

First-Time Buyers are RENTERS

Rents may have stabilized in some metro areas but the correct reaction may not be the obvious one - to stop building apartments - it might actually be to design for this new market: the "first-time buyer" turned renter!

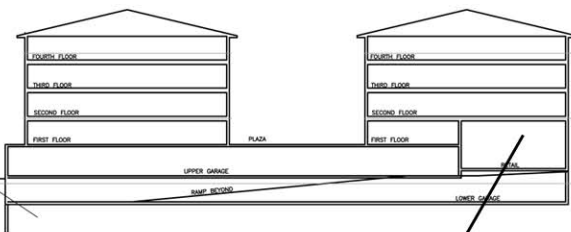
The new group of consumers is in their 20s & 30s (the millennials) and they are often happy with renting - if the product is right. This month's Design File focuses on location, while the follow-ups in the coming months will focus on floor plan, features and building amenities.



walking distance to shops and supermarkets, cafés, restaurants, services, public transportation - both trains and buses, jogging and biking paths (with bike storage inside the building to accommodate commuter and recreational cyclists)

Location: be where the "action is" - proximity to restaurants, bars, parks and recreation, transportation, and usually must be close-in (anti-suburban).

commuter train line



retail below

