



lovely

RENTAL MARKET REPORT

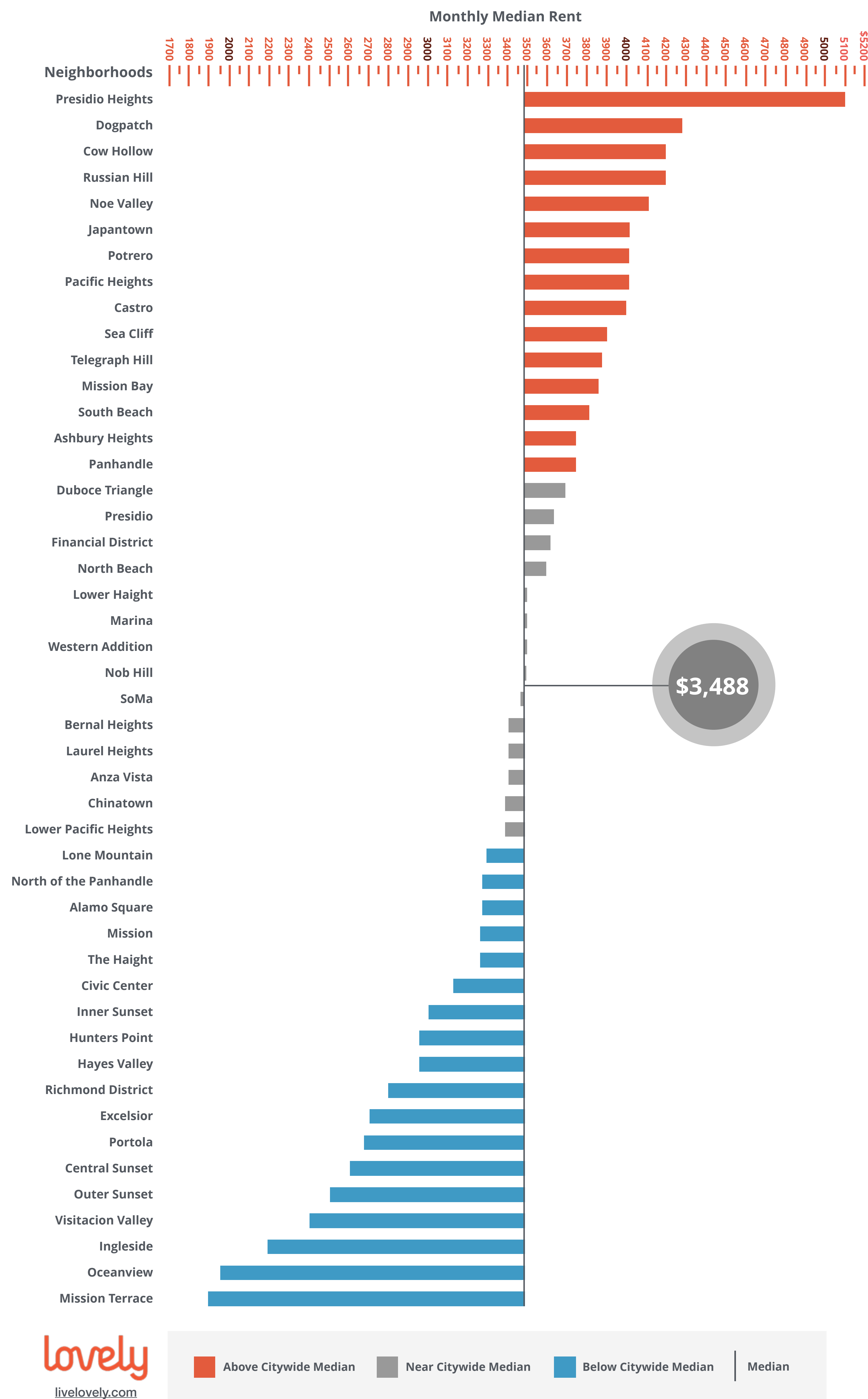
Q3 2014

SAN FRANCISCO BAY AREA

LOVELY RENTAL MARKET REPORT

Q3 2014

Q3 2014 San Francisco Median Rent by Neighborhood

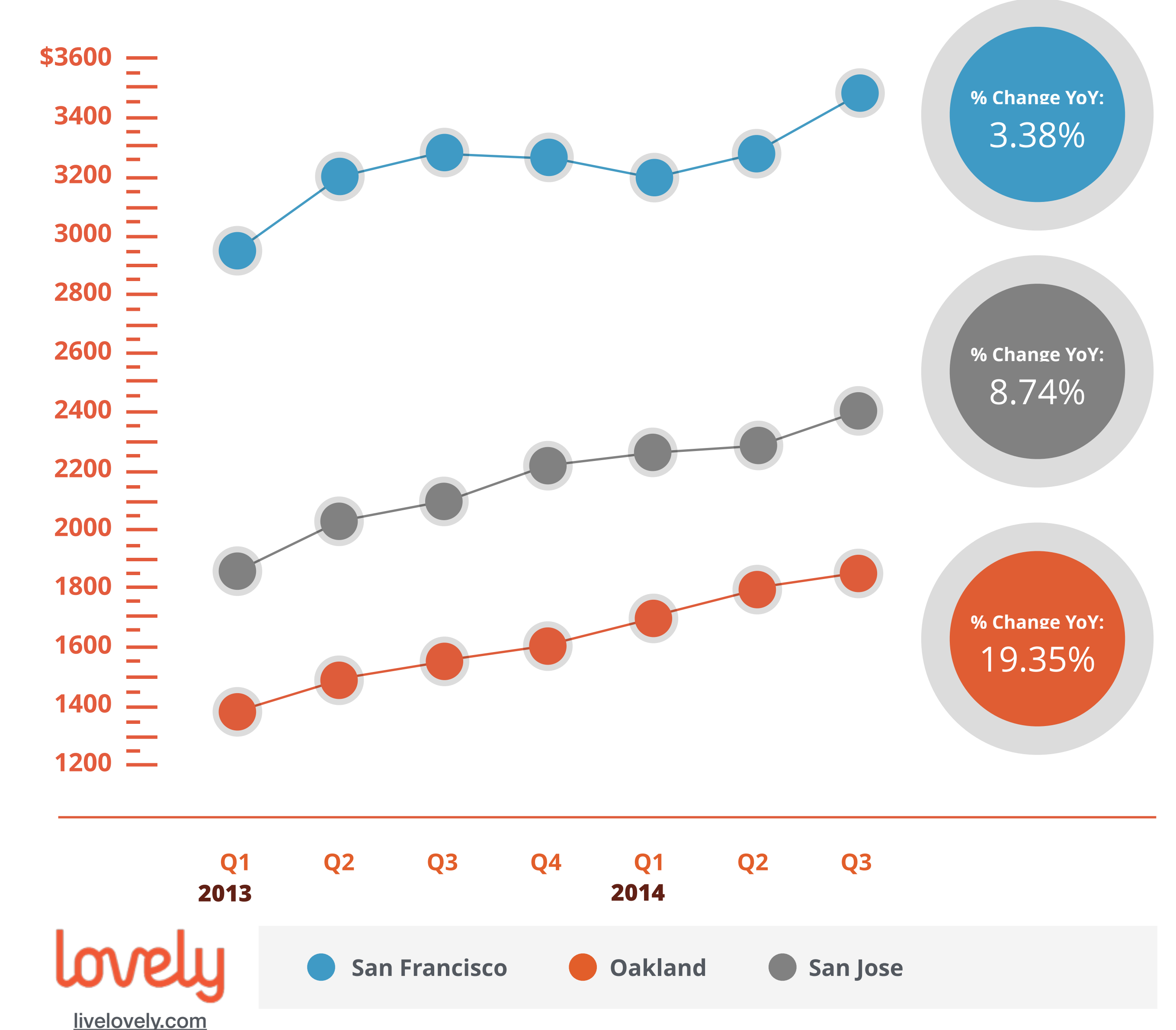


FAST FACTS

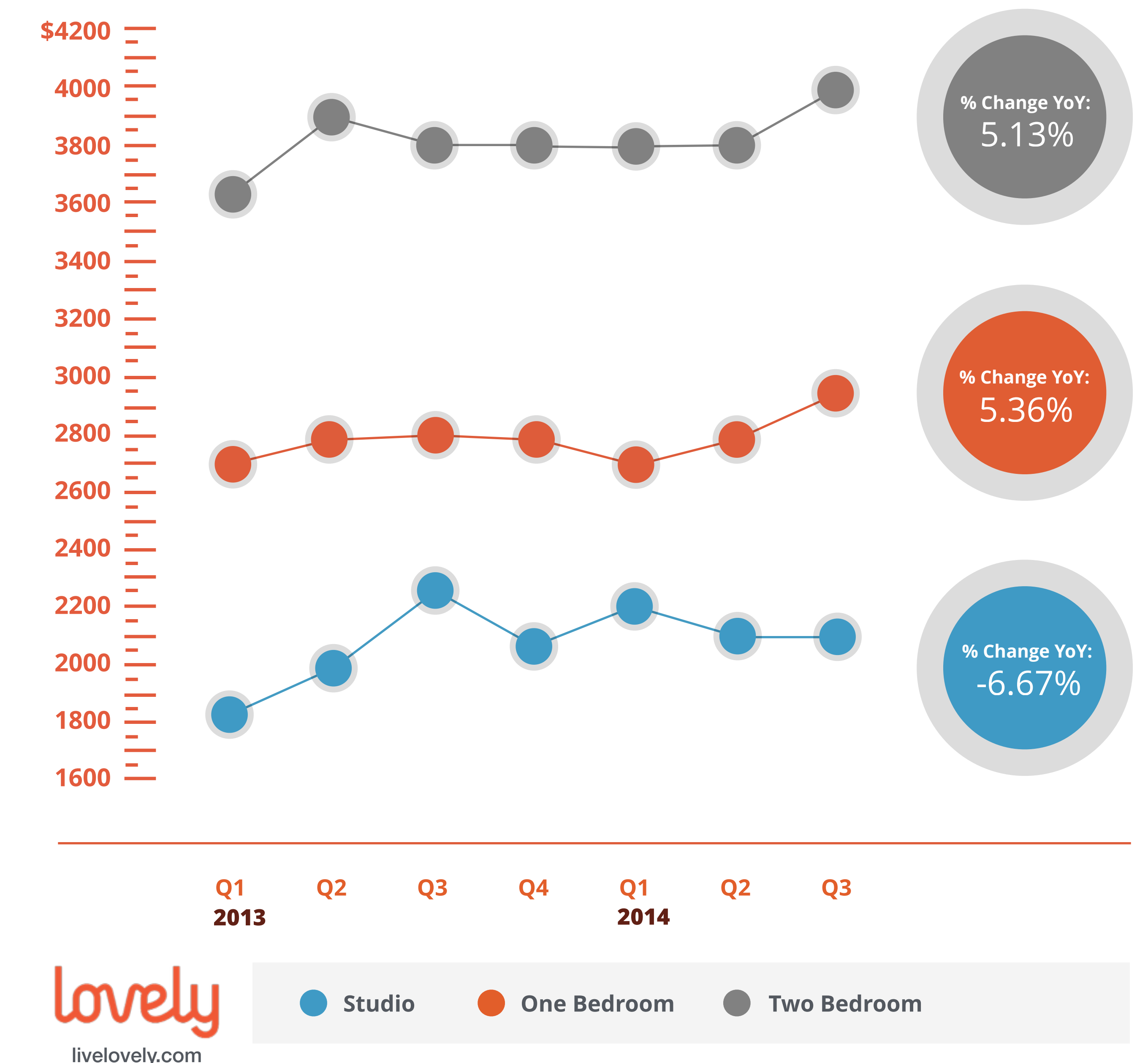
- San Francisco once again tops the charts with the 2nd highest median rent price in the nation, falling just below neighboring city, Palo Alto.
- It's expensive to rent in San Francisco, but do you know just how expensive it is compared to other cities across the nation? The citywide median rent in San Francisco during Q3 2014 was more than **2 times** the median rent in these major U.S. cities:
 - Denver, CO - \$1,428
 - Fort Lauderdale, FL - \$1,700
 - Seattle, WA - \$1,725
 - Jersey City, NJ - \$1,650

