

The Modern Resident

From Search to Renewal: What Drives Decisions at Every Step

01

Awareness & Discovery

Residents start their search online, comparing listings, reviews, and referrals before ever scheduling a tour. Clear pricing, strong visuals, and transparent communication build early trust and visibility.

74%

said online reviews influenced their decision when choosing their current apartment

90%

said they'd choose a rewards-offering property over an otherwise identical one without

Residents are influenced by multiple factors before stepping foot on-site. Invest in listings, reputation, and resident word-of-mouth.

02

Application & Move-in

Today's residents expect a seamless leasing experience, from digital applications to online rent payments. Every unnecessary or complicated step adds friction and risks drop-off.

25%

said they passed on a property because it didn't offer an online application

Residents are influenced by reputation and incentives before they ever set foot on-site.

The Modern Resident breaks down the resident lifecycle, from awareness to renewal, using insights and exclusive data from a national survey of U.S. renters.

03

Payment Behavior

Paper rent payments create frustration for residents and slow down cash flow. Utilizing digital payments and regular reminders reduces delinquency and improves the experience for the resident.

67%

of residents would pay rent a few days early if incentivized

55%

of residents still paying by paper said they would switch to digital if offered a reward

Digital payments drive consistency and offering rewards leads to more on-time payments.

04

Renewal & Retention

Renewals are earned through great service, timely communication, and meaningful incentives. Measure loyalty through renewals, referrals, and sentiment.

48%

of residents would renew their lease if offered rewards to do so

17%

more likely to renew their lease with Domuso Rewards

Investing in the right rewards program builds trust and loyalty with the residents while also driving retention and boosting NOI.