



Home Sweet Home: How the Pandemic Changed Our Viewpoint Forever

ADAPTED FROM APPFOLIO WAVE SUMMIT DAY 1

Overall Changes

- Paperless Payments and Maintenance Requests
- Using technology to do contact tracing
- Sanitizing Stations EVERYWHERE
- Virtual and Electronic Communications with Residents will continue to increase
- Increase in Chatbots for Fast Response, 24/7 Response
- Some residents will still insist on seeing the units and property prior to applying, when conditions become safer
- Must be diverse with all methods of communication to adhere to each person's needs
- Eliminate touchpoints

Amenity Preferences

- Everyone wants more space inside their homes
- Outdoor Space
- Some previous out-dated spaces are making a comeback
- Built-In Desks
- Dining Areas
- Activities and places you can be with your family AND independent
- Animal Friendly
 - It's no longer "if" you have an animal, but "how many" animals do you have?



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Services

- Food Ordering/Grocery Delivery
 - Embrace it however possible; delivery gift cards are nice gifts
- Increase in E-Commerce
 - Package Lockers/ Package Receiving
- High Speed Internet and Broadband that Supports Streaming

Impact on Floor Plans

- Larger floor plans with more space
 - Less Studios
 - More Townhomes
 - Flexible space that can be used in different ways
 - Big/Nice Layout Kitchen
- Balcony Design Upgrades
- People are moving out of the city and into the suburbs

Recreation Time and Amenities

- People want to be outside AND safe
- Amenity and Event Scheduling
- Home Gardens
- Fitness
 - More virtual exercise, less in-person gyms
 - Increase in full body health and wellness, not just strength training
- Balcony Parties
- Increased use of tennis courts, basketball, etc.



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Community and Social Interactions

- Sensitivity to everyone's needs
- Flexibility
- Have to use technology
- Embrace changes and trends

Please reach out to the marketing department with any questions you might have!

FIRST PACIFIC

FIRST PACIFIC GROUP, INC.