationship. Communicate consistently throughout the lease with move-in follow-ups, maintenance satisfaction checks, relevant community updates, and chances to share feedback. Every interaction should add to a positive overall experience.

2. Create a proactive renewal strategy. Use resident and operational data to spot unresolved service issues, recurring complaints, or other signs a resident may be unhappy. Address concerns before you send renewal offers, and make sure communications are timely, transparent, and easy to act on.

3. Make loyalty programs simple and meaningful. Consider rewards for on-time payments, referrals, renewals, and other beneficial behaviors. Choose incentives residents truly value, explain clearly how to earn and redeem rewards, and regularly share available benefits. Rewards should reinforce positive experiences, not stand in for reliable service.

Metrics to watch: Renewal rate, resident satisfaction, reward participation, resident referrals, and estimated resident turnover costs.

Operators will focus on earning loyalty throughout the lease, using resident engagement, satisfaction, service performance, and rewards to strengthen relationships before renewal season arrives.

2027 prediction
Multifamily renewal strategies will increasingly resemble consumer-brand customer retention programs.



TREND III

Social storytelling becomes the new word of mouth

Your residents are already telling your property's story

Promotional videos tend to show off amenities like pools and fitness centers. Resident-created content gives prospective renters an unscripted look at daily life in a community. It captures real, lived experiences that polished marketing can't replicate, which makes it an increasingly influential factor in leasing decisions.

The growing influence of authentic content

Social media has changed how brands and consumers relate. Businesses no longer control every story told about their products and services. Customers can share their experiences instantly and reach audiences far beyond their own social circles.

In multifamily, that content might include apartment tours, move-in videos, amenity reviews, neighborhood tips, maintenance complaints, or simple glimpses of everyday life. Prospects can run into it while researching communities, exploring neighborhoods, or scrolling social media.

Younger renters in particular often use these platforms to discover new places. According to Sprout Social's Q2 2025 Pulse Survey, 90% of Gen Z respondents said social media content influenced a purchase within the previous six months. The survey also found that 41% of Gen Z respondents turned to social platforms first when searching for information, compared with 32% who preferred traditional search engines. [5]

These findings reflect broader consumer behavior, not apartment-specific searches, but they show how younger audiences discover, evaluate, and form opinions about brands.

For multifamily marketers, the takeaway is clear. A prospect's first meaningful interaction with a community may come through content created by someone who already lives there. That content can capture what traditional advertising struggles to convey: what everyday life at the community actually feels like.

That means prospects may form opinions before they visit your website or talk to a leasing agent, and those opinions may be shaped by content your team didn't create.

Resident experience becomes a marketing asset

The best social storytelling starts with experiences worth sharing: a community event that brings neighbors together, a welcoming move-in, a responsive maintenance team, or a pet-friendly environment residents love.

These moments give residents natural reasons to share. Property teams can encourage it by making participation easy, creating opportunities for community engagement, and recognizing residents who contribute content.

Authenticity is essential, though. Overly scripted testimonials or promotional content that feels manufactured can undermine the credibility that makes resident-created content valuable. Encourage genuine stories instead of trying to control every message.

Social storytelling can strengthen the entire leasing funnel

Authentic resident content can influence prospective renters at every stage of their journey:

- **Discovery:** Social posts, videos, and community content introduce prospects to communities they might not have considered.
- **Research:** Testimonials, reviews, and everyday experiences add context beyond floor plans and amenity lists.
- **Consideration:** Prospects get a better sense of the community's atmosphere, resident experience, and lifestyle.
- **Decision:** Positive experiences shared by current residents build confidence in choosing a community.

Social storytelling also connects resident engagement to your broader marketing. Resident-created content can be featured on your website, included in social campaigns, or used to highlight authentic community experiences, as long as you have the proper permissions.

The connection to AI-powered search

AI is also changing how consumers find and evaluate businesses. Traditional search engine optimization (SEO) has focused on website content, keywords, backlinks, and search rankings.

As AI-powered search evolves, information about a community across the wider digital ecosystem may matter more. That includes websites, business listings, reviews, social content, and other public sources.