- In San Francisco, the steepest rent increases have historically belonged to geographically challenged neighborhoods. However, with the exception of Hunters Point, Noe Valley and Presidio Heights experienced the largest YoY rent increases.

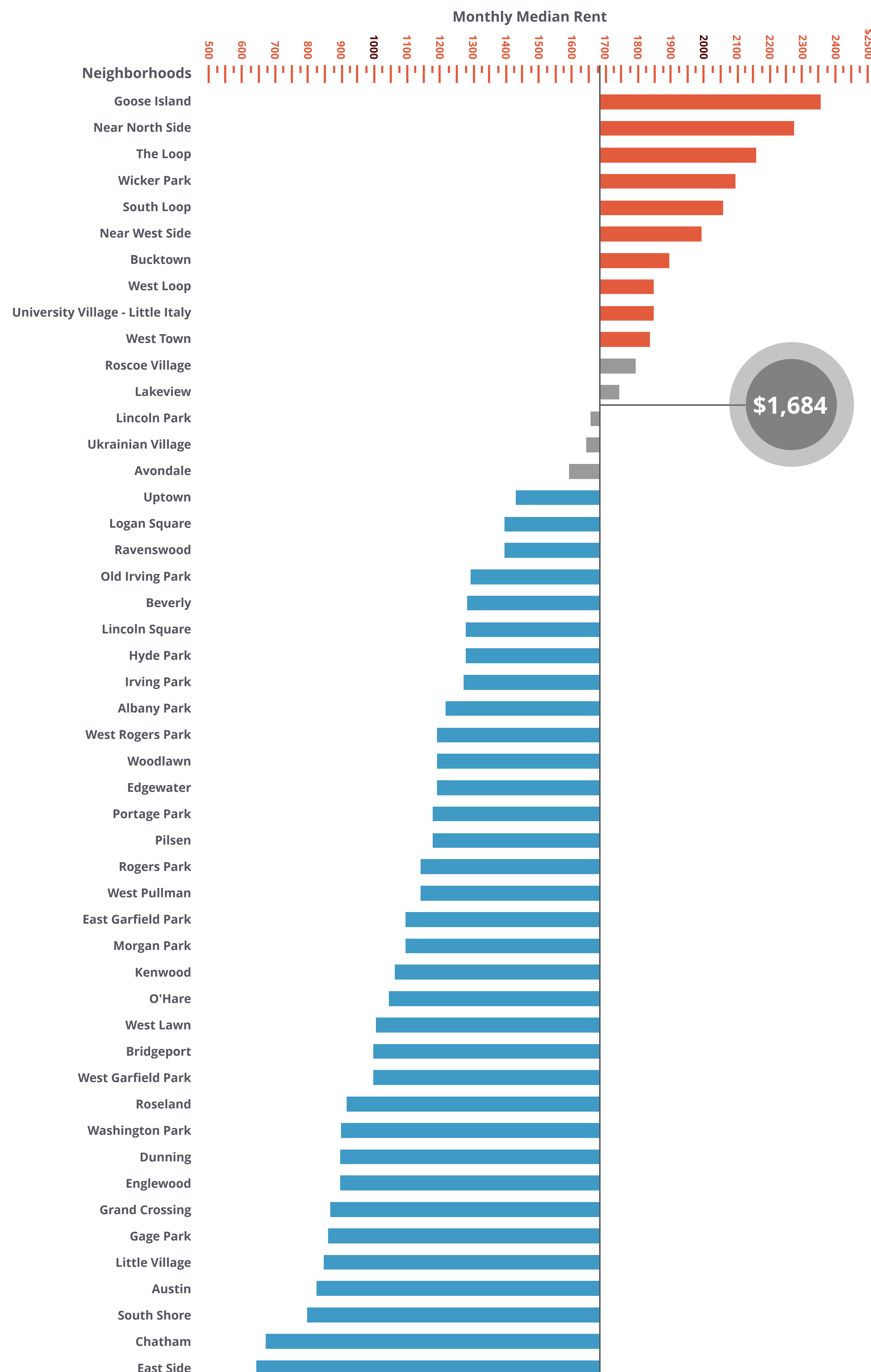
San Francisco Bay Area Median Rent



San Francisco Median Rent by Bed Count



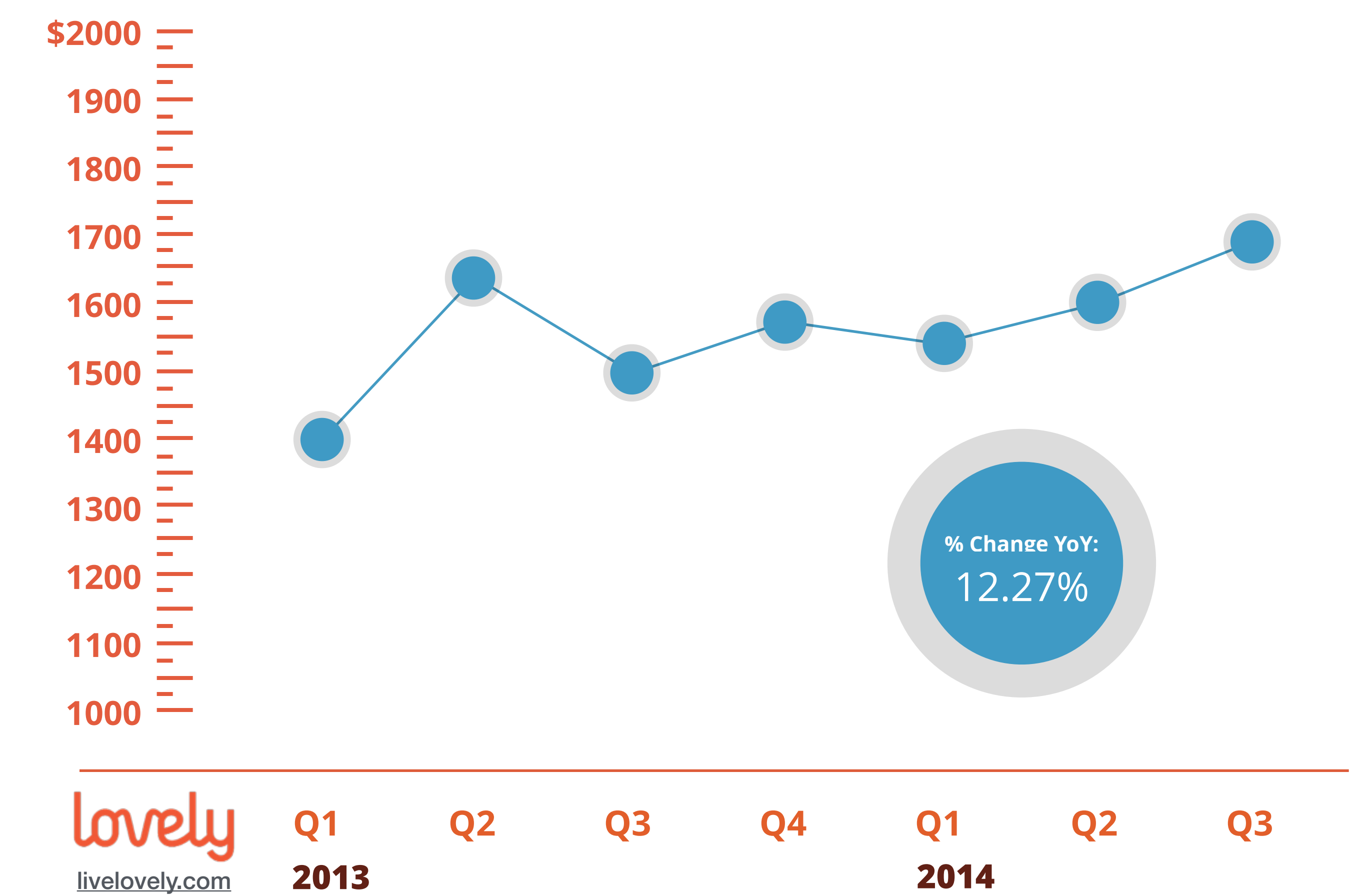
Q3 2014 Chicago Median Rent by Neighborhood



