

Turn Amenities Into Leases: A Marketing Playbook for Competitive Rental Markets



ATTRACT TODAY'S RENTERS IN A CROWDED MARKET

In a competitive market, promoting amenities can be a game-changing way to set your property apart. For [1 in 4 renters](#), amenities are an essential factor in their rental decision.

Promoting the right amenities can drive interest in your property, increase engagement within your ad campaigns and enable you to command higher rent prices, resulting in more leads and higher paying residents.

In this guide we'll share practical tips for:

- Promoting trending amenities in ads
- Real-life examples of successful ad campaigns leveraging these strategies
- Unique ideas to help you build memorable marketing campaigns

ABOUT CONVERSION LOGIX

Conversion Logix® is a multifamily, student housing, and senior living performance marketing solution that turns interest into leases—faster and more efficiently. With strategic ad management, high-performing lead generation software, and AI-powered insights, we enable marketers to reach the right audience, convert more leads, and reduce wasted ad spend. Conversion Logix doesn't just generate traffic—we help you to track, nurture, and close more leases with unmatched attribution visibility and high-performing campaigns.

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**TRENDING
APARTMENT
AMENITIES &
THEIR VALUE**

TODAY'S MOST DESIRED APARTMENT

Recent research reveals that today's renters value practicality over luxury in their rental experience. This change is driven by a combination of economic factors and evolving lifestyle preferences.

Traditional luxuries like pools and fitness centers are no longer enough to stand out. Many renters, especially younger generations, face tight budgets, making them less inclined to pay premiums for underutilized luxury features. Instead, they prioritize amenities that provide daily value, cost savings, and convenience.

What Renters Want

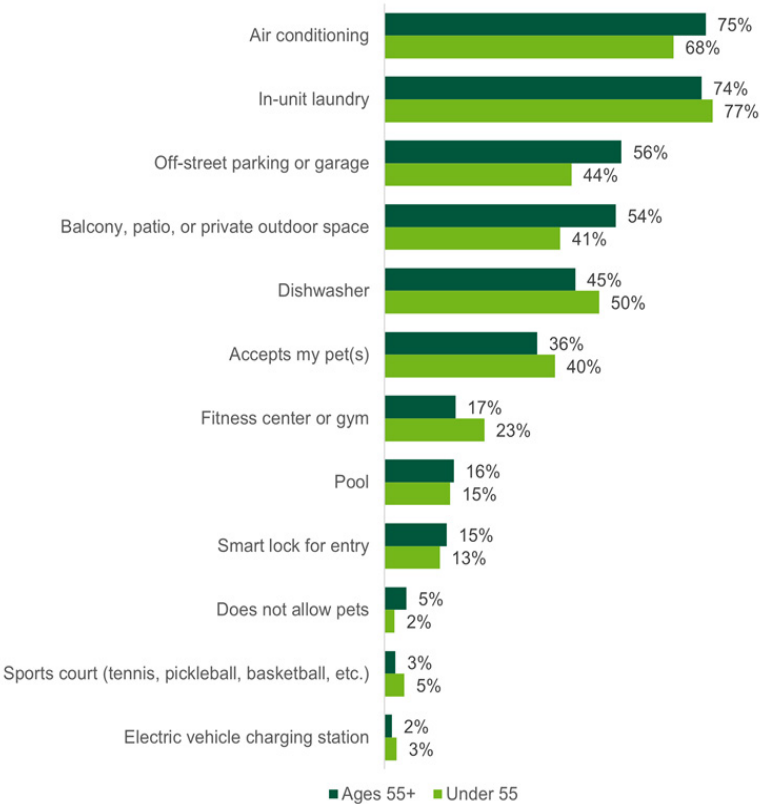
An analysis of Zillow rentals listed between June 2023 and May 2024 found that those with certain amenities were saved and shared by users more than comparable listings without them.

Amenity	Increase with amenity Saves	Shares
1. Off-street parking	+85%	+103%
2. In-unit laundry	+76%	+92%
3. Turfed pet area	+76%	+91%
4. Air filtration	+72%	+79%
5. Finished basement	+72%	+112%
6. Butcher block	+58%	+69%
7. Barn door	+56%	+72%
8. Reserved parking	+52%	+51%
9. Modern farmhouse	+51%	+61%
10. Happy hour	+50%	+67%

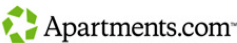
Source: Zillow - By The New York Times

According to Zillow, listings with an advertised gym had 26% fewer saves and 31% less shares compared to units without them. Additionally, pools and pickleball courts received 13 and 14% less shares and 10% fewer saves than comparable units.

