

How modern real estate investors view investment management companies

The experts at AppFolio Investment Management conducted an in-depth research study with over 100 real estate investors to gain insights for the investment management industry.

Here are some key findings on how modern real estate investors view their investment management companies:

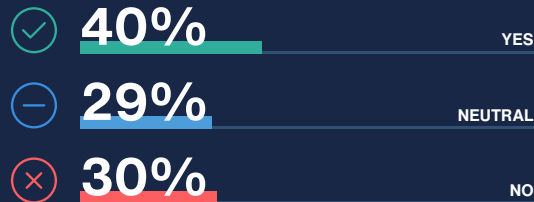
For more insights, download “Real estate investor report: trends, insights, and opportunities for real estate investment managers” by AppFolio Investment Management.

www.appfolioinvestmentmanagement.com

4 On average, limited partners invest with 4 different investment management companies.



How likely they are to recommend their current investment management company to a friend or colleague?



How often they contact their real estate investment manager:



The primary reasons they invest in real estate through an investment management company:



Knowledge of the real estate market

Financial expertise



Asset / property operations are managed by the company

Access to assets that would be otherwise out of reach financially

Their preferred method of communication:



The new information ecosystem in real estate investing

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Here are some key findings on how modern real estate investors access information to inform their investing decisions:



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Their biggest challenges as investors:



43%

Staying up-to-date with the industry trends



32%

Having access to info about my investments



35%

Keeping track of my investment performance

How they get information about news and trends in the industry:



General interest media



One-on-one conversation with my investment manager

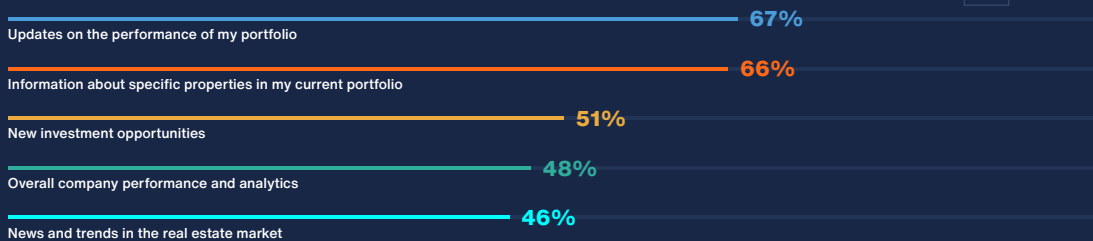


Specialized website



My investor portal

The types of information they would like to receive from their investment management company:



56%

Use an Investor Portal to communicate with their investment managers.



74%

Of Investor Portal users access their portal at least once a month.

The primary reasons they use an investor portal:



61% To see individual asset updates and information



60% To access my tax documents



60% To view the performance of my investments



55% To view distribution history



50% To see new individual offerings



39% To sign documents