

## 2022 real estate and property management market trends

Property management professionals need to embrace digital communication channels to stay connected to their residents, clients, and employees in these constantly changing conditions

### Top 4 property management trends

Property managers are expending more energy on resident-related concerns



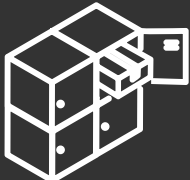
Owners want more communication, devices and insights from property managers



Technology will remain embedded in property managers' businesses after COVID-19



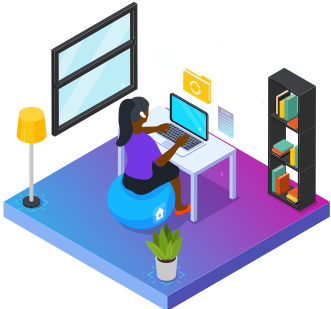
Property managers are finding novel ways to grow in an abnormal environment



### Top 3 market challenges/issues

Remote work and mobility

1



2

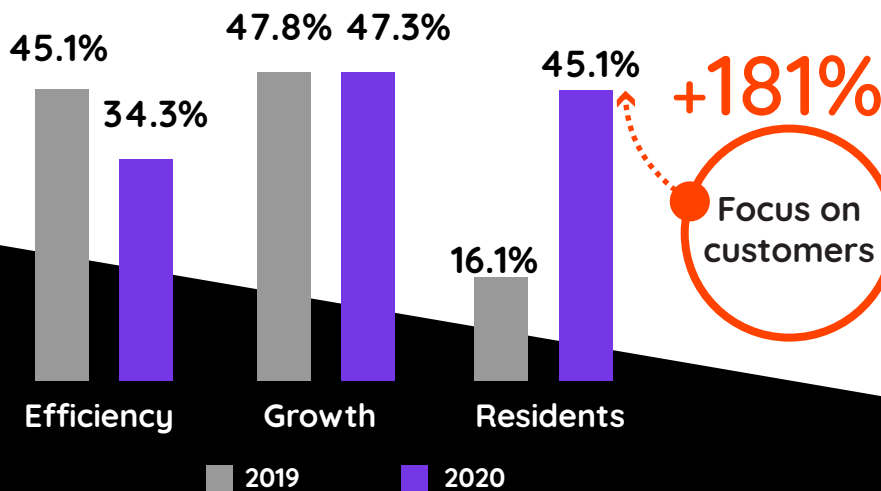
Technology acceleration and innovation

3

Growing environmental, social, and governance (ESG) initiatives

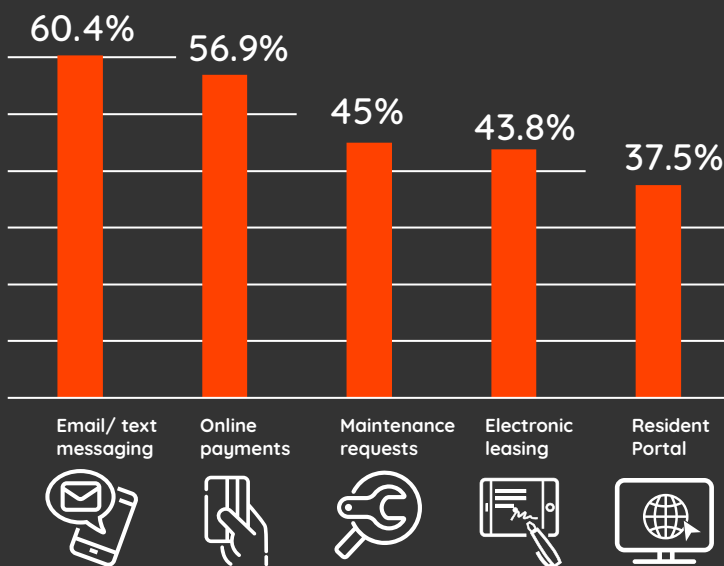


## Top 3 priorities for property managers



The property manager's role has never been more visible or more valuable — in spite of the challenges presented by COVID-19.

## Top 5 resident expectations for digital tools



“(For an) industry, once hesitant to move their business online, technology is the connective tissue between property managers and the residents and clients whose trust they work so hard to win.”

## Communication channel preferences



From the Silent Generation to Generation Z, 61% of renters want to be able to communicate with their property manager by email or text, making digital communications the most-requested technology across all five generations.



64% of property managers already communicate with their residents via text or email. Renters' preference for digital communications has increased by 12% since 2017.



Sources:

- <https://www.cre.org/external-affairs/2021-22-top-ten-issues-affecting-real-estate/>
- The 2021 State of the Property Management Industry, Buildium
- <https://www.buildium.com/blog/property-management-industry-trends-to-watch-in-2021/>