



→ **Getting Started  
in Student Housing**

A webinar by  **—turbotenant**

# Meet the Speakers:



**Krista Reuther**

- Residential rental researcher
- Produced ~50 hours of industry education



**Karlston Nasser**

- 82-door landlord
- Wrote his thesis on student housing investment



**Amber Kelley**

- Currently renting to four students and a family of former student housing tenants

# Today, you'll discover:

**1.**

The dependability  
of student housing

**2.**

How to analyze  
student housing  
markets

**3.**

Attractive property  
attributes for  
student housing





**Student  
Housing Basics**

# What is student housing for independent investors?

Property that students can choose as an alternative to on-campus housing (or the only option if on-campus isn't available)

- Proximity to campus is king
- Generally affordable
- More likely to host groups of tenants vs. individual tenants
- Offer students more privacy and independence than on-campus housing



# Who are student tenants?

- ~39% of all 18-24 year olds enrolled in a postsecondary program
  - Only 22% live on campus
- ~3 million grad students were enrolled in 2023
  - Typically live off campus
- 8.6 million students struggle to find suitable housing close to their university





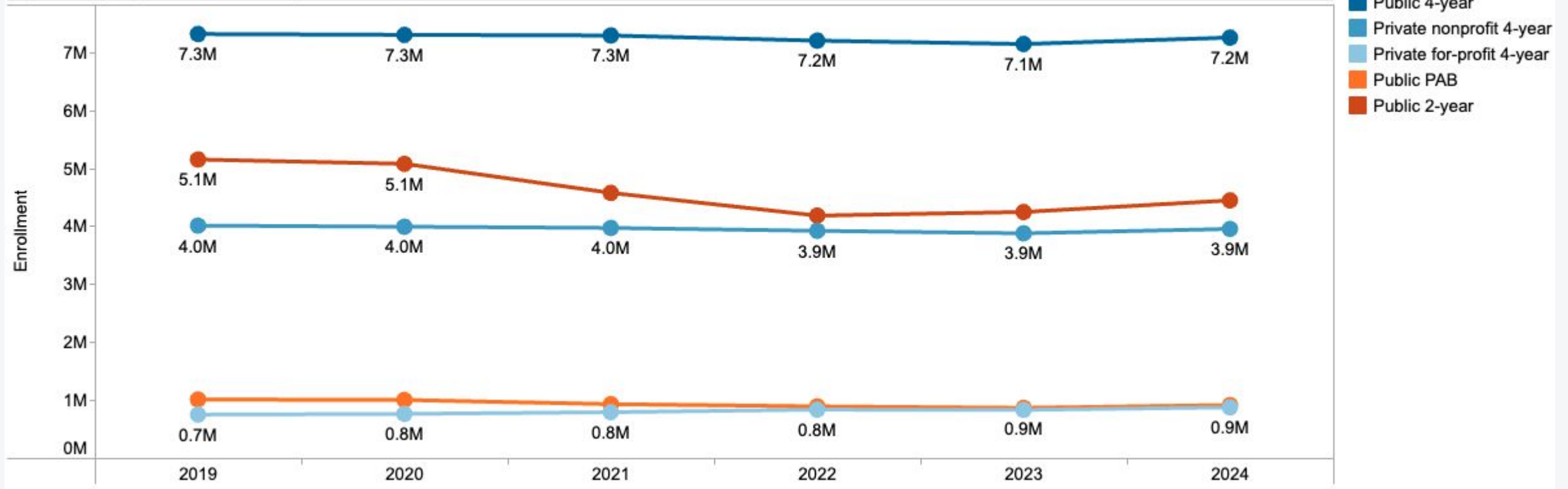
# Student Housing Statistics

- Average cost of student's room and board: \$9,800 per academic year at public universities
  - \$11,100 per academic year at private schools
- Compared to living alone, off-campus students pay 15% less in rent annually with one roommate
- Undergraduate enrollment grew 2.5% in spring 2024
  - Graduate enrollment: +3%