Top amenities and features renters consider essential



Apartments.com survey of 20,000 prospective renters, January 2025





PRACTICAL & COST- SAVINGS OVER

In-Unit Washer Dryer

AC

Storage

Parking

Package Delivery



WORK-FROM-HOME SPACES

On-site Co-working Spaces

Soundproof Work Pods

High-Speed Internet



CONNECTION TO THE OUTDOORS

Private Balconies

Rooftops

Nature Trails



PEACE OF MIND

Smart Locks

Video Doorbells

Biometric Access

Controlled Building Entry

Gated Parking Lots



DESIGN ELEMENTS THAT FEEL LIKE

Local Artwork

Warm & Organic Materials

Fireplaces

Traditional Style



PET AMENITIES

Dog Park

Pet Spa

Renters today are prioritizing amenities that enhance their day-to-day living, favoring features that simplify routines, boost security, support remote work, and promote wellness. Regional differences play a significant role in shaping amenity demand, with climate, local economies, and lifestyle preferences influencing what renters value most in different parts of the country.

Generational trends also factor in—while the youngest renters focus on affordability and practical essentials, slightly older young adults gravitate toward spacious layouts, ample storage, and flexible work-from-home setups. Meanwhile, older renters place greater importance on comfort, accessibility, and in-unit conveniences.

AMENITIES THAT DRIVE UP RENT VALUE

Analysts at ApartmentAdvisor examined more than 250,000 apartments listed for rent and used a regression model to determine the impact these amenities had on rent price. The findings reveal which amenities are seen as competitive differentiators in the market (garages and yards) vs. expected necessities (dishwashers).

Amenity	% Effect on Rent Price	Estimated Monthly Cost - 1BR	Estimated Monthly Cost - 2BR
Garage	8.02%	\$121.05	\$133.39
Washer/Dryer in Unit	5.57%	\$84.18	\$92.76
Yard	5.18%	\$78.20	\$86.17
Fitness Center	4.86%	\$73.40	\$80.88
Balcony	3.98%	\$60.10	\$66.23
Elevator	3.40%	\$51.40	\$56.64
Pool	3.24%	\$48.93	\$53.92
Patio	3.05%	\$46.01	\$50.70
Parking	1.46%	\$21.98	\$24.22
Air Conditioning	1.30%	\$19.62	\$21.62

The study notes that these trends vary even more by region claiming that in New York having a fitness center can raise the price of a one-bedroom apartment by about 12% or \$398 a month. However, in Texas, where this amenity is more common, fitness centers only drive a \$9 a month increase in rent.

Additionally, the 2024 NMHC and Grace Hill Renter Preferences Survey Report found that 58% of renters are drawn to rooftop spaces—and many are willing to spend an extra \$56/month for the perk.



HOW REGION & AGE SHAPE AMENITY PREFERENCES

LOCATION MATTERS: REGIONAL BREAKDOWN OF

Amenity preferences aren't just influenced by lifestyle—they're shaped by where renters live and what they're looking for in their move. From climate and geography to regional work habits and cultural norms, location plays a major role in determining which amenities renters prioritize across the U.S. A Greystar study of 90,000 renters reveals just how different those priorities can be from one region to the next.



• Northeast (NYC, Boston, Philadelphia)

- › Storage solutions are valued (modular closets, built-ins) due to smaller unit sizes.
- › Walkability & security features (keyless locks, controlled building access) are seen as important.
- › This region values co-working & private offices for professionals in hybrid work settings.

• Midwest (Chicago, Twin Cities, Indianapolis)

- › Side-by-side washers/dryers and extra storage space are highly valued.
- › Cold-weather-friendly amenities like heated garages and mudrooms are desired.
- › Private workspaces and reservable co-working rooms are in demand.

• South (Dallas, Atlanta, Charlotte, Houston)

- › Community pools, outdoor BBQ grills, and shaded patios are sought after.
- › Pet-friendly features (dog parks, grooming stations) are more needed.
- › Fitness centers remain important and interest in wellness amenities is rising.

• West Coast (Seattle, Portland, California)

- › Sustainability-driven features are more prioritized in this area.
- › Air filtration is uniquely valued, likely in part due to wildfires.
- › Outdoor spaces and private balconies are prized due to climate and lifestyle preferences.
- › EV charging stations are seeing surging demand.