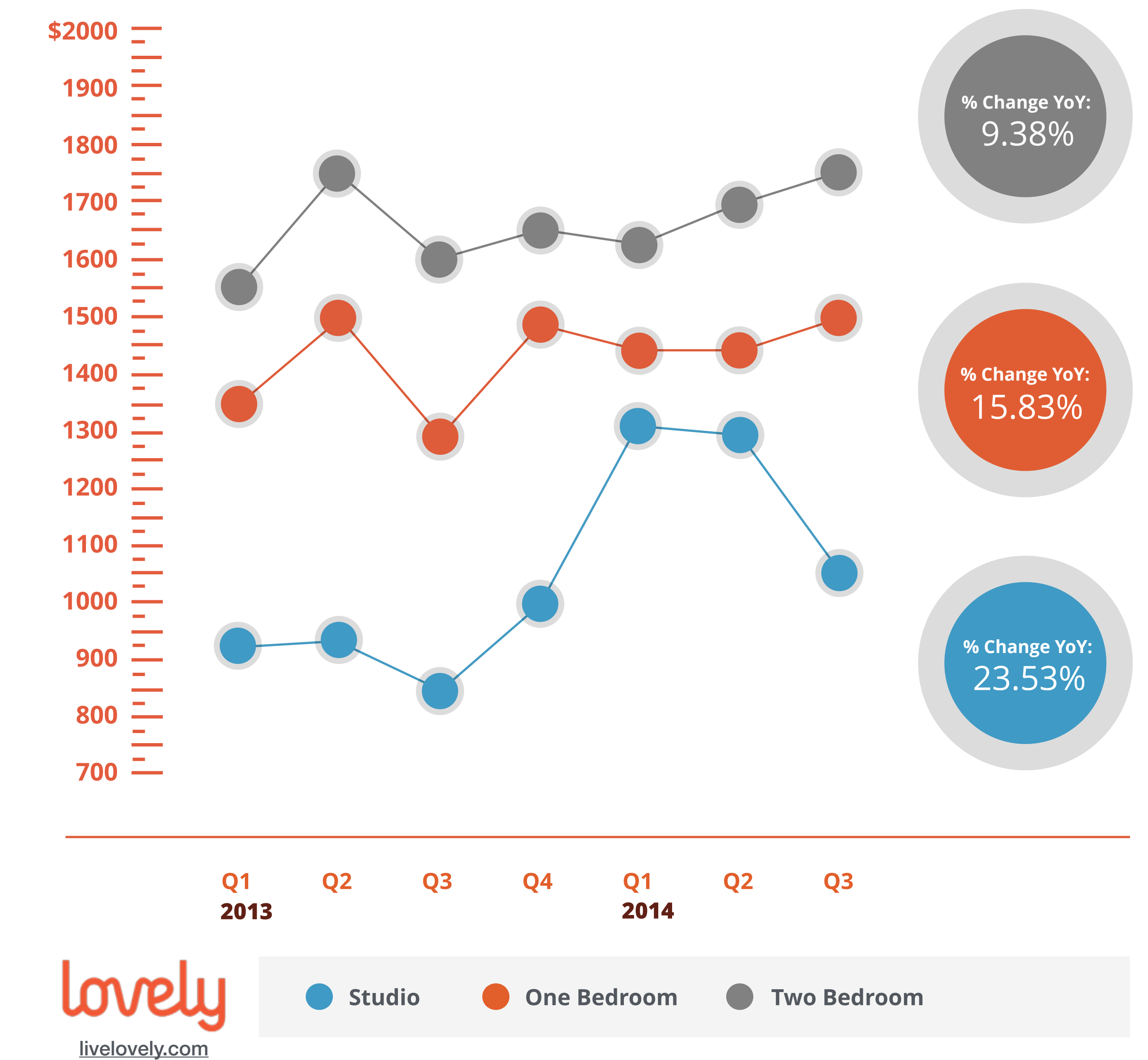
FAST FACTS

- Looking to rent with your furry friend? Look no further than these 5 neighborhoods where over **50% of units in Q3 2014 were pet friendly**:
 - The Loop
 - South Loop
 - Chatham
 - Goose Island
 - West Loop
- Chicago boasts a handful of neighborhoods well above the citywide median, but many more neighborhoods fell far below. More than **30** Chicago neighborhoods experienced median rent prices more than **15% below** the citywide median, compared to only 6 Chicago neighborhoods with rents more than **15% above** the citywide median.
- In addition to being on the rise through the entirety of 2014, rent prices in Chicago saw a tremendous increase of over 12% compared to the previous year. Neighborhoods with the largest YoY rent increases included Roseland (71%) and the Gage Park (54%)

