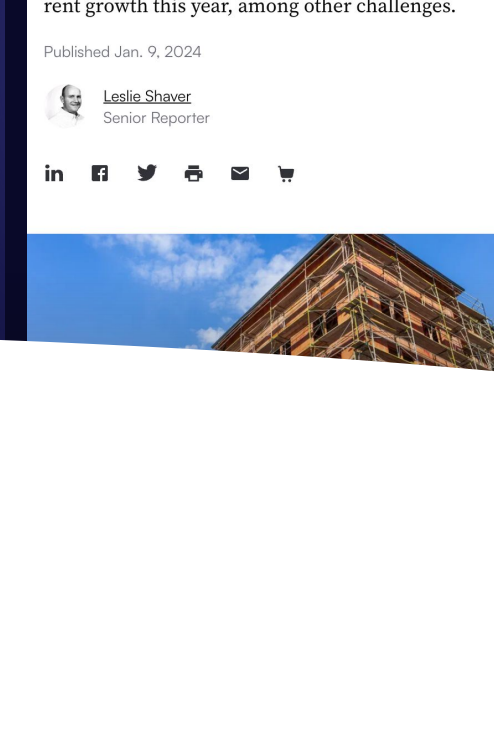


Multifamily Dive is a news publication designed specifically for multifamily housing leaders. Across capital, development, operations, and regulations, and beyond, our journalists cover the news and trends impacting the multifamily housing industry.

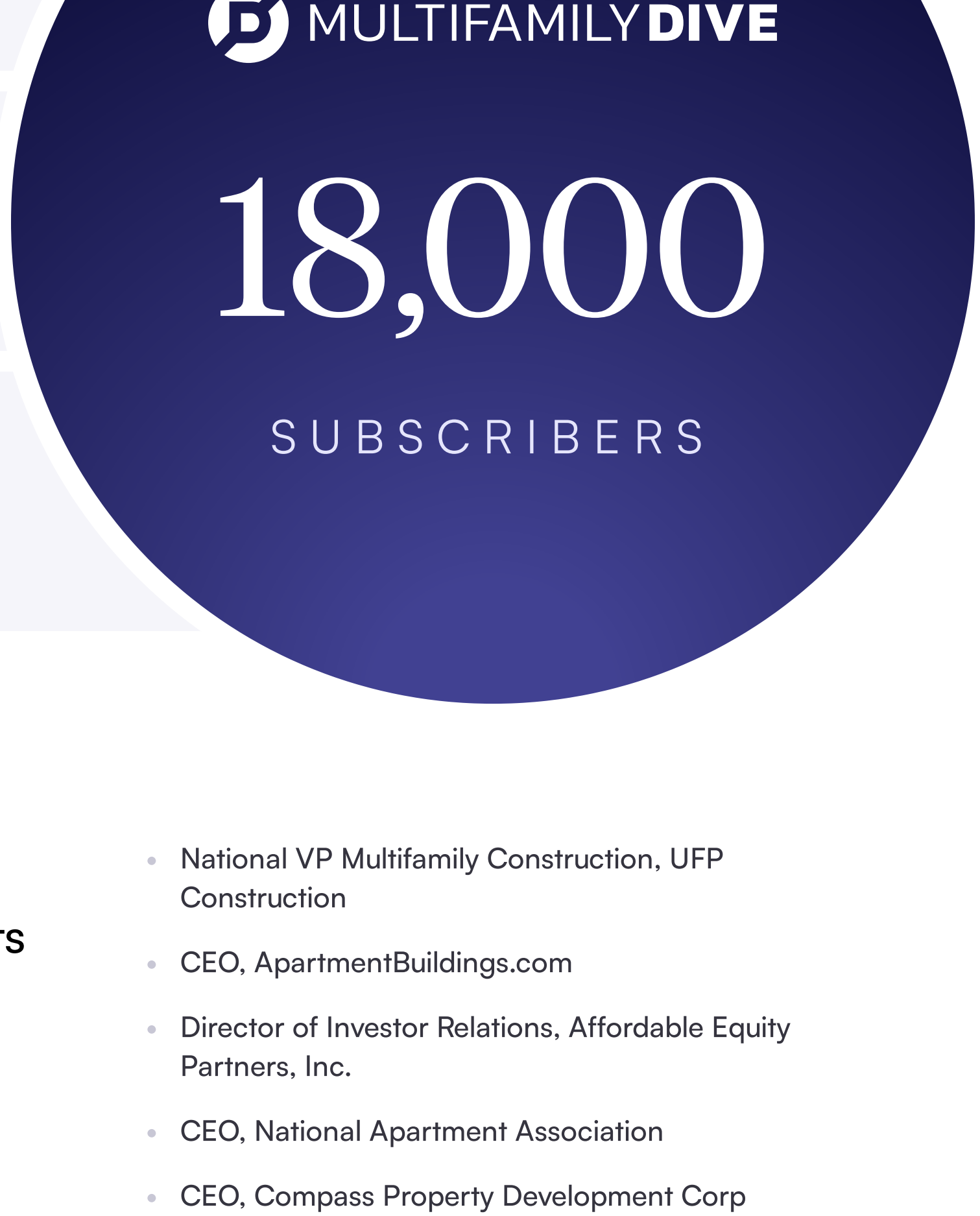


01 Audience

37K
 unique monthly visitors

78%
 of subscribers are manager-level or above

92%
 of the NMHC Top 25 Developers read Multifamily Dive



You'll find Multifamily Dive's news and insights in the inbox of notable subscribers, like:

- National VP Multifamily Construction, UFP Construction
- CEO, ApartmentBuildings.com
- Director of Investor Relations, Affordable Equity Partners, Inc.
- CEO, National Apartment Association
- CEO, Compass Property Development Corp
- Regional Director, Mountain, U.S. Green Building Council
- Development Director, DLP Capital
- COO, RayGrove Properties
- VP of Property Management, Acento Real Estate Partners
- CEO, Zonda

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02 Top-performing content

Despite cooling inflation and improving macroeconomic conditions, the multifamily industry outlook remains gloomy. Interest rates remain elevated, apartment delivery rates are expected to peak, and operating expenses plague operators. Industry leaders are searching for efficient solutions and cost-cutting measures while meeting renters' high expectations. Let's take a look at what multifamily leaders have been focused on most.

