

D12 DATA DIVERS

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RENT RESILIENCE



METHODS

Analyze how **availability rates, rental prices, and leasing activity** respond to **shifts in unemployment** across different **markets and industries**.

External Data Used

Unemployment rates by **market**, from Bureau of Labor Statistics

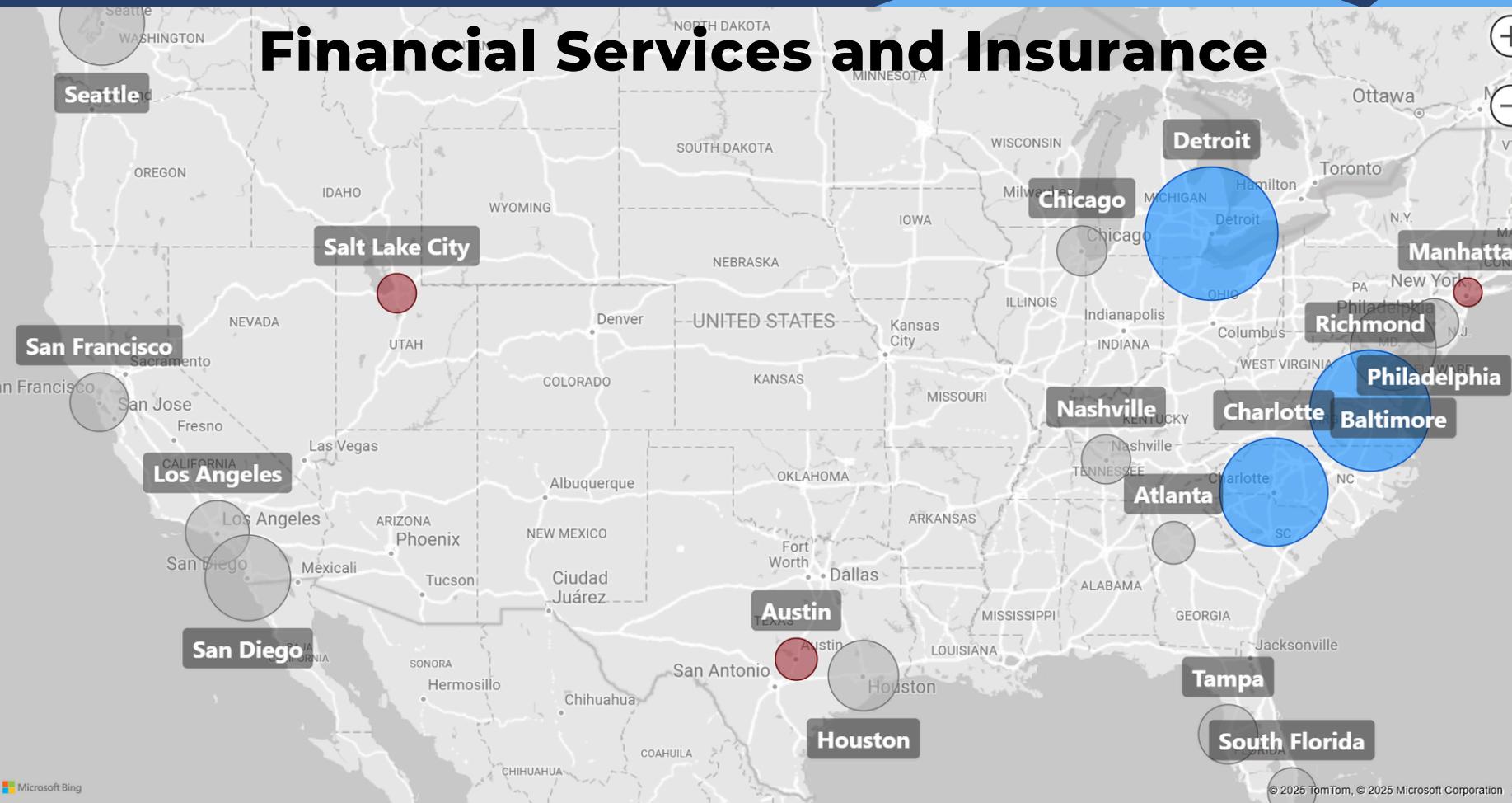
Rent Resilience Index

1 divided by sums of the absolute values of the slopes, from a **linear model**

End Result

Identify the **most stable markets** in the company's **target industries**

Financial Services and Insurance



Legal Services



Technology, Advertising, Media, and Information