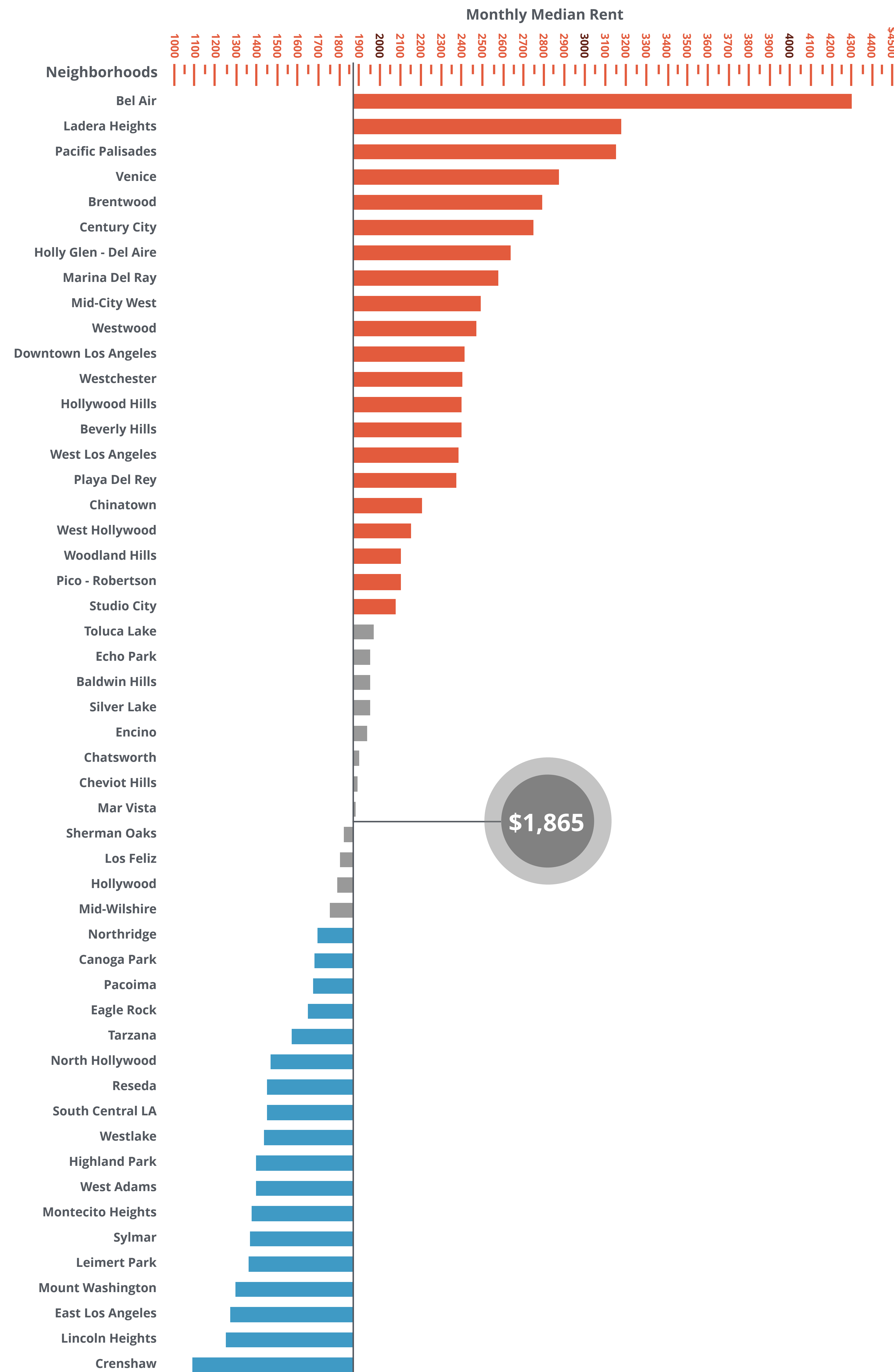
Chicago Citywide Median Rent



Chicago Citywide Median Rent by Bed Count



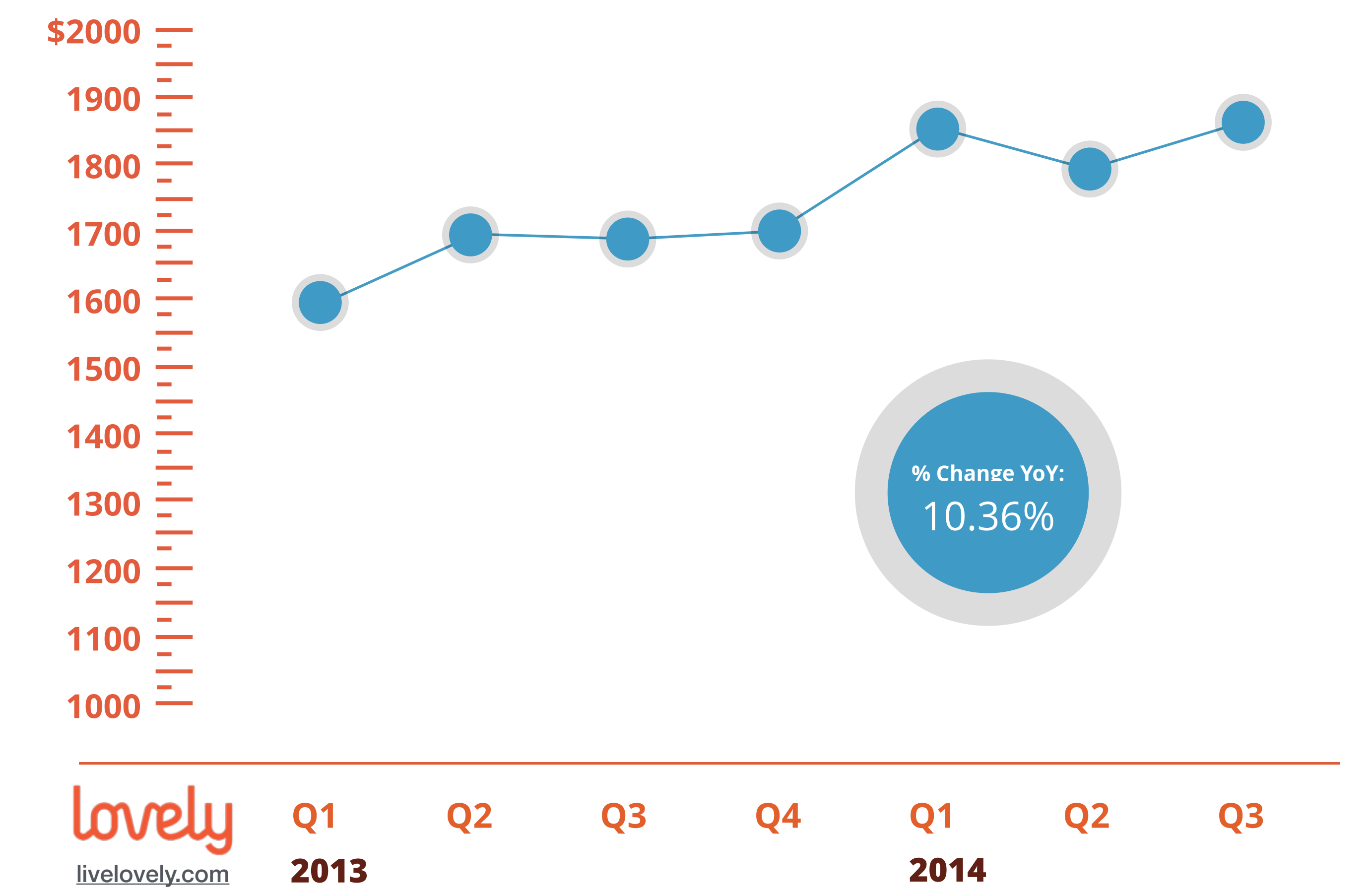
Q3 2014 Los Angeles Median Rent by Neighborhood