# Spring Total Enrollment by Sector

Figure 1.2 Spring Total Enrollment by Sector





**What was the total of all student housing transactions in 2022?**

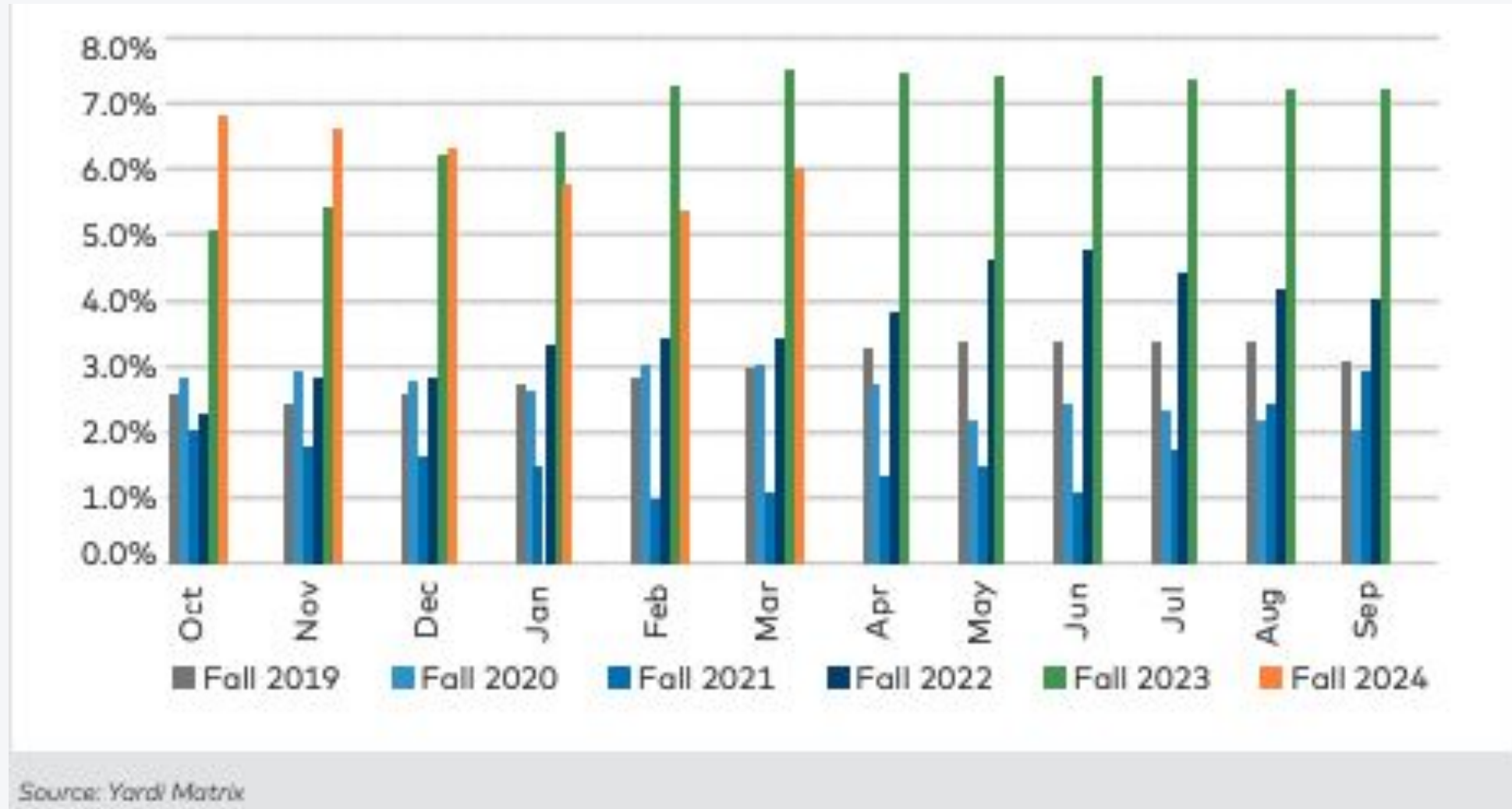


# Why student housing?

- Universities typically only offer on-campus housing to undergraduates
  - But the top 175 universities could only house 21.5% of their undergraduates on campus
- Number of college students is projected to reach 19.25 million this year
- Per [Berkadia](#), average price per student housing unit: \$251,000
- Student housing rent: 6% higher YoY ('22-'23)
  - Average monthly rent per bed: \$895



# Student Housing Annual Rent Growth



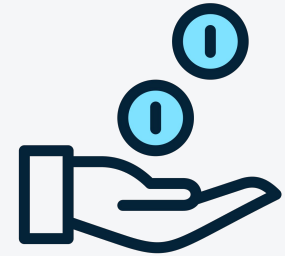
# The Downsides of Student Housing



First-time tenants  
require  
more patience

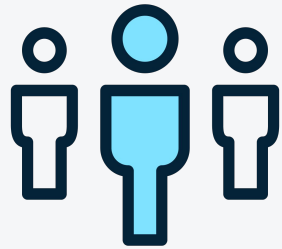


New colleges don't  
often pop up



Institutional  
investors want in

# The Benefits of Student Housing



Student tenants  
seek affordability



Landlords can  
charge by the bed



Students will  
always  
need housing



**Analyzing Student  
Housing Markets**



# How comfortable are you analyzing rental markets?



# Market Analysis Recommendations

- Start locally if possible
- Consider:
  - The college(s) nearby
  - When the market reaches 100% occupancy and pre-leasing velocity
  - The local cap rate
  - Rent growth over enrollment size
  - Vacancy rates
  - Average rent in the area
  - The number of beds completed/under construction
  - Available property types

