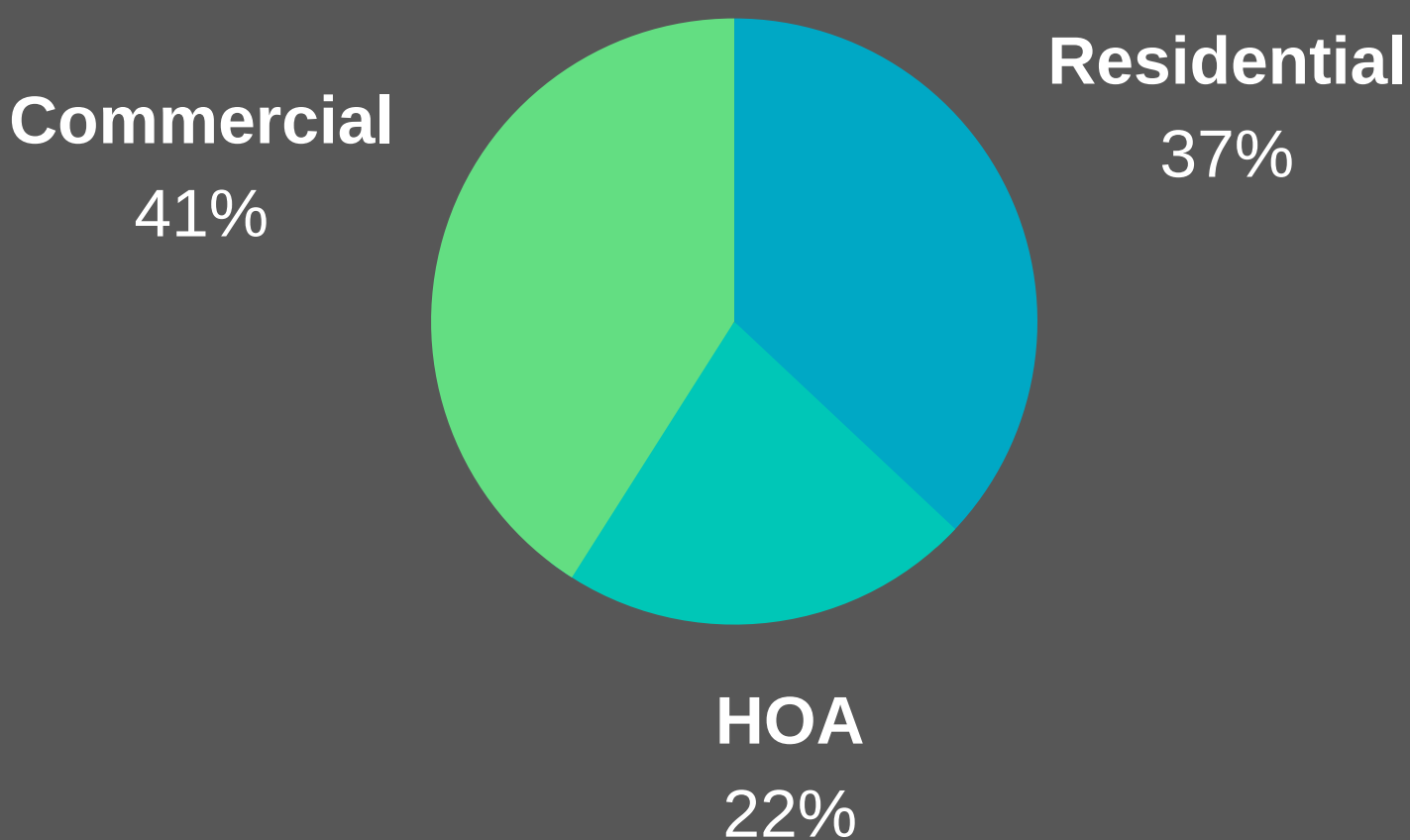
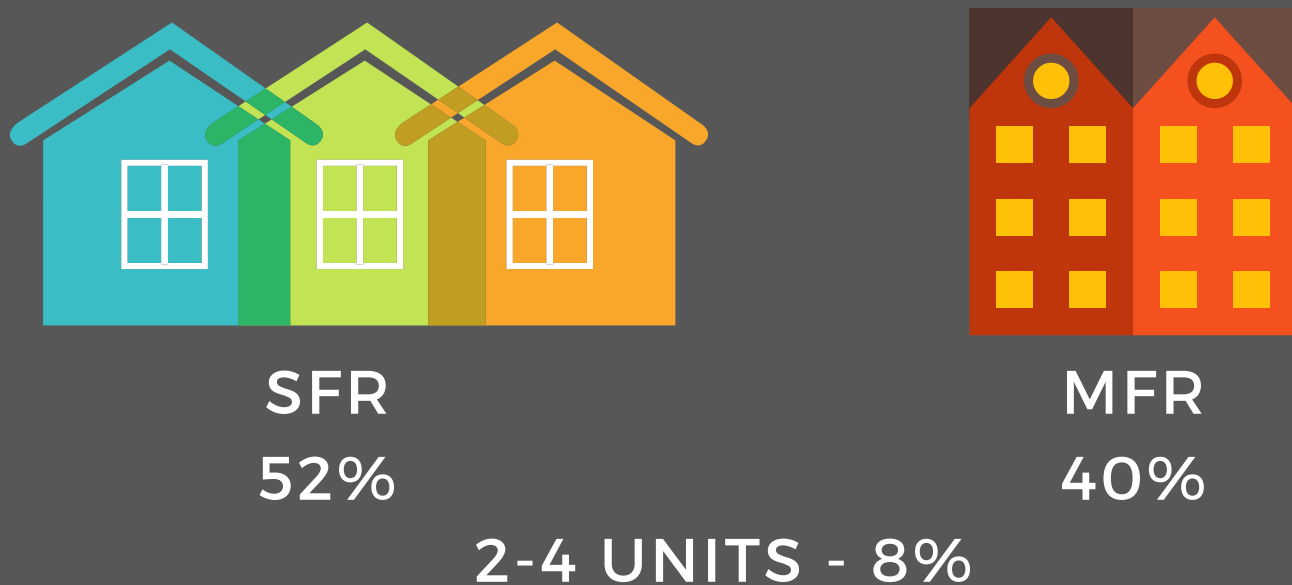