No operator can guarantee that a specific piece of resident-created content will appear in an AI-generated answer. But keeping information accurate, consistent, and useful across digital channels can strengthen a community's discoverability.

Authentic resident stories can also add to a fuller picture of what makes a community distinctive. The opportunity is to connect marketing, reputation management, and resident experience instead of treating them as separate efforts.

Turning residents into advocates

Operators can take several steps to encourage authentic storytelling:

- Create experiences residents enjoy and want to share.
- Make community events and engagement opportunities accessible.
- Encourage reviews and feedback at the right moments.
- Highlight resident stories with permission.
- Clearly disclose any incentivized endorsements, and follow platform and advertising requirements.

Most importantly, listen to what residents say. Negative feedback shows where the experience is falling short. Fixing those issues improves satisfaction and keeps recurring problems from becoming part of a community's public reputation. The strongest advocacy strategy starts with an experience worth recommending.

What operators should do now: Social storytelling

1. Create experiences residents want to share. Focus on authentic moments that make living in your community enjoyable. Community events, welcoming move-ins, pet-friendly activities, and thoughtful engagement give residents natural reasons to share online.

2. Build a resident advocacy program. Make it easy for residents to voluntarily submit photos, videos, testimonials, and reviews. Set clear guidelines for getting permission to reuse content. Any incentives should follow advertising rules and platform policies, and should never depend on residents leaving positive reviews. Feature authentic resident experiences across your marketing channels.

3. Expand your digital presence beyond your website. Keep community information accurate across business listings, social profiles, review platforms, and other digital channels. Monitor what residents say, respond constructively to feedback, and use recurring themes to find ways to improve the experience.

Metrics to watch: Resident-generated content volume, review volume and sentiment, referral traffic, social engagement, and lead-to-tour conversion.

Communities that connect resident engagement, authentic storytelling, and digital marketing will build credibility, generate demand, and stand out in competitive markets.

2027 prediction

Resident experience will become a more important source of marketing content.

TREND IV

Positioning becomes the antidote to sameness

If every property promises the same thing, why should renters choose yours?

Visit a handful of apartment websites in almost any major market, and you'll likely see similar language. The photos change, but the messages often sound the same:

- Luxury living
- Unmatched amenities
- Modern convenience
- A vibrant community
- Resort-style experiences

For prospects comparing communities, this is a problem. When every community describes itself the same way, it's hard to tell one from another. And when renters can't see a clear difference, price becomes the deciding factor.

That's why positioning will matter more heading into 2027. Differentiation is especially important when consumers are weighing how much value they get for their money.

Deloitte's research found that brands seen as delivering more value for their price earned stronger future purchase intent. Its analysis also identified quality, reliability, and trust as key contributors to perceived value. [2]

This research looked at consumer brands, not apartment communities, but the principle applies to multifamily. When two communities offer similar floor plans, amenities, and rents, a proven commitment to service and convenience gives renters another reason to choose one over the other.

The challenge for operators is to communicate those differences in ways that are specific, credible, and backed by the actual resident experience. Positioning is stronger when a community can show that its promises match how it operates every day.

Move from what you have to who you are

Traditional multifamily marketing has mostly focused on physical features. Floor plans, finishes, amenities, square footage, and location are easy to showcase and compare, but they don't always capture what it's like to live there.

Consider how different positioning could change the way a community is perceived:

- **Instead of promoting a coworking lounge,** emphasize how the community supports residents who work remotely and want opportunities to connect.

- **Instead of simply calling itself pet-friendly,** highlight convenient pet amenities, nearby walking routes, and community experiences that make life easier for residents with animals.
- **Instead of relying on generic luxury messaging,** show how responsive service, convenient technology, and thoughtfully designed spaces simplify everyday living.

—The difference is specificity—

The goal is to help prospects understand what to expect from the community and why it matters to them. Positioning should reflect the community's actual characteristics and the experiences it can consistently deliver. It should also comply with fair housing requirements and avoid messaging that expresses preferences or limitations based on protected characteristics.