**Did you know** that the average student housing cap rate is 6%, according to [Berkadia](#)?

# Yardi's Top 10 Universities by Preleasing %

University	Off-Campus Student Housing		Preleasing		Rent Per Bed	
	Beds Completed	Beds Under Construcion	Feb-24	Y-o-Y	Feb-24	Y-o-Y
Purdue University	9,380	2,080	91.7%	-1.6%	\$920	12.2%
University of Kentucky	6,852	435	90.4%	13.0%	\$826	11.9%
University of Tennessee	8,220	3,961	89.0%	-9.3%	\$1,135	20.6%
University of Arkansas	10,236	0	87.9%	-5.9%	\$878	11.0%
Virginia Tech	9,331	0	87.4%	4.8%	\$943	3.4%
University of Missouri	14,534	0	84.8%	20.5%	\$698	0.3%
North Carolina State	9,501	0	81.3%	0.4%	\$1,000	12.6%
Clemson University	10,748	601	79.0%	-10.5%	\$1,009	19.4%
University of Arizona	8,068	596	78.5%	0.0%	\$1,145	9.5%
University of Central Florida	15,891	1,849	78.4%	-4.2%	\$1,066	13.2%

# Consider the College(s)

COO of institutional investor [Campus Apartments](#) recommends investing near universities with:

- At least 20,000 students and a strong athletic program
- A thriving international student program
- Undergraduate, graduate, and PhD offerings

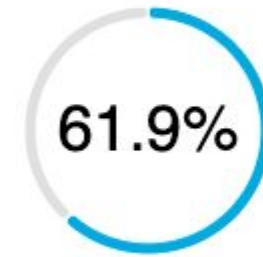




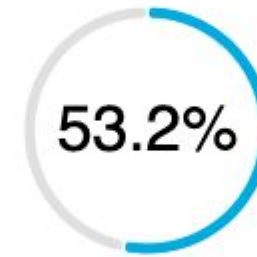
# The Importance of Location

- Best way to net student tenants is to have a property as close as possible to campus
- Rentals within a half mile of campus have the highest national price per bed at \$131,244
  - 0.6-1 mile price per bed: \$107,164
  - 1.1-2 miles: \$81,008
  - Greater than 2 miles \$74,089

## Student Housing Pre-Leasing by Distance



within a half mile  
from campus



within a half mile to  
one mile from  
campus



over one mile from  
campus

(Bunch, 2020)

# Single-Family vs. Multifamily Properties

## Single-family pros:

- Attract tenants looking for more privacy
  - Pay a premium for front/back yards, dedicated parking, and no shared walls with strangers
- Doesn't compete head-to-head with institutional investors
- Typically easier to remodel/add more rooms
  - Could generate another \$500-\$800/mo in additional rental income with an extra bedroom

## Single-family cons:

- Could become the party house
  - *Not always a bad thing if you're prepared*
- Requires crystal-clear expectations regarding upkeep, lawn care, etc.



# Single-Family vs. Multifamily Properties, pt. 2

## Multifamily pros:

- Typically include more common areas
  - Having gathering spots fosters sense of community
- Can house more tenants
- Only one yard/utility setup to worry about

## Multifamily cons:

- Noise complaints could become common, especially if there are non-student tenants
- More expensive and less available than single-family homes on average
- Historically appreciated less than single-family