• Mountain West (Denver, Salt Lake City, Phoenix)

- › Outdoor recreation-friendly amenities (bike storage, ski lockers, rooftop decks) are valued.
- › Fitness centers and hiking trail access align with the interests of renters in this area.
- › We are seeing a rise in co-working spaces compared to other regions.

• Sunbelt (Miami, Phoenix, Tampa, Las Vegas)

- › Pools and shaded outdoor spaces are a must.
- › Covered parking and garage access is seen as important to protect vehicles from the sun and heat.
- › Walk-in closets and large windows remain high priorities.

REGIONAL MARKETING

Regional Marketing in Action: A St. Johns, Florida Success Story

When one of our Greystar clients in St. Johns, FL wanted to attract out-of-state renters looking to move to a coastal beach community, we put the property's amenities front and center. We chose to feature the community's palm tree lined pool area in the ads, which captured both the brand's elevated coastal vibe and showcased one of the amenities that mattered to renters looking to make a lifestyle change.

The Results?

10 MONTHS
40 LEASES
24X ROAS

Within a 10 month period, these amenity-focused ads running across the Meta, Instagram, Connected TV networks, Display networks, and the Google Ad network generated 40 leases directly attributed to the campaign driving an estimated 24x ROAS.

GENERATIONAL TRENDS IN APARTMENT AMENITIES

Each generation prioritizes different features when choosing rental properties, think about your young adult child's needs compared to an older family friend. Findings from an Apartments.com study sheds insight into how amenity preferences shift depending on age.



AGES 18-24

- 18-24 year-olds are more than twice as likely as the average renter to live with roommates. 28% live with a partner or spouse.
- For this group affordability is the most important consideration. This young cohort is the most price sensitive and prioritizes practical essentials over luxury.
- Nearly 80 percent of employed 18- to 24-year-olds work exclusively in person so work-from home features aren't as important.
- Top amenities considered essential by renters 18 to 24:
 - › In-unit laundry
 - › Air conditioning
 - › Dishwasher
 - › Off-street parking or garage
 - › Pet-friendly policy or features



AGES 25-40

- This age group is more likely to live with a partner than the 18-24 cohort. 36% 25-34 year olds claim to live with a partner or spouse.
- Only 61% of 25 to 34 year olds are have fully in-person jobs, making them the age group most likely to work remote. This group is more likely to value co-working spaces and quiet work pods.
- Nearly one-third of all pet parents in the U.S. are millennials.



AGES 41-54

- Storage, functionality, and home-like comfort such as walk-in closet matter to this age group.
- Nearly half of renters ages 45 to 54 expect off street parking or a garage.
- High-end kitchen & bathroom finishes are more desired and they are more willing to pay for comfort upgrades.
- Security & safety are a priority. Video doorbells and controlled access are seen as important.



AGES 55+

- Private outdoor spaces (balconies, patios) are highly valued.
- Elevator access and ground-level units for mobility concerns.
- On-site maintenance & security are top concerns.
- They are more likely to care about unit-amenities vs. community amenities (two-thirds say unit-specific details are "extremely" important).
- 75% ages 55 to 64 and 77% 65+ see A/C as essential.

FROM INSIGHT TO ACTION: TACTICS FOR MARKETING



TRANSLATING RENTER PRIORITIES INTO EFFECTIVE AD

You've uncovered what matters most to renters—now let's put that knowledge to work. Leverage these tips to fine-tune your amenity messaging, select the best channels, and elevate your ad creative.

USE LIFESTYLE-DRIVEN MESSAGING

Instead of simply listing amenities, craft messaging that speaks to how these features enhance a renter's daily life. Focus on the benefits rather than just the feature itself.

BASIC

"Coworking lounge available"

BETTER

"Enjoy the perfect work-from-home setup with private workspaces and high-speed internet."

Sometimes ads call for concision which can make benefit focused messaging challenging. Here is an example of how to blend the two. Lead the line with a short benefit statement and follow with the supporting features.

CONCISE

"Your perfect WFH setup—private workspaces and lightning-fast Wi-Fi."



SHOWCASE AMENITIES IN VISUAL CONTENT

High-quality images, short-form videos, and 360-degree virtual tours help bring amenities to life.

- Use Reels and TikTok to showcase pet-friendly spaces, footage of residents enjoying happy hour, and co-working set ups.
- Create carousel ads on Instagram and Facebook that highlight a curation of property features emphasizing your brand and key differentiators.
- Use drone footage or 3D tours to showcase outdoor spaces and rooftop lounges.

