



National Class A rents average **\$660 to \$2,000** under the average monthly mortgage

A luxury vibe

High-income millennials and Gen Zers are choosing Class A apartments over home ownership. Is it a lifestyle choice or the economy?



Hospitality-focused apartments

Class A apartment properties not only take amenities up a notch, developers have created an entirely new class of experiences borrowing heavily from hotels. Glass-edge pools, digital car share, doorman package handling. Rooftop decks with restaurants are just the start.



The one thing: engagement

While physical amenities are hard to reinvent, apartment living has really always come down to service. Class A product blends attention to detail and quality site teams to deliver the true end product: **memorable experiences.**



Shoot for the stars

Recording studios, pickleball courts and maker spaces (machine-equipped woodshops) are great. But creating resident engagement breathes life into physical spaces—and up to a 5 percent lift on NOI.



High energy

In a sea of new product, hot new regionally-centric experiences are the new currency.



Cold plunging promises everything from stimulating white blood cells to decreasing cortisol and increasing baseline dopamin.



\$1,294/mo · 773 sq ft
Hot in Houston

- glass-edge pool/spa
- massage rooms
- EV charging stations
- hammock grove
- golf simulator
- sports lounge
- refrigerated storage for grocery deliveries
- dog spa and park
- smart bikes
- fitness mirror
- media room
- Regular resident-focused events
- fish-stocked lakes
- outdoor TVs, gas grills



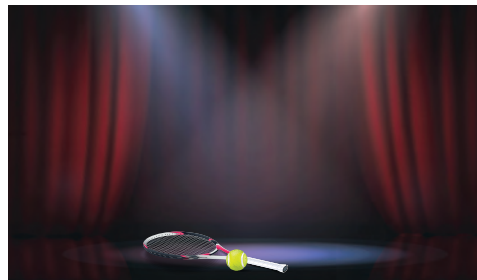
\$2,080/mo · 694 sq ft
Hot in Miami

- 24-hour concierge
- private terrace or balcony
- parking garage
- pool/sauna
- fitness center
- theater, entertainment
- onsite restaurant
- programmable multi-sport simulator
- outdoor entertainment
- house ebikes
- private, secure climate-controlled storage
- Business center with coffee bar, conference rooms
- pet spa



\$3,007/mo · 481 sq ft
Hot in San Francisco

- ultra high-speed internet/wifi
- digitally controlled access, packages, utilities
- smart access controlled building, gated garage
- music studio with recording and instruments
- EV charging stations
- on-site commercial market
- state-of-the-art fitness center, yoga studio
- solarium, butterfly sanctuary
- business center, conference room
- rooftop with gas BBQs
- dog run, pet spa
- on-site commercial market
- community flower garden
- bike storage, repair station
- onsite ebike rentals
- onsite childcare



\$4,831/mo · 740 sq ft
Hot in Manhattan

indoor tennis court, full-court basketball, soccer field, rock climbing wall, squash court, indoor half-pipe skate park, golf simulator, fitness center, boxing studio, yoga bar studio



\$1,841/mo · 726 sq ft
Hot in Denver

Three-quarters of Denver households own big breed dogs making large dog-wash areas luxury must-haves. Top three breeds: Labrador retrievers, German Shepherds and Golden Retrievers

trend or snapshot in time?



culture of debt

\$24,668

American's median non-mortgage debt (above). By generation, highest to lowest (below):

