



# color markets

multi-family



own, Millennials are optimistic with new attitudes and expectations. They have a changed outlook on life, materialism, what is cool and how it gets communicated. Consequently, companies across various economic sectors are eager to market to this target audience. The apartment industry too is shifting gears with a fresh approach to apartment design and community living from student to conventional multi-family housing.

## MILLENNIALS

### The next generation of multi-family residents

At around 80 million, Millennials, represent the largest slice of the United States population since the Baby Boomers. Still in their early, prime consuming years, they are already making a huge impact and driving trends. Born during the 80's and 90's, this diverse and tech-savvy generation is re-defining the "American Dream." Uniquely different as a demographic, they are riveted by pop-culture, focused on social responsibility, wired 24-7 and have been affected by the Great Recession. Paving non-traditional paths all their

## WALLS THAT TALK



### Give your residents something to chat about or better yet, let the walls do the talking for them.

From modern graffiti art to posting on social media, Millennials gravitate towards mediums and platforms that allow them to share, communicate and express themselves. This open-book generation also craves choices. Give residents the best of both worlds and allow them to make a unit wall of their choice, a floor-to-ceiling blank canvas. Designed with customization in mind and formulated for professional contractors, Sherwin-Williams offers an innovative Dry Erase Coating that turns any wall into an interactive dry erase surface.



### Hip new residences, featuring the latest and greatest

Student enrollment is booming, the college culture is evolving and universities nationwide are offering resort-style student housing as a recruitment and retention tool. Lack of space and antiquated facilities are fueling new construction to meet the demands of today's parents and students. This demographic places a higher emphasis on privacy, ambiance, amenities and security. In response, institutions are looking for differentiation in order to compete, encouraging privatization of their student housing projects and focusing their efforts on education. The following luxury living trends are sprouting up in student housing communities across the country.

STUDENT HOUSING

- 1 Inspired by metropolitan living, **centrally located** housing options situated on or near campus and within walking distance to local hot spots are preferred.
- 2 Whether prospective students are viewing communities online or in person, exteriors that feature **contemporary color selections** and building materials have an edge.
- 3 Downsized apartments are making room for private bedrooms, baths and multi-use common spaces. **Micro-Units** feel larger with efficient floor plans, high ceilings and functional storage.
- 4 Up-to-date **tech-trends** aimed to enhance the resident experience include cell phone charging stations, mobile maintenance programs, complimentary Wi-Fi everywhere and interactive dashboards.
- 5 **Multi-Use** Common Areas with expansive lounge spaces designed to be adaptable for a wide variety of activities, provide residents with an all-inclusive informal gathering place to work, play and relax.
- 6 **Luxury amenities** and services make student housing communities feel more like a high-end hotel than apartment complex. Geographic location and student interests influence recreation offerings.
- 7 Modern housing projects featuring **eco-friendly** materials, efficient operations, sustainable technologies and green amenities speak to environmentally aware residents.
- 8 Residents stay fit and eat right at communities that offer **"healthy"** amenities. Fitness centers feature spaces dedicated to activities from yoga to kickboxing, while organic produce gardens support garden to table dining trends.
- 9 Economic and sustainable **transportation** options are continuing to emerge and gain in popularity. Shuttle bus services and bicycle storage/repair options are a huge draw for college students, especially for those without a car.