Top 5 topics

- Capital
- Development
- Transactions
- Regulation
- Operations

Top 10 Multifamily Dive stories

New landlord-tenant laws take effect in California	Troubled NYC tower sold for \$265M
4 multifamily trends to watch in 2024	Developer buys 3,000+ acres for \$6B community, Margaritaville resort near Dallas
HUD awards \$3.1B to homelessness assistance projects	Greystar to take over Wood's management operations
Nearly 50 banks have multifamily loan issues	Top multifamily design trends for 2024
Fitch: Multifamily CMBS delinquencies to double in 2024	Apartment starts drop 33%

Keywords resonating right now

- multifamily interest rates
- cost-cutting measures
- declining deal volume
- rent increases
- homelessness assistance projects
- amenity trends
- sustainable living
- smart apartments

03 Trend analysis

A poor economic environment

- Burden of high operating expenses continues to weigh heavy on operators (insurance, property taxes, payroll, etc.)
- Promise of halted interest rate hikes and a lack of resale inventory set to boost single-family builders and hurt multifamily starts
- Struggle to secure financing as banks hesitate due to non-performing loans in the office and commercial real estate sectors

Market ups and downs

- Renter's market continues with a record number of deliveries, forcing increases in concessions
- Minimal rent growth predicted due to high supply of apartments
- Optimism surrounding high transaction volume (refinancing or selling) as the market picks up

Strategic operations

- Push for strategic management operator centralization to increase efficiency and cut costs
- Skepticism surrounds AI's potential in the industry as 2023's hype dies down
- Increased emphasis on design trends and amenities to entice renters (gathering spaces, experiences, food & beverage options, smart apartments, etc.)

Our readers spent nearly 2x as long on these stories than the average story:

- [FTC junk fee proposal says 'utility,' real estate groups say](#)
- [Invitation aims to buy up to \\$1B in houses in 2024](#)

Interest rate conundrum

The promise of interest rate cuts in 2024 will spur wins for most industry stakeholders, but losses for some.

studioID tip

As demand for single-family homes increases, demand for multifamily construction is falling. On the other hand, investor options for refinancing or selling will receive the boost they've been waiting for since the pandemic. As these changes take place, show both groups you understand the challenges and opportunities they face by creating timely and supportive materials around this topic.

Supply outpacing demand

As new multifamily construction deliveries rise, the market will fall in favor of renters and at the peril of property managers.

studioID tip

To avoid the continued burden of interest, material, and labor costs, developers will waste no time in finding ways to stabilize. Provide leaders with solution-oriented content that hits home on this topic. Ensure they're aware of the options ahead of them to curb costs in a time of high supply.

Striving for economic efficiency

Nothing will be more top of mind than increasing efficiencies and cutting costs in a tumultuous economic climate.

studioID tip

Help multifamily leaders find efficiencies and slash costs in their day-to-day processes. Guide them towards solutions that make them unafraid to try out new strategies and operate differently than they have in the past. To get through a tough year, they'll need to reach outside of their comfort zones with new technology, particularly optimization with the help of AI.

04 Marketing insights

Build trust with this audience by reflecting the content preferences of over 18,000 Multifamily Dive subscribers in your strategy:

Preferred content types

- [Webinars/virtual events](#)
- [Trendlines](#)
- [Playbooks](#)
- [Infographics](#)

High-impact approach

Incorporate AI, but don't make it the main character

Many leaders remain skeptical about AI's place in the industry, while some are fully bought in.

studioID tip

Approach both sides of the spectrum with a pragmatic approach. Provide the latest news and updates on AI's most successful uses from analyzing large data sets to improving the renter search experience — all while recognizing reluctant leaders with small steps they can take to start testing the tech. Cover these topics, but not ad nauseam.

High-impact approach

Provide a realistic, yet optimistic outlook

As financing and expense worries mount, there's an economic cloud hanging over the industry.

studioID tip

Leaders are concerned about the financial state of their business, and rightfully so. However, doomsday is not upon us, and you should lean into opportunities that offer this reassurance. Positive outlooks remain on the horizon, so keep leaders up-to-date on favorable changes to the regulations, rent rates, deliveries, and concessions expected in the latter half of 2024 and beyond.

High-impact approach

Differentiate through design

In a period of high supply, developers have the tough job of setting their units apart from the competition.

studioID tip

Provide trend and competitor analysis to industry leaders. What are the latest amenities that renters are expecting in apartments? What are other apartments offering that are making renters flock and re-sign year after year? Back up your answers to these questions with data and reputable sources supporting that aesthetics and amenities — especially state-of-the-art ones — play a crucial role in the multifamily industry.

studio / ID



How are you resonating with this audience?

Contact us for more details about how to apply these insights to your marketing program.