HIGHLIGHT IN-DEMAND FEATURES IN PAID ADVERTISING

When running search and social ads, focus on the amenities that are most in demand, using data-driven insights.

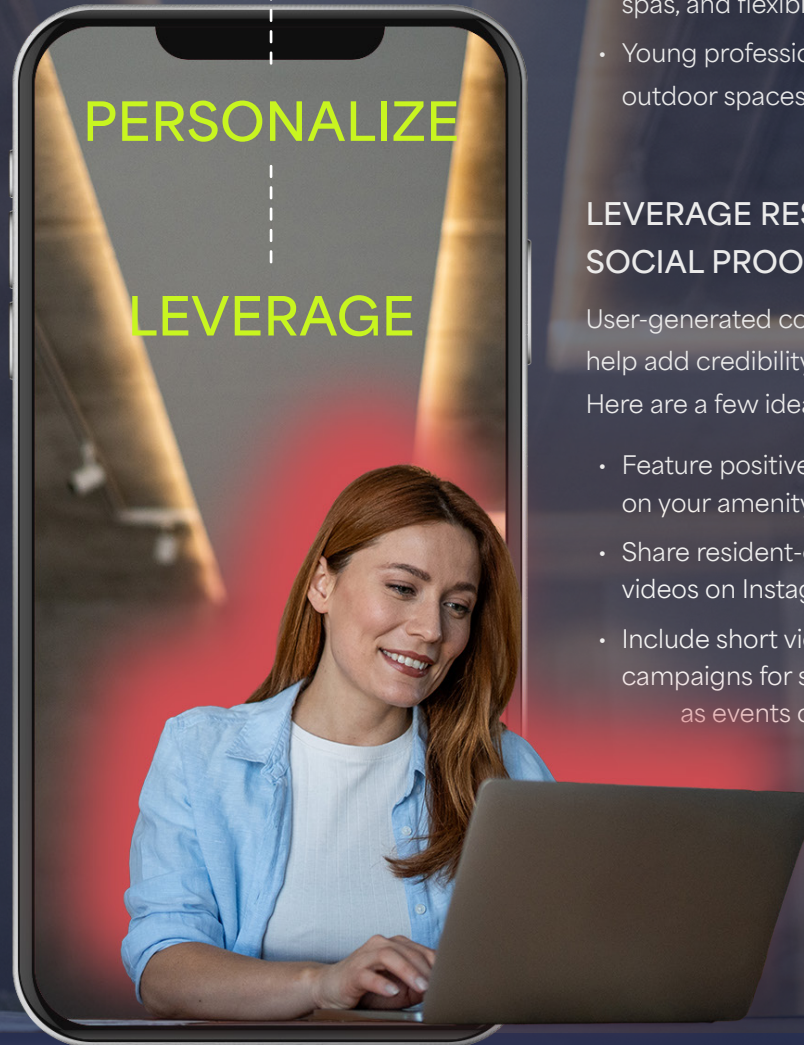
- Google Ads: Optimize for trending keywords such as “pet-friendly apartments” or “EV charging rentals.”
- Meta & Instagram Ads: Target audience segments based on interests (ex: pet owners).

SHOWCASE

HIGHLIGHT

PERSONALIZE

LEVERAGE



PERSONALIZE THE APPROACH BASED ON AUDIENCE NEEDS

Different renter demographics prioritize different amenities. Tailor messaging based on who your property appeals to:

- Retirees: Highlight private balconies, proximity to entertainment vs. work, ground floor units, and in-unit luxuries.
- Pet owners: Promote dog parks, pet spas, and flexible pet policies.
- Young professionals: Highlight coworking spaces, outdoor spaces, and trendy social gatherings.

LEVERAGE RESIDENT TESTIMONIALS AND SOCIAL PROOF

User-generated content (UGC) and resident testimonials can help add credibility and authenticity to amenity marketing. Here are a few ideas for incorporating this in your strategy.

- Feature positive amenity focused Google and Yelp reviews on your amenity page and in email nurturing campaigns.
- Share resident-generated photos and videos on Instagram stories.
- Include short video testimonials in advertising campaigns for social based amenities such as events or services to build trust.

COPYWRITING IDEAS FOR AMENITY-FOCUSED ADS

The right words can turn an everyday feature into a must-have amenity. In apartment marketing, it's not enough to list what's included—you have to sell the benefit, spark emotion, and paint a picture of daily life. These copywriting examples take common amenities and reframe them with clarity, charm, and just enough personality to stop the scroll. Use them as inspiration to write ad copy that goes beyond descriptions and starts driving decisions.

