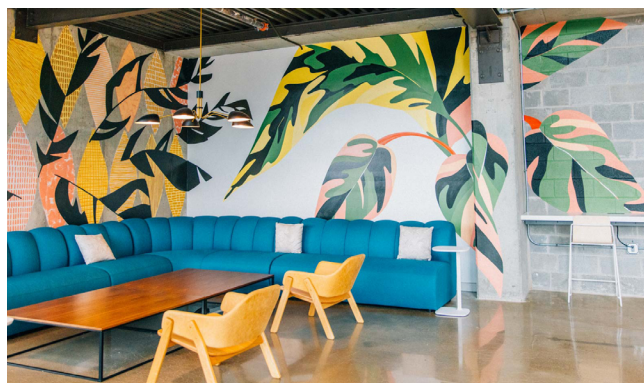


## 5 WAYS TO DISTINGUISH YOUR MULTIFAMILY PROPERTY THROUGH ART

With rising construction costs, increased competition, and high expectations from renters, multifamily developers must get creative about how to attract and retain tenants while distinguishing their properties from the rest. Here are five ways art can help.



- 1 Enhance Your Leasing Tour.** Leasing agents can share the story behind your property's art collection, bringing authenticity to the visitor experience while creating a strong first (and lasting) impression.
- 2 Drive Demand.** Art can distinguish your property as "the place to be," driving renter demand and a sense of urgency that leads to faster bookings, higher rates, and longer lease terms.
- 3 Create Buzz.** A buzz-worthy art experience means social media blasts, influencer attention, and word-of-mouth marketing, generating good press for your property while enticing prospective residents.
- 4 Elevate Your Amenities.** 87% of prospective residents seek amenities that cater to their live/work/play lifestyle. From creative coworking lounges to luxurious rooftop patios, art can both build community and accentuate your amenities.
- 5 Establish a Memorable Sense of Place.** An intentional art collection can reflect your brand and distinguish a memorable sense of place that residents feel proud to call home.

A next-level art experience gives your property the "wow factor" it needs to stand out from the competition, helping you attract new renters and keep them satisfied to stay. [Read our blog to learn more.](#)

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