The strongest positioning is supported by proof

A marketing message is only as credible as the experience behind it:

- A community that promises exceptional service needs to show it's responsive.
- A community that promotes convenience should make everyday interactions easy.
- A community that emphasizes connection should create real opportunities for residents to engage.

Without operational follow-through, positioning becomes another promise residents may eventually question. That's where the previous three trends matter most. Value gives the message substance. Loyalty shows the community consistently delivers on its promises. Social storytelling gives prospects authentic examples of what the experience looks like.

Together, they create a credible foundation for differentiation.

Positioning as a portfolio strategy

For operators managing multiple communities, positioning can also clarify the role each community plays in the broader portfolio. Communities may differ in location, amenities, service models, and resident preferences.

Instead of using the same marketing message everywhere, operators can use resident feedback, market research, and operational data to identify what makes each community distinctive:

- One community may stand out for convenient access to transportation and neighborhood amenities.
- Another may emphasize responsive service and practical everyday convenience.
- A third may highlight its shared spaces and opportunities to connect.

The goal is a specific, authentic value proposition that prospects can understand and current residents can confirm.

From marketing messages to market perception

Ultimately, positioning depends on what people believe about a community. Marketing can influence that perception, but it can't control it.

Resident experiences, online reviews, word of mouth, social content, and operational performance all shape how a community is perceived. That means differentiation is no longer just marketing's job. It takes alignment across marketing, leasing, operations, maintenance, and resident services.

When those teams consistently deliver what a community promises, its positioning becomes more credible and lasting.

What operators should do now: Positioning

1. Define what makes each community different. Review competing communities and find where yours has real advantages. Look beyond amenities and floor plans to service quality, convenience, location benefits, community features, and everyday resident experiences. Use resident feedback to learn which differences people actually notice and value.

2. Align marketing promises with operational performance. If you promote responsive service, set service standards and measure whether your teams consistently meet them. If convenience is a core differentiator, make sure the resident experience backs it up. Positioning is more credible when residents can confirm what your marketing says.

3. Build messaging around experiences, not generic features. Replace broad claims about luxury or exceptional living with specific examples of what residents can expect. Show how your community makes daily routines easier, supports residents' needs, or creates chances to connect. Reinforce those messages with resident stories and operational proof points, and make sure all advertising complies with fair housing requirements.

Metrics to watch: Lead quality, tour-to-lease conversion, prospect feedback, resident sentiment, and performance relative to comparable communities.

2027 prediction

As communities look more alike on paper, authentic, experience-based positioning will become a bigger competitive advantage.

Operators that clearly communicate what makes their communities distinctive, and consistently deliver on those promises, will be better positioned to attract residents who value what they offer.

Four trends. One growth strategy.

Each trend is a distinct opportunity, but their greatest value comes from how they reinforce one another.

Value shows why a community is worth choosing. Loyalty grows when that value is delivered consistently. Social storytelling shares the experience through residents' own voices. Positioning brings it all together into an identity renters recognize in the marketplace.

Four Trends. One Growth Strategy

VALUE
A reason to choose you

LOYALTY
A reason to stay

SOCIAL STORYTELLING
A reason to talk about you

POSITIONING
A reason to remember you

SUSTAINABLE PROPERTY GROWTH
Stronger retention • Authentic advocacy • Differentiation • NOI protection

The challenge for operators is turning these connected trends into one coordinated strategy across marketing, leasing, property operations, and resident engagement. That takes more than a collection of disconnected technology solutions. It takes consistent information, coordinated workflows, and a shared understanding of the resident experience.

How Entrata Can Help: Turning the four trends into an operational strategy

Understanding these trends is a first step. Putting them into practice takes coordination across teams, workflows, technology, and resident touchpoints.

That's hard when leasing, payments, maintenance, communications, and resident engagement run on disconnected systems. Information gets fragmented, teams waste time switching between applications, and residents may have inconsistent experiences across the leasing and resident lifecycle.

Entrata helps operators solve these challenges by bringing property management operations, resident experiences, data, and AI-powered capabilities together on one unified platform.