# What do students want from housing?

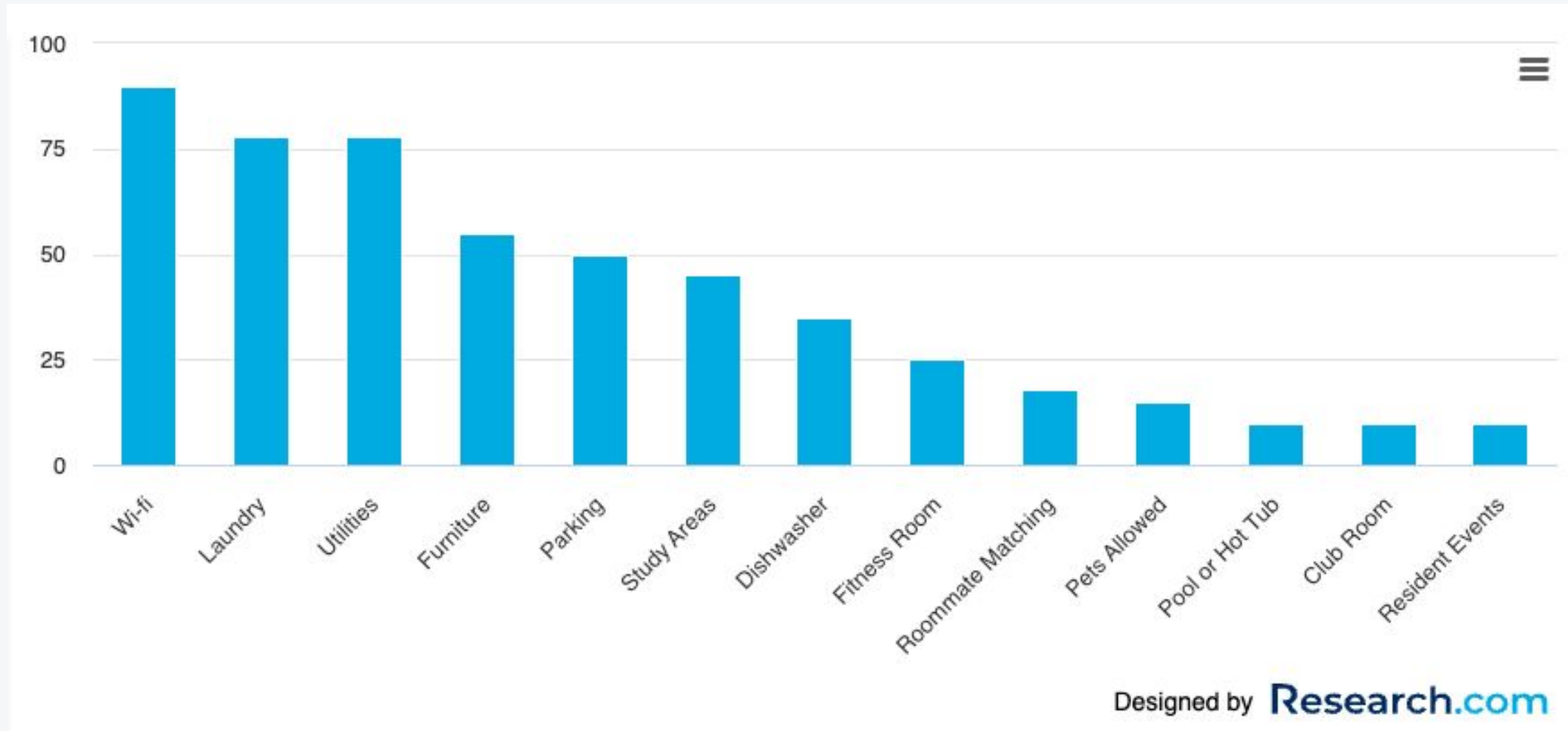
According to JP Morgan:


- **Privacy:** tenants want to have their own space, even with roommates
- **Proximity to campus:** the closer, the better!
- **Responsive provider:** newer renters want to know they'll be taken care of
- **Wi-Fi:** fast, reliable internet is a must
- **In-unit laundry:** a must for single-family



**Not sure how many tenants you can host?** First, check your local occupancy laws. If compliant, lean on the idea of three tenants or fewer per bathroom.

# Most-Requested Student Housing Amenities





**Become a Student  
Housing Provider**

# Investment Analysis Tools

- [Rental Property Calculator](#)
  - In-depth breakdown of potential ROI, monthly vacancy loss, cap rate, and more
- [Rental Yield Calculator](#)
  - Understand at a glance your potential gross and net rental yields
- [National Center for Education Statistics](#)
  - Denotes the types of degrees offered, the student population, if there's campus housing available, enrollment rates, and more
- [Rent Estimate Report](#)
  - Learn the range of rent charged in your property's area to stay competitively priced



# Manage Student Housing Easily

We support every phase of the self-management cycle, from **marketing your vacancy** to **screening tenants** to **collecting rent** to **streamlining maintenance requests** and beyond!