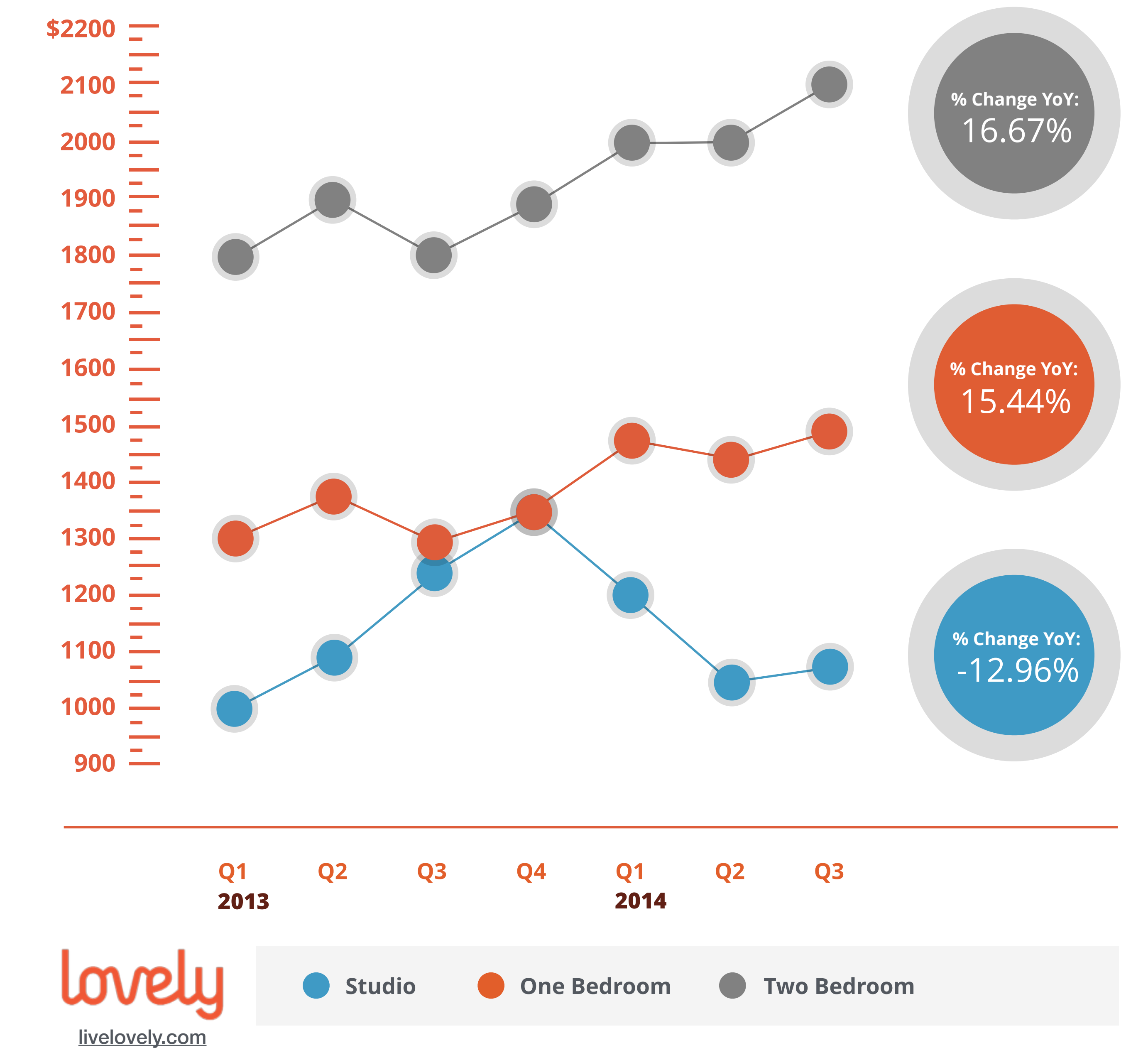
FAST FACTS

- Despite rising rents, Los Angeles renters could score a 2 bedroom apartment for **\$2,100** — which was equal to the median rental rate of a San Francisco studio during Q3 2014!
- Studio apartments were the winning choice for Los Angeles renters in Q3 2014. While the city experienced a rent increase of **over 10% YoY**, studio apartments did not follow suit. Los Angeles studios actually experienced **just under a 13% YoY decrease** in median rent.
- San Francisco still tops the charts in median rent price, but **is Los Angeles catching up?** The YoY median rent increase in Los Angeles during Q3 was **3 times** that of San Francisco
 - Los Angeles YoY Increase: 10.36%
 - San Francisco YoY Increase: 3.38%

