



BTR CONTENT STRATEGY 101



WHAT IS **BTR**?

BTR stands for “Build-To-Rent” and falls under the SFR or “Single-Family Rental” housing category. BTR communities have the characteristics of single-family homes, built for renters desiring features not typically offered with multifamily properties.

BTR FAST FACTS

Top markets with BTR communities are Phoenix, Dallas, and Atlanta.

We're currently in our 3rd or 4th generation of BTR.

BTRs attract entry-level buyers who want to make the shift into eventually owning a home.



MULTIFAMILY VS. BTR **KEY DIFFERENCES**

MULTIFAMILY

- + Often have a wider variety and number of amenities
- + Can find them anywhere - urban, suburban, rural
- + Units are smaller in size compared to BTR homes
 - + Shared walls, ceilings, and floors
 - + Less privacy

BTR

- + Typically have less amenities than multifamily properties
- + Majority of BTRs are located in less dense suburban or exurban locations
- + Units offer more space and square footage, often with multiple bedrooms, bathrooms, and levels
- + Most BTRs stand alone and don't share walls, ceilings, or floors
 - + More privacy

TARGET AUDIENCE **INSIGHTS**

Not all BTR renters are the same and not all BTR communities are the same.

BTR communities that have multiple levels, more space, and more rooms are often found in places with better school districts because they target families and children.

Horizontal BTR communities that are smaller, single-story, and have less space are more likely to be found in places where school districts aren't valued as much.

CRAFTING THE CONTENT

What to highlight in a BTR content strategy:

- + Private Backyards, Balconies, Decks & Patios
- + Attached Garages & Driveways
- + More Space & Privacy
- + Windows & Natural Light
- + Lifestyle





ENVIDA CONTENT STANDARDS

- + Feature property exterior monthly
- + Provide educational content through graphics, stories, reels, etc
- + Tailor copy and messaging to target BTR renters
- + Highlight key features and amenities that make the BTR community unique



THANK YOU!



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