2017 **appfolio**TM MARKET STATS

120+ Million

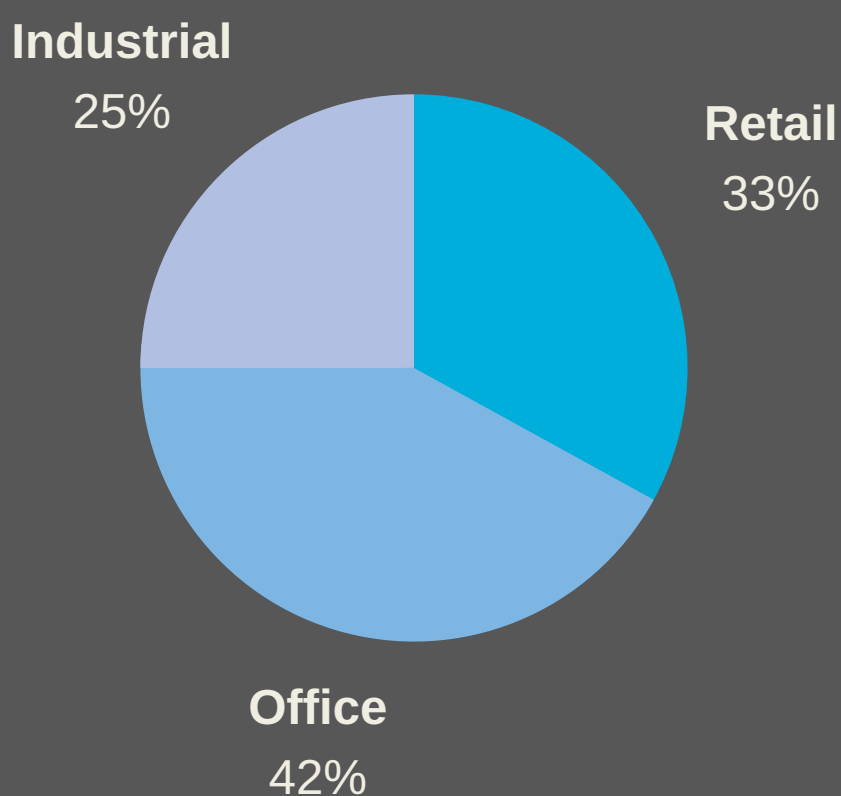
RENTAL UNITS IN THE U.S.



