

On the Move: Detroit

Who's Moving to Detroit in 2026

Who they are, where they're coming from, what they can afford, and how to earn their lease before a competing property does.

9.1×

Renters per available unit

44.6%

Moving within 30 days

20%

of renters are relocating into Detroit

Apartment List Detroit renter analysis, 2026

The 2026 Detroit Renter

Meet Jordan

Every data point in this report reflects real renter search behavior in Detroit. Jordan is a composite profile built from Apartment List renter search behavior in this market, including budget, move timeline, unit type, and origin market.

J

Composite Renter Profile · Detroit Metro · April 2026

JORDAN

Relocating from Grand Rapids, MI → Detroit, MI

<30

Days to Move

Unit Type

1-Bedroom

Most searched in Detroit (39%)

Monthly Budget

~\$1,139

Platform avg, Detroit market

Coming From

Grand Rapids

#1 inbound city to Detroit

Pet-Friendly

Yes — dog

29.1% of Detroit renters need this

Jordan isn't browsing. A new opportunity brought her to Detroit, and she's narrowed to a few 1-bedrooms in her price range. She's been searching for three weeks. She relocated from Grand Rapids. She doesn't know this market. She's relying on your listing to tell her which communities are worth a closer look. She's signing within 30 days. **The only question is whose.**

Jordan is a composite built from aggregated Apartment List Detroit renter analysis data, 2026. Individual renters will vary; Jordan represents the top modal behaviors and preferences of active Detroit searchers.

The Demand Picture

High Demand. High Urgency.

Rent prices are softening in Detroit. Renter urgency isn't. 44.6% of renters in this market are ready to move within 30 days. That urgency is the opportunity

9.1

Renters per available unit

9.1 renters are actively searching for every available unit in Detroit. That ratio puts pressure on renters to move fast and decide quickly.

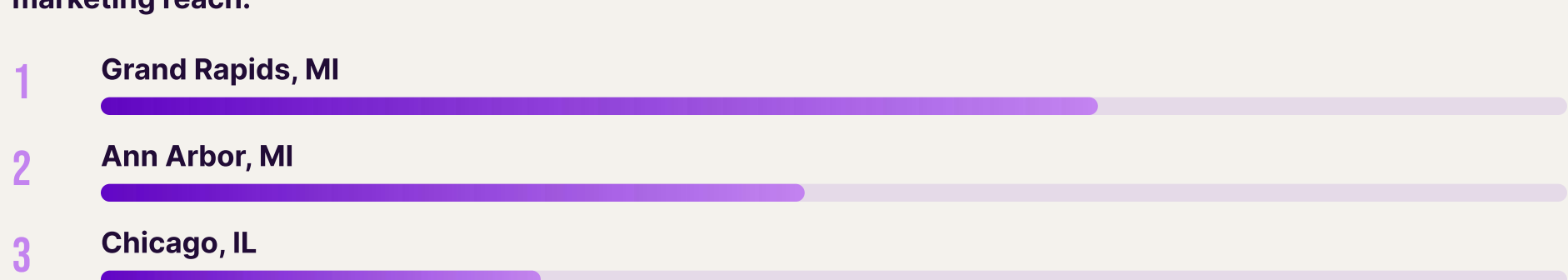
44.6%

Planning to move within 30 days

These are conversion-ready renters with a move date inside 30 days.

▲ +8% year over year

1 in 5 Detroit searchers is relocating from outside the metro, a demand pool outside most operators' current marketing reach.



Bar widths are illustrative of relative inbound rank, not exact volume. Source: Apartment List Detroit renter analysis, 2026

Renter Preferences

What Detroit Renters Are Actually Looking For

Demand only converts if your listing matches what renters are actually looking for. Here's what active Detroit searchers told us.

30

Days or Less to Move

44.6% of searchers, up 8% YoY. Urgency is rising even as rents soften.

29.1%

Need Pet-Friendly

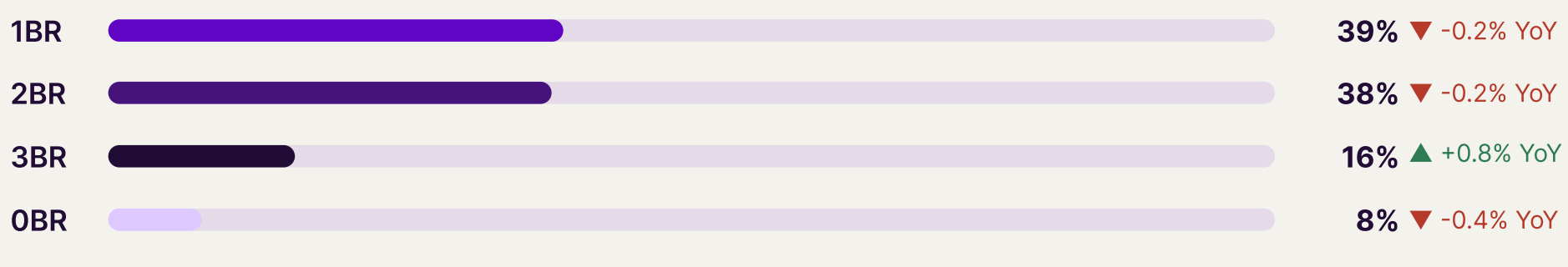
Nearly 1 in 3 Detroit renters require pet accommodations. Restricting pets = restricting your pool.