01|| Laundry Day, Upgraded. In-Unit Washer/Dryer Included.

02|| Skip the Street Shuffle. Reserved Parking Included.

03|| Smart. Secure. Simple. Keyless Entry for Peace of Mind.

04|| Remote Work, Reimagined. Coworking Spaces & Private Pods.

05|| Tails Wag Here. Private Pet Yards Included.

06|| Sunsets on the Rooftop Deck? Yes, Please.

07|| Fetch, Rinse, Repeat. Pet Spas for Easy Clean-Up.

08|| Room to Roam. Fenced Pet Yards & Dog Parks.

09|| Charge Up at Home. EV Parking Available.

10|| Bring the Bike, the Gear, the Holiday Decor. We've Got Room.

11|| A Place for Everything. Even the Kayak.

12|| Coffee Tastes Better on Your Private Balcony.

13|| Your Coolest Move Yet. AC in Every Unit.

14|| Smart Home, Smarter Living. Control It All From Your Phone.

15|| Energy-Efficient Everything. Save More Each Month.

16|| Happy Hour Just Got Closer to Home.

17|| Ditch the Membership. Work Out at Home.

18|| Smart Lockers for Worry-Free Deliveries.

19|| Private Workspaces Without the WeWork Prices.

20|| Dive Into Relaxation—No Membership Needed.



SELLING THE EXPERIENCE: VISUAL STRATEGIES FOR AMENITY MARKETING (1 OF 2)

Today's renters don't just want to see what your property looks like—they want to envision what it feels like to live there. The right photography and videography can do more than showcase your amenities—it can immerse prospective residents in a lifestyle they can see themselves in. From point-of-view shots that make viewers feel like they're already home, to experience-driven videos that show amenities in action, discover how to elevate your visuals to drive deeper engagement and better performance.

Capture the Experience

Try shooting footage or capturing images showcasing the amenities in use vs. empty spaces. For example, feature a resident working from a stylish common area or a group of friends enjoying the rooftop lounge.

Day in the Life Videos

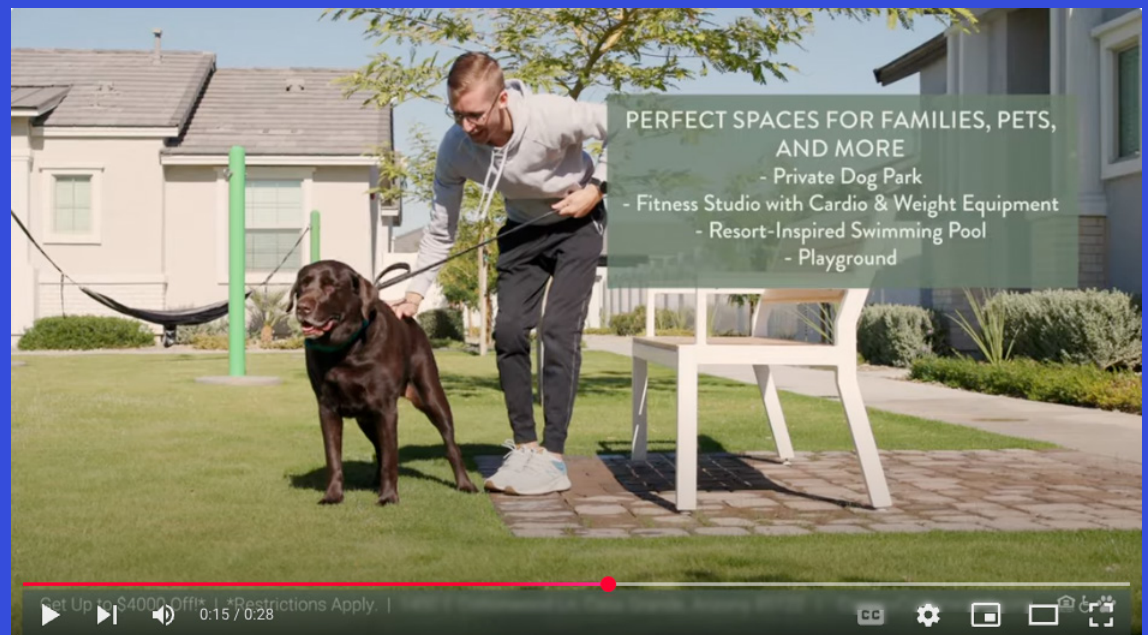
Create a video of a “day in the life” of a resident. Guide the viewer through a walk through of a resident using amenities to combine the point-of-view shots with a visual narrative that showcases a lifestyle.

