



BFR demand drivers



Favorable millennial demographic is increasingly opting to rent by choice.



As the cost of purchasing a home continues to rise, homeownership is becoming less accessible, particularly for younger generations.



The increasing need for financial flexibility in economic uncertainty means many individuals are prioritizing financial flexibility over the long-term commitments associated with buying a home.



Remote work and the need for more space has amplified the need for larger living spaces.



There's a noticeable shift in population migration patterns, with a trend toward less dense, suburban neighborhoods.

The desire for access to outdoor spaces and high-quality amenities is a significant factor in rental decisions.