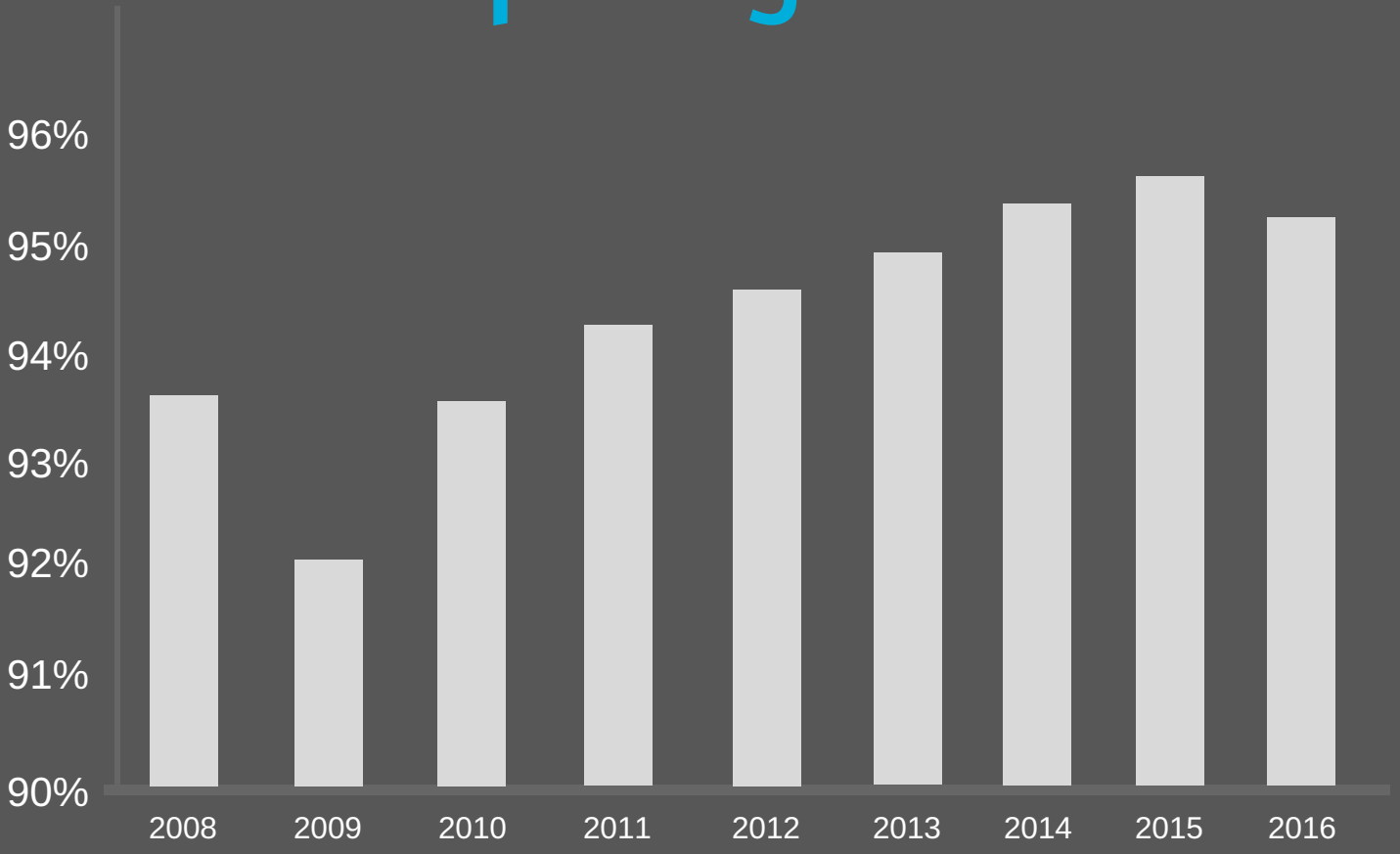
Residential Breakdown



Commercial Breakdown



Occupancy Rates



Trends to Watch

AFFORDABILITY &
RENT BURDENS



16 Million
BY 2025

AGING POPULATION
55+



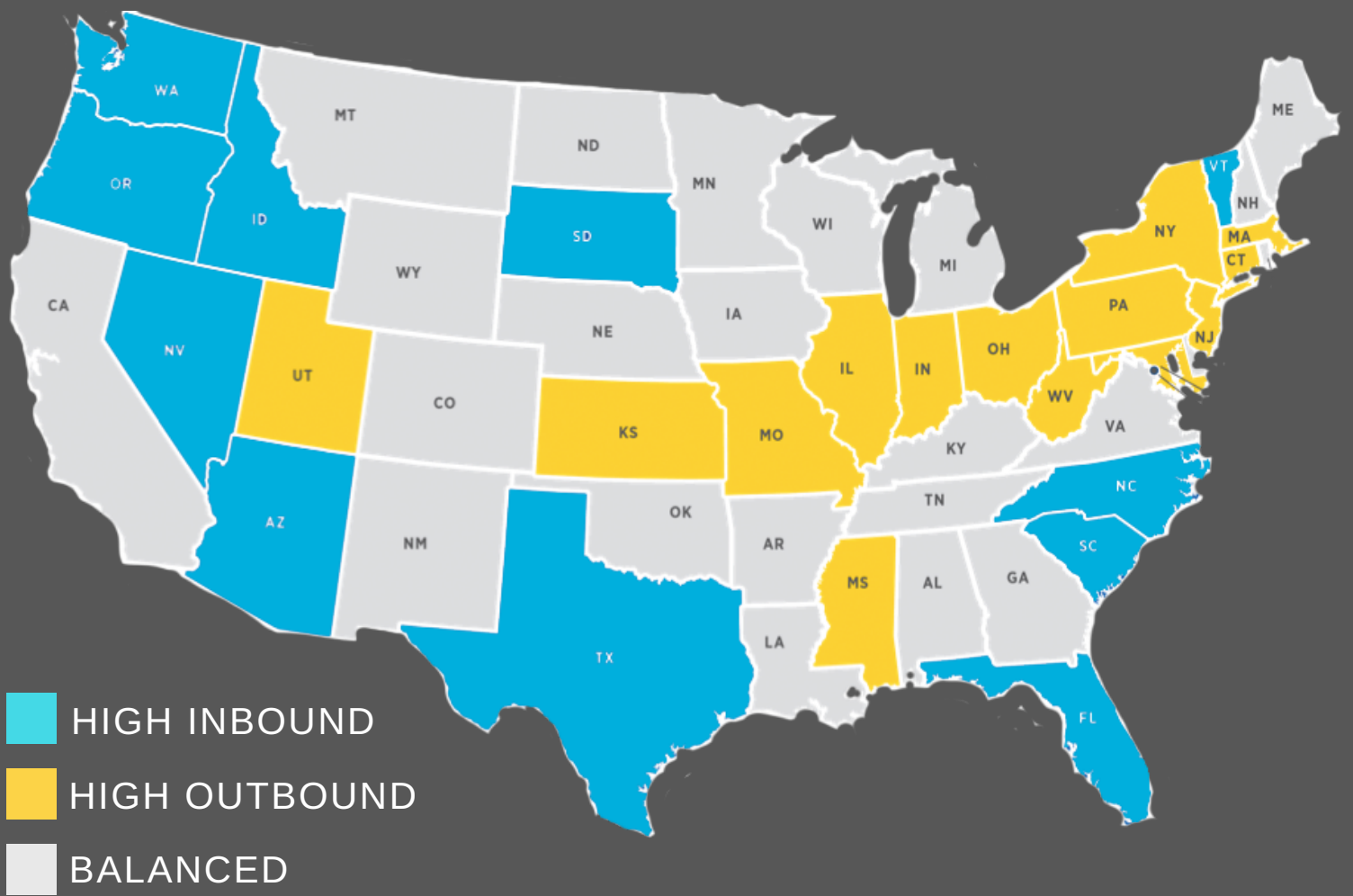
100 Million
BY 2025



DECLINE IN