*Housing providers specifically love our:*

- **E-signature process:** spend less time chasing down multiple tenant signatures
- **Rent tracking:** stress less about who owes what with our easy-to-use Payments dashboard
- **Tenant messaging:** reach out to just one, a few, or all of your tenants to streamline communication

The screenshot displays the turbotenant dashboard for a property named "Corner Duplex". The interface includes a sidebar menu with categories like Dashboard, Messages, Properties, Maintenance, Leases, Forms, Renters, Financial, and Accounting. The main content area is divided into several sections:

- Overview:** Shows tabs for Overview, Marketing (1), Maintenance (1), and Expenses.
- Units:** A table listing units B through E with their respective status (Marketing, Pending) and tenant information.
- Payments:** A summary dashboard showing:
 

CHARGES	\$4,850	UNPAID	\$1,250
PAST DUE	\$50	PAID	\$3,600
IN TRANSIT	\$2,400	DEPOSITED	\$1,200
- Summary Metrics:** Displays totals for Unpaid (\$1,250.00) and Past Due (\$50.00), along with counts for Leads (28), Applicants (4), and Tenants (5).
- Open Maintenance:** Shows one open request for a "Fridge Water Dispenser" in Unit D.
- Screening Report:** A separate window shows a score of 716 (GOOD SCORE) with a progress bar and icons for Criminal History (1), Evictions (0), Collections (0), and Public Records (1).



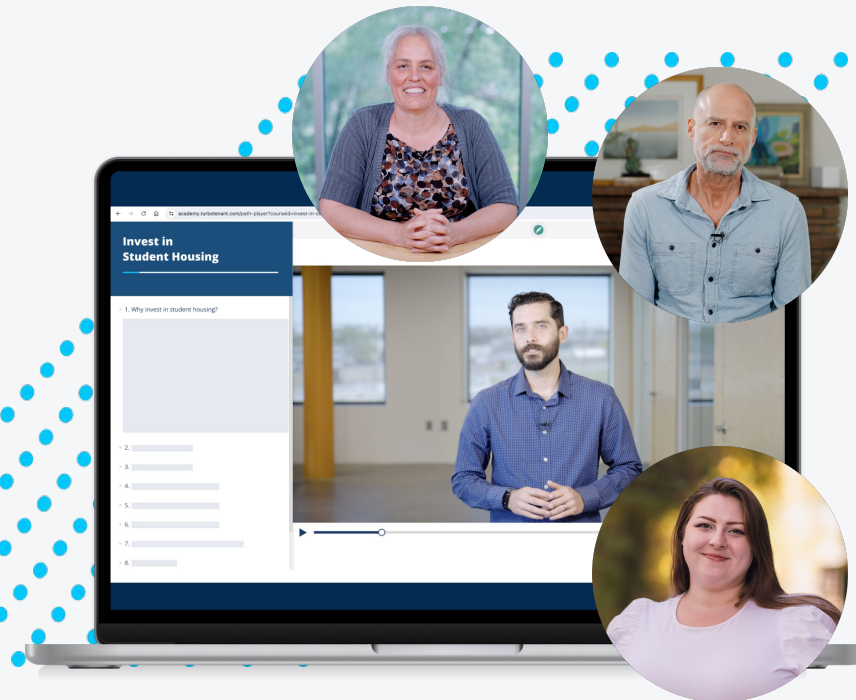
# Get Into the Details With TurboTenant

Our new [Student Housing course](#) offers on-demand, 100% online instruction that teaches you how to:

- Find property that aligns with your goals
- Market to find the best tenants
- Increase your bottom line
- Manage student tenants
- *plus more*

with real-world case studies from Karlston and Amber!

**USE PROMO CODE: WEBINAR**

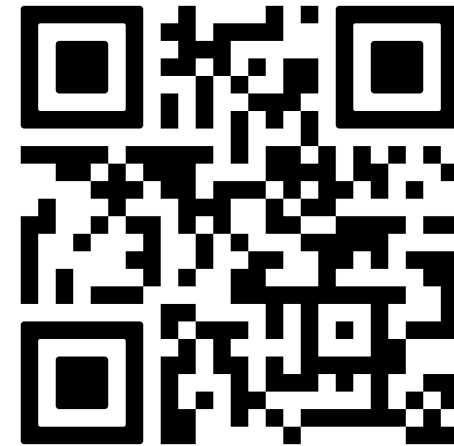


Landlord from everywhere  
life takes you with  
[TurboTenant's mobile app](#)



- Track expenses on the go
- Receive instant notifications for rent payments

Streamline every part of  
rental property management  
by going **Premium**



- Unlimited state-specific lease agreements
- Faster rent payouts
- 32 landlord forms