

Leading the Evolving Market

How COVID-19 will be a catalyst for better living.



Ankrom Moisan

Better Living

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As we emerge from the shock brought on by COVID-19, multi-family communities are looking to the future and what long-term shifts residents will make in daily lives. This collective pause offers an opportunity to examine how we design interiors that influence lives in a meaningful way.

After years of show-stopping amenities residents have new considerations when deciding where to live. Finding ways to work, play, stay-connected, and achieve balance are top of mind. Perks that were once considered nice features but not must haves, now top the priority list. How can I work from home three days a week and where? Are there opportunities and spaces for connection with others outside of large gatherings? Do I have seamless access to what I need in my neighborhood – or better yet – within my building?

New developments and existing offerings considering updates are in a prime position to make bold changes and stand out in the marketplace. Trends and shifts that were slowly gaining traction are primed to become commonplace. With cultural shifts toward a new normal we are looking ahead at ways the multi-family market can approach our better tomorrow.



[Home] Work

“Co-working” and third-place amenities were sought-after spaces in communities prior to COVID-19. With the rapid acceptance of employees working remotely, having options for places and styles of work will be a greater factor in a resident’s decision-making process more than ever.



77%

According to a survey of nearly 3000 people globally, 77% of employees want to continue working from home at least once a week.

SOURCE: GLOBAL WORKPLACE ANALYTICS



Adaptive Living

A busy lifestyle consisting of a long day at work, a few key possessions, and meals out with friends aligns with less time at home and small unit footprints. Shifts toward spending more time in the home will require smart planning to support the ability to flex easily between work, play, and personal wellness.



78%

According to a survey of U.S. apartment renters: 78% valued having a convertible space that could transform to meet different needs.

SOURCE: NMHC



Multi-Faceted Life

Multifamily communities are made of people across age ranges, diverse ethnic backgrounds, broad interests, and varied household compositions. Communities recognize that their residents aren't one-dimensional by offering multi-faceted amenities. Giving residents a unique range of experiences throughout a project will help drive community engagement and connection.



flexible
multifunctional
spaces

By 2030, flexible and multifunctional spaces will serve an increasingly mobile population by accommodating many needs: living and working, events, communal dining, and much more.

SOURCE: CBRE, THE AGE OF RESPONSIVE REAL ESTATE

The Convenience Factor

As the modern routine continues to evolve into a “one click” lifestyle, conveniences are primed to be amenities now more than ever.

Residents increasingly expect easy access to delivery and concierge services. People in urban areas seek to have a convenience factor for things that aren’t convenient. They seek the interconnectedness that comes with living in a multi-family community with the benefits of living in an urban environment.



“At its essence, convenience has three core attributes: ease, utility and simplicity. In providing these, convenience solutions can enable more fulfillment, enjoyment and balance in consumers’ busy lives.”

SOURCE: NIELSEN



Being Well

In this moment, our physical health is top of mind. Yet the long-term emphasis on a life well-lived includes a balance of physical, emotional, and environmental wellness. Building wellness in communities is more than installing touchless technology, rather supporting residents in a more holistic way.

social
physical
emotional



A growing consumer emphasis on 360-degree wellness means built environments like apartments will be valued by their contributions to: physical, social + emotional health.

SOURCE: NMHC

Let's get started.

PORTLAND

Leah Wheary Brown
leahw@ankrommoisan.com
(503) 977-5295

SEATTLE

Melissa Fedorchenko
melissaf@ankrommoisan.com
(206) 876-3032

Heather Hayes
heatherh@ankrommoisan.com
(206) 576-1654

SAN FRANCISCO

Karen Bowery
karenb@ankrommoisan.com
(503) 977-5228

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