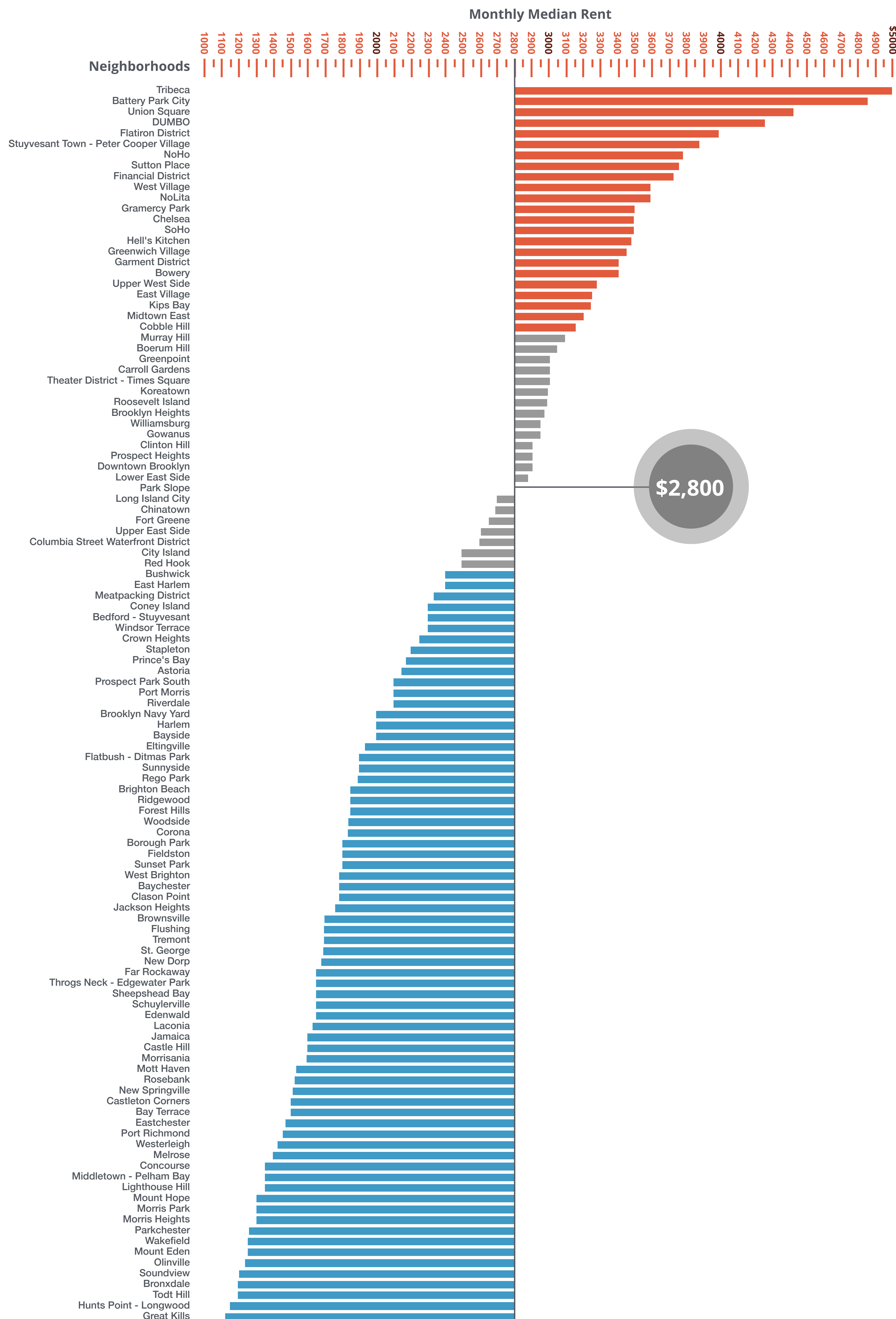
Los Angeles Citywide Median Rent



Los Angeles Median Rent by Bed Count



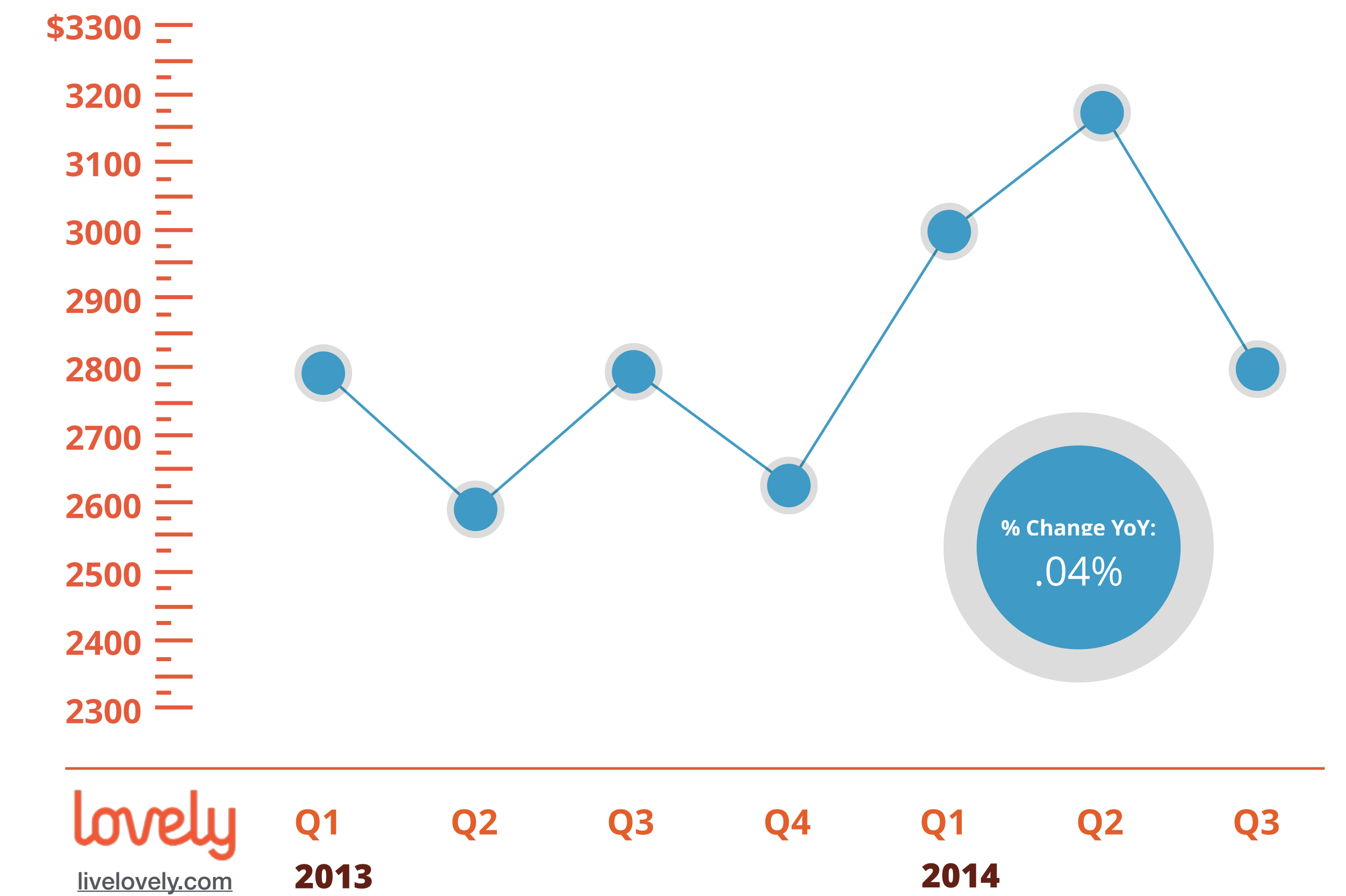
Q3 2014 NYC Median Rent by Neighborhood