Video Ad Campaign Featuring Actors

Located between Phoenix and Tucson this Conversion Logix client filmed a video that showed amenities in action such as a man walking his dog, friends playing pickleball and people working out at the gym. They ran this ad across YouTube as an awareness campaign and a retargeting campaign.

Feb 2025 Campaign Performance:

- 6,807 Video Views
- 3,567 New Website Visitors
- 32 Website Conversions



SELLING THE EXPERIENCE: VISUAL STRATEGIES FOR

Play with Perspective

When considering camera angles, include a mix of angles from a point-of-view that makes the viewer feel as if they are walking their dog through the dog park, opening their balcony doors to see the view, or walking into private seating in common areas. Leverage drone footage to showcase aerial shots of pools or location-specific perks like walking trails or beach access. The angle of the footage can go a long way in creating visually engaging ad creative that stands out on social media channels.

Video Ad Campaign Featuring Point-Of-View Footage

A Conversion Logix client in North Phoenix leveraged point of view videography in a YouTube ad to make viewers feel as if they were stepping inside the property.

Feb 2025 Campaign Performance:

- 19,296 Video Views
- 4,228 New Website Visitors



MAXIMIZING REAL ESTATE ACROSS ADS FORMATS (VIDEO)

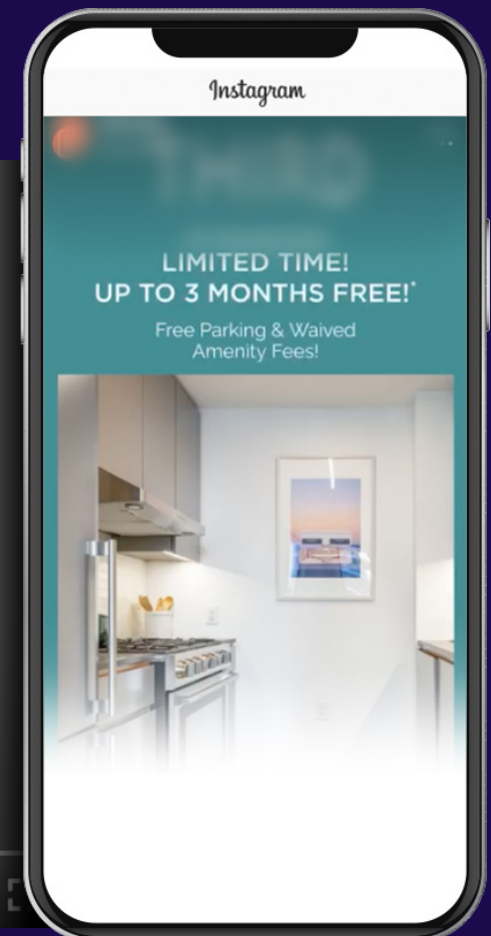
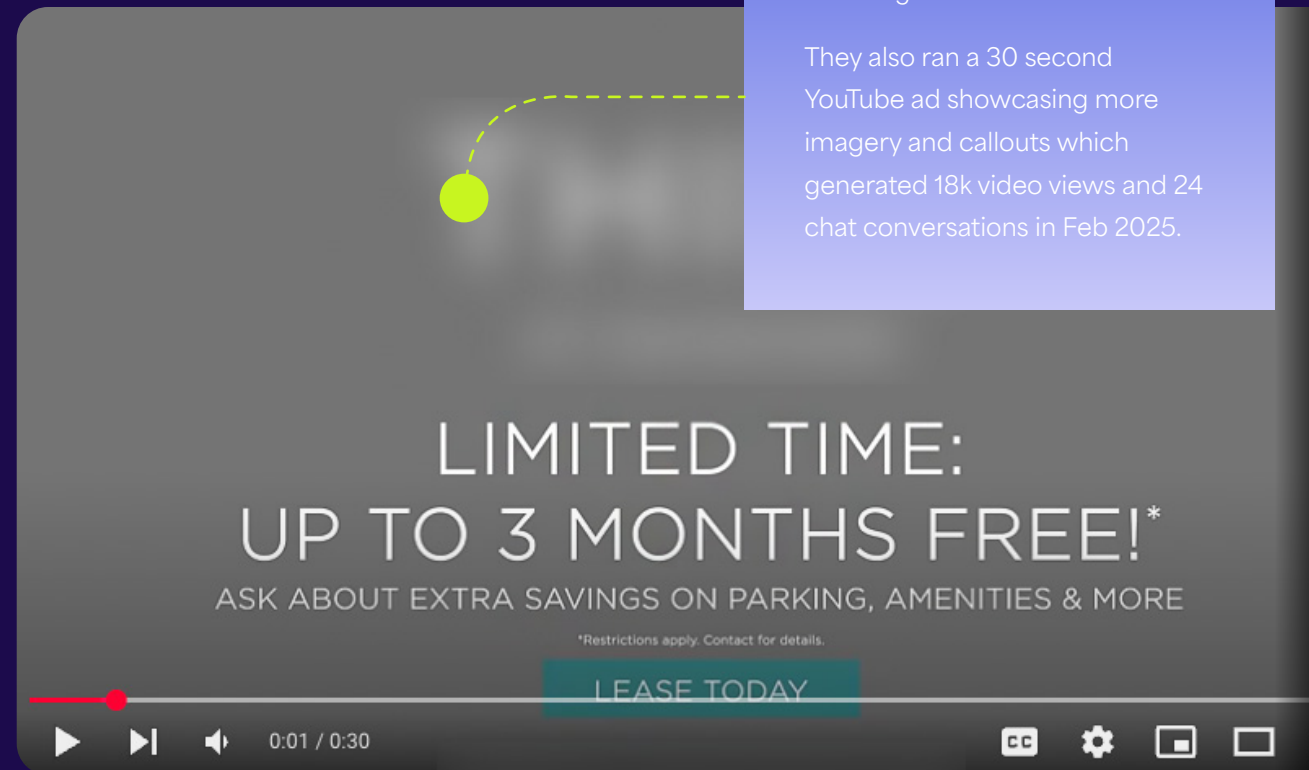
When it comes to digital advertising, space is limited—so it's crucial to make the most of every format available. Whether you're working with a full-length video or a compact carousel, each ad format offers unique opportunities to highlight your community's standout features.