RURAL LIVING
&
RISE IN
URBAN LIVING



MIGRATION

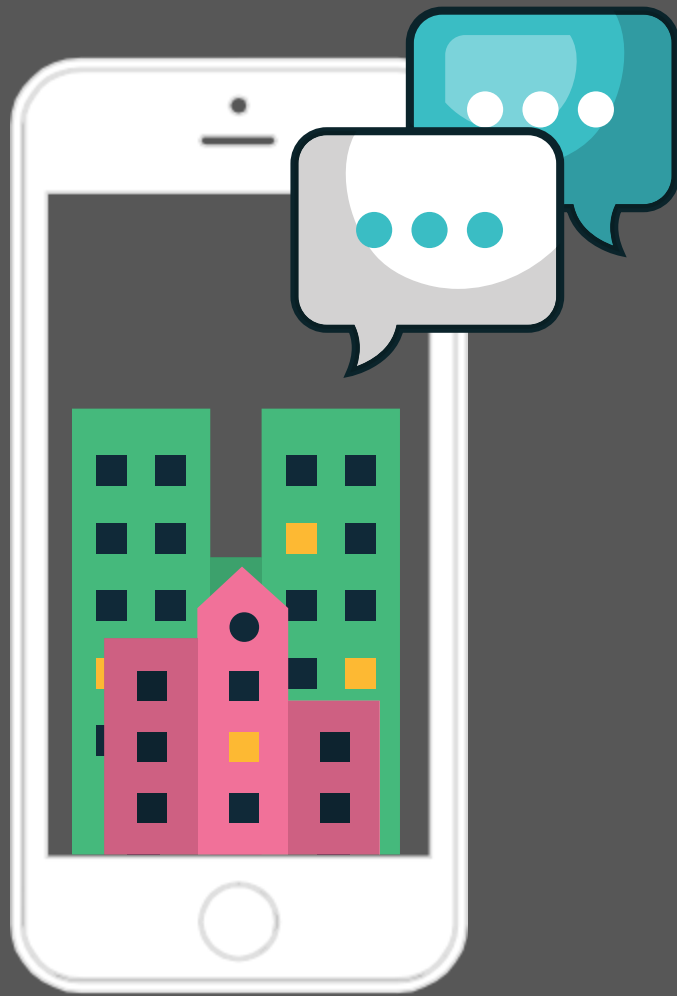


As technology optimizes day-to-day processes and functions, **successful** property management companies will differentiate themselves with **amazing service.**



Features to Help You Boost Your Service