5.2%

Vacancy Index

Flat year over year, well below the national average, signaling a stable market for operators.

What Unit Types Are Detroit Renters Searching For?



3BR demand is the only unit type growing YoY, a signal worth watching for community mix strategy.

Source: Apartment List Detroit renter analysis, 2026

The Key Insight

The \$348 Gap & Why It Matters

Detroit renters open their search at \$1,139. The market median is asking \$1,487. That spread is a leasing strategy story. Operators who close it will fill units faster.

Average Renter Budget

\$1,139

The average monthly budget of Detroit renters actively searching on Apartment List, April 2026. Down 2% year over year.

Median 1BR Rent

\$1,487

The median 1-bedroom asking rent in the Detroit metro, April 2026. Down 4% year over year, but still above where most renters are shopping.

35%

of Detroit renters on our platform signed leases above their stated max

A renter's stated budget is where the search begins, not necessarily where it ends. In Detroit, **35% of renters signed leases above their stated max budget, going over by an average of \$244.** That reinforces an important reality: renters will stretch for the right property when they find it quickly and get the information they need to act confidently. In a competitive market with 9.1 renters per unit, **the opportunity to close the gap is speed, visibility, and a clear value case.**

🏠

Price to the demand band. Units in the \$1,100–\$1,250 range will see the widest qualified renter pool based on stated search budgets. If you're priced in that band, the competitive advantage is showing up where the right renters are looking.

🏠

Use concessions strategically, not reflexively. Only 10% of Detroit properties are currently offering one or more months free rent, down 3% YoY. A targeted offer at the right moment can close a deal without a permanent rate reduction.

📊

Watch the 3BR signal. 3-bedroom demand is the only unit type growing YoY (+0.8%). Larger units may have less pricing pressure and more willing-to-stretch renters.

Source: Apartment List Detroit renter analysis, 2026 and Apartment List National Rent Report, April 2026

How to Win Jordan's Lease

What Top-Performing Properties Do Differently

For every available unit in Detroit, there are 9.1 renters searching. The question is whether your property is easy to find, evaluate, and apply to. Across Apartment List properties, stronger leasing performance is tied to the basics that move renters from interest to action: better visibility, easier scheduling, richer listing content, and faster follow-up. The benchmarks below reflect national averages across Apartment List properties.

⚡

+50%

Increase in average leases per property with A-List Market + LIFT

Properties using A-List Market + LIFT see a 50% increase in average leases per property. Premium placement and boosted visibility put communities in front of high-intent renters before the competition does.

🤖

+9%

more leases with Match AI

Properties with integrated tour booking generate 9% more leases on average when they add Match AI. In a fast-moving market, this powerful pairing reduces friction and instantly connects renter interest to the next step.

🎬

+10%

More leases with 3D tour listing

Properties offering 3D tours see 10% higher leasing performance on average. With 1 in 5 Detroit renters searching from outside the market, virtual tours help renters evaluate fit earlier and narrow their options with more confidence.

🕒

54%

Of inquiries happen after hours

Match AI saves 54 hours per community per year and helps keep after-hours inquiries moving. A-List Nurture converts leads to tours at a 30% higher rate, giving teams more coverage without adding manual follow-up.

All benchmarks reflect national averages across Apartment List properties. Source: Apartment List internal analysis.

Your Action Plan

30-Day Checklist: Win the Detroit Market

Jordan is signing a lease within the month. Here's what to have in place before she makes her decision.

1

Activate LIFT pricing on all Detroit communities

Search position determines who sees you first. LIFT improves visibility within your comp set, putting your community in front of high-intent renters before competitors do. Properties using A-List Market + LIFT see a **50% increase in average leases per property.**

2

Enable tour booking integration

45% of your leads are ready to sign within 30 days. Don't make them email to schedule a showing. While tour booking integration gets them in the door, adding Match AI unlocks **+9% in lease volume.** The setup takes minutes.

3

Add a 3D tour to your listing

1 in 5 searchers is coming from outside Detroit, including Grand Rapids, Ann Arbor, and Chicago. Many won't tour in person before deciding. A 3D tour closes that gap and is worth **+10% in lease volume.**

4

Turn on after-hours AI coverage

54% of inquiries happen after hours. A-List Nurture captures and qualifies those renters automatically, then hands warm leads to your team. Without coverage, high-intent interest loses momentum before the next business day.

5

Confirm pet-friendly policy is visible in your listing

29.1% of Detroit renters require pet accommodations. Make your pet policy visible in your listing.

6

Add an application URL to your listing

Properties with a direct application URL convert contacts to leases at a **39% higher rate.** Remove unnecessary steps between interest and application.

7

List your tour hours

It's a 5-minute update. Properties that publish tour hours see **14% stronger contact-to-lease performance.**

Ready to Win Detroit?

Let's Look at Your Community's Performance

See how your Detroit properties compare to these benchmarks and where Apartment List can help improve visibility, response, and conversion.

[Schedule a call with our team →](#)