Deliver more value through connected experiences

With Entrata, operators can streamline interactions across the resident journey, from the first apartment search through move-in, everyday living, and renewal. Digital leasing tools help prospects schedule tours, apply, and sign leases with fewer unnecessary steps.

Entrata's resident experience solutions, including Resident Portal® and the Homebody® app, give residents one place to pay rent, submit maintenance requests, and get community communications. By making routine tasks easier and information easier to find, communities can reduce friction and deliver the convenience residents expect.

Build loyalty through consistent service and engagement

Entrata helps operators support resident relationships throughout the lease, not just during renewal season. Connected communications, maintenance workflows, payments, and resident engagement tools help teams deliver more consistent experiences.

Entrata's resident rewards capabilities can also recognize engagement and reinforce positive resident behaviors. Paired with renewal-focused workflows and relevant resident information, they help communities take a more proactive approach to retention. The goal is to make every interaction strengthen the resident relationship, build trust, and reinforce the value of staying.

Create experiences residents want to talk about

Authentic social storytelling starts with the experience residents receive. Entrata helps operators build that foundation by simplifying resident interactions, improving communication, and freeing site teams to focus on meaningful relationships.

When connected workflows and AI-powered assistance handle routine administrative work, team members can spend more time resolving complex issues, supporting residents, and creating positive community experiences.

Those interactions can strengthen satisfaction and lead to organic advocacy, positive reviews, and referrals. Technology can't manufacture authenticity, but it can help property teams deliver the consistency and responsiveness that make positive stories possible.

Support differentiation with connected data and AI

Entrata's Operations Experience Platform® (OXP) and layered intelligence capabilities help operators connect information, coordinate workflows, and use AI across property management functions.

Instead of relying on isolated systems, teams can work from consistent information about residents, operations, and property performance. That makes it easier to understand resident needs, spot service challenges, and deliver experiences that match each community's value proposition.

AI-powered capabilities can handle routine communications, automate repetitive tasks, and help coordinate work across departments. Employees stay responsible for the judgment, empathy, and personal relationships that matter most.

For operators managing diverse portfolios, this mix of connected technology and human expertise supports more consistent service while preserving what makes each community distinctive.



One connected approach to resident experience and performance

The four trends shaping 2027 share one requirement: operators must deliver consistent experiences across the entire resident journey.

Entrata brings together the technology, workflows, and data that support that effort, helping operators connect what they promise residents with what they deliver.

By reducing operational friction, supporting resident engagement, and giving teams more time for meaningful interactions, operators can build stronger relationships that drive retention, advocacy, and long-term property performance.

Conclusion: The next era of multifamily growth begins with the resident

For years, the multifamily industry has treated growth as a transaction:

1. Generate a lead
2. Schedule a tour
3. Sign a lease
4. Collect rent
5. Repeat

The resident's relationship with a community was often defined by the apartment itself and the monthly payment. As the industry moves into 2027, that approach is becoming limiting.

Renters have more ways to research communities, compare experiences, and share opinions. Meanwhile, operators face ongoing pressure to maintain occupancy, control expenses, and protect NOI. In this environment, the experience a community delivers can be one of its most important competitive advantages.

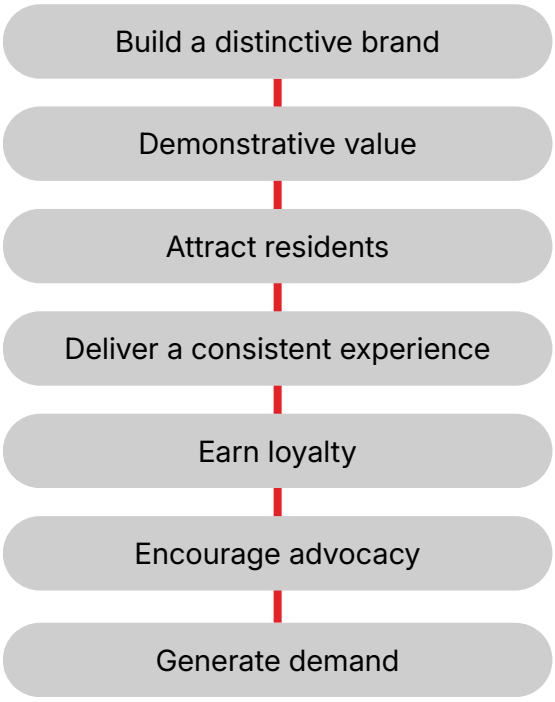
The four trends in this e-book show how that advantage develops:

- **Value** gives residents a reason to choose you. When a community consistently delivers convenience, responsiveness, and practical benefits, residents have more reason to believe they're getting their money's worth.
- **Loyalty** gives residents a reason to stay. Positive experiences throughout the lease build trust, strengthen relationships, and can improve the likelihood of renewal.
- Social storytelling gives residents a reason to talk about you. When residents love where they live, their experiences can become credible endorsements that influence prospective renters.
- Positioning gives the market a reason to remember you. A distinctive, consistently delivered experience helps communities stand apart from competitors offering similar apartments at similar prices.

Together, these trends create a cycle of sustainable growth.

The Resident Growth Cycle

A connected approach to attracting, retaining, and engaging residents.



Communities that deliver stronger experiences have more opportunities to build loyalty. Loyal residents are more likely to advocate for their communities, and that advocacy strengthens reputation and differentiation, helping attract future residents.

None of this makes traditional marketing, competitive pricing, or attractive amenities irrelevant. They'll still influence leasing decisions. But they'll need to work alongside a broader strategy built around the resident relationship.

Building a growth strategy for 2027 and beyond

The four trends shaping multifamily in 2027 are connected. When operators deliver practical value, they create better resident experiences. Those experiences build trust and loyalty, giving residents more reasons to renew. Satisfied residents can become advocates, sharing authentic stories that influence prospective renters. Those stories reinforce a community's positioning and set it apart from competitors.

This creates a growth strategy that goes beyond traditional leasing and marketing. For operators, the path forward starts with understanding what residents value, finding ways to improve their experiences, and making sure teams have the tools and information to deliver consistently.

Technology will play a key role. Connected systems, AI-powered workflows, and centralized resident experiences can help operators deliver consistency at scale while freeing teams to focus on the human interactions that build trust.

The communities that succeed won't necessarily be the ones with the most expensive amenities, the largest marketing budgets, or the deepest concessions. They'll be the ones that deliver on their promises, build lasting relationships, and give residents compelling reasons to choose them again. In 2027, the lease may start the relationship, but the experience will increasingly determine its value.



Endnotes

[1] Joint Center for Housing Studies of Harvard University. America's Rental Housing 2026. March 12, 2026. Documents the cooling U.S. rental market, including a 0.6% year-over-year decline in asking rents for professionally managed apartments in Q4 2025, a 5.2% vacancy rate, and persistent renter cost burdens.

[2] Daher, Michael, Justin Cook, Renee Bomchill, Ankit Patel, and Stephen Rogers. The Value-Seeking Consumer: Competitors Could Lose Out to Brands Offering More Than Low Prices. Deloitte Insights, June 23, 2025. Examines consumer value perceptions, including the finding that four in ten surveyed Americans exhibit value-seeking behavior and that 10% to 40% of perceived brand value arises from factors beyond price.

[3] Entrata 2026 Resident Priorities Report. Survey fielded January 2026 among more than 2,000 U.S. renters. Includes findings on rental decision factors, resident rewards awareness, interest in loyalty programs, and the potential influence of rewards on renewal decisions.

[4] Deloitte Insights. Reshaping Customer Loyalty Programs. Research examining consumer loyalty, the importance of price, value, and quality, and the role of loyalty programs in influencing consumer relationships.

[5] Sprout Social. New Research from Sprout Social Finds Social Media Is the Top Place Gen Z Turns to for Search, Surpassing Traditional Search Engines. May 29, 2025. Based on the Q2 2025 Pulse Survey of more than 2,200 social media users across the United States, United Kingdom, and Australia. Reports that 90% of Gen Z respondents were influenced by social content when making a purchase during the preceding six months, and that 41% turned to social platforms first when searching for information.