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J Turner Research’s June Rent Prediction on Par with the Actual Rent Collection

Houston, TX – June 2020 – For the second consecutive month, J Turner Research’s rent prediction is on par with the actual rent collection in the multifamily industry. Based on [June’s rent estimate study](#), J Turner predicted more optimistic rent collection of 84.28% by June 10. This prediction is within five percentage points of actual rent receipt of 89% as of June 13, as reported by the [National Multifamily Housing Council](#) (NMHC)’s Rent Payment Tracker.

Earlier in May, J Turner predicted a rent collection of 80.8% which was within one percentage point of actual rent receipt of 80.2% as of May 6 reported by NMHC’s Rent Payment Tracker.

J Turner conducted the June rent estimate study from May 22 to May 31. Based on the findings, owners can expect an additional 6% to be paid by the end of June. The percentage of residents optimistic about making their rent payment has increased from May. In June, 9.6% of respondents indicated that they might be unable to make the payment, whereas last month 14% of respondents said that they might not be able to make the payment.

“We were surprised to see our results as positive as they were when the results came out. The numbers showed that the rent receipts were going to be much better than May, and they came in even higher than we thought. I am sure that there are pockets in some markets that are not necessarily experiencing this, but overall, this is good news for the industry,” commented Joseph Batdorf, president of J Turner Research.

The June study also covered the present employment situation of residents, their priorities of personal expenses, their opinions about “opening up” the economy as well as concerns about public gatherings due to the pandemic. To view the complete results, please visit [June Rent Estimate Study](#).

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About J Turner Research

[J Turner Research](#) is the leading full-circle online reputation management firm that empowers multifamily companies with data to drive revenue. With our unique 360-degree process, we enable companies to enhance resident satisfaction, increase closing ratios, and improve online reputation. Our Online Reputation Assessment™ (ORA™) score serves as the industry standard for measuring a property’s online reputation. <https://www.jturnerresearch.com/>.

For any information on the rent estimate study, please contact jbatdorf@jturnerresearch.com.