Video ads offer the most real estate to showcase amenities.

- YouTube, Connected TV, Meta, and Instagram ads offer longer form video ad opportunities.
- Instagram Reels and TikTok offer short-form video opportunities.

This property in the Bronx, NY ran a Instagram Stories ad featuring callouts ("Free Parking" and "Furnished Studios") and cycled through images of the community. This ad generated a 6.68% CTR.

They also ran a 30 second YouTube ad showcasing more imagery and callouts which generated 18k video views and 24 chat conversations in Feb 2025.

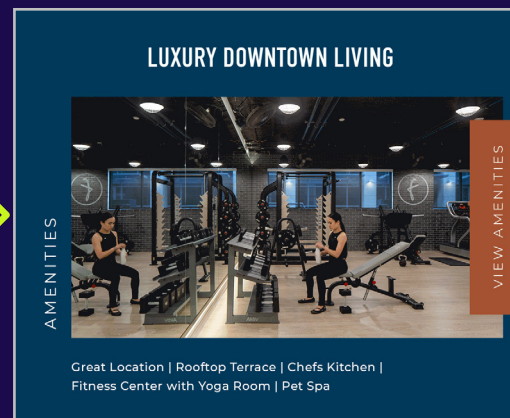


MAXIMIZING REAL ESTATE ACROSS ADS FORMATS (IMAGE)

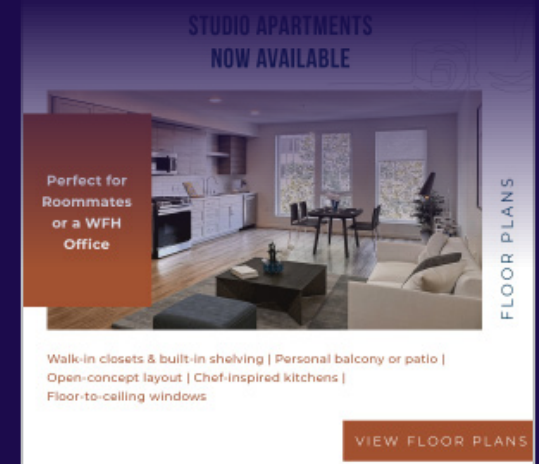
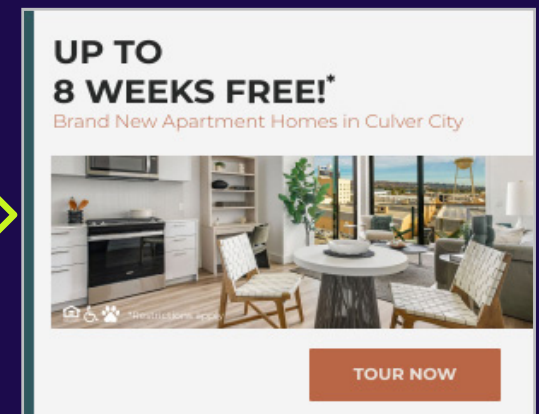
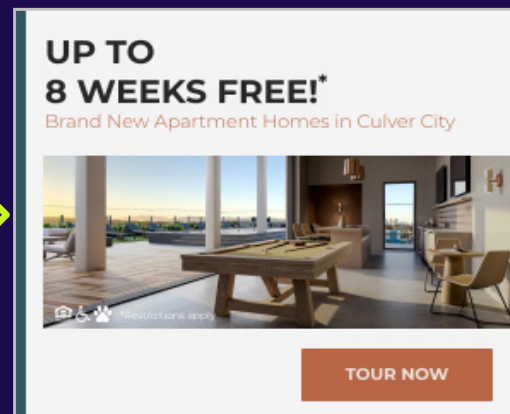
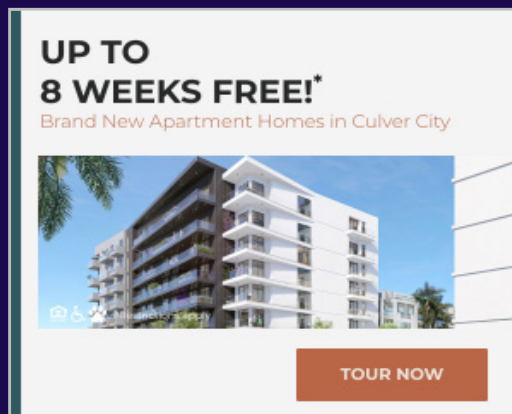
Image based ad formats with motion and interactivity enable you to showcase more than one feature.

- Consider using gifs in banner ads and email campaigns to showcase imagery and copy for more than one amenity or to incorporate key property information in addition to an amenity.
- Leverage swipeable carousel ads on Meta and Instagram to convey a curation of amenities images and captions.

This client leveraged a gif to showcase multiple amenities within their email blast generating a 5% click through rate.



This gif based banner ad generated 130k impressions, 24 post-view phone calls and 14 post-view website clicks for directions in Feb 2025.



KEY TAKEAWAYS



PRACTICALITY OVER PRESTIGE

Today's renters value function over flash. With affordability top-of-mind, especially for younger generations, practical features like in-unit laundry, smart locks, secure package delivery, and parking rank higher than traditional luxuries like pools and gyms. Marketing these everyday conveniences can help drive interest and attract high-intent leads.



REGION-SPECIFIC DEMAND

Amenity preferences vary by region. Renters in colder climates want heated garages and mudrooms, while those in the South prioritize pools and shaded outdoor spaces. On the West Coast, sustainability, outdoor access, and EV charging stations take precedence. Regional awareness helps properties highlight the most compelling features in their market.



GENERATIONAL PRIORITIES MATTER

Each age group values different features. Younger renters lean toward affordability and pet-friendly policies, while mid-career renters seek co-working spaces, upgraded kitchens, and storage. Older renters prioritize comfort, accessibility, and unit-specific details. Align your messaging with your target audience's lifestyle needs for stronger engagement.



SOME AMENITIES CAN JUSTIFY HIGHER RENTS

Not all amenities are created equal when it comes to ROI. Features like rooftop lounges, garages, and private yards can command higher rents—especially in competitive or urban markets. Highlighting these differentiators in your advertising can attract renters willing to pay more for the right perks.



MARKETING STRATEGY MAKES THE DIFFERENCE

Amenity-focused marketing performs best when it connects with a renter's lifestyle. Use concise, benefit-driven copy, and narrative focused visuals. Personalize your message based on renter demographics and showcase resident experiences to drive engagement.

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GET MORE FROM YOUR MARKETING WITH CONVERSION LOGIX

Amenities can set your property apart—but only if the right prospects see them.
Work with a partner that understands how to create compelling multifamily ad
campaigns.

— Visit conversionlogix.com or call us at 866.297.4914 —