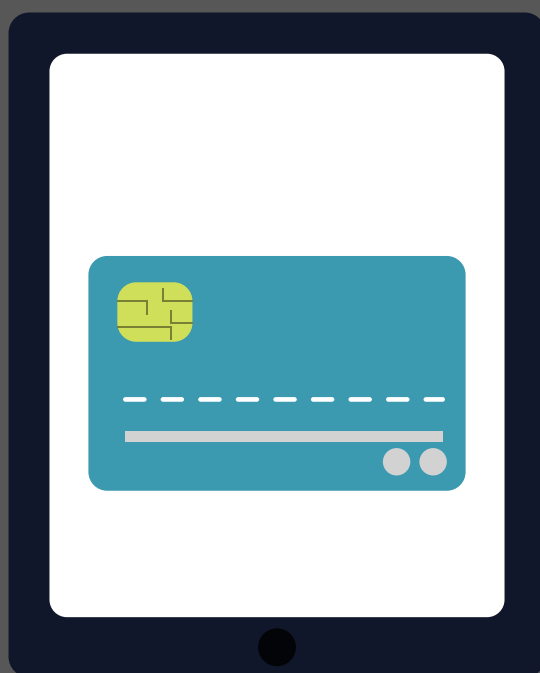
TEXT MESSAGE COMMUNICATIONS



ONLINE MAINTENANCE REQUESTS



ONLINE RENT PAYMENTS



2017 Buzzwords

Modern

Automation

Service

Experience

Mobile

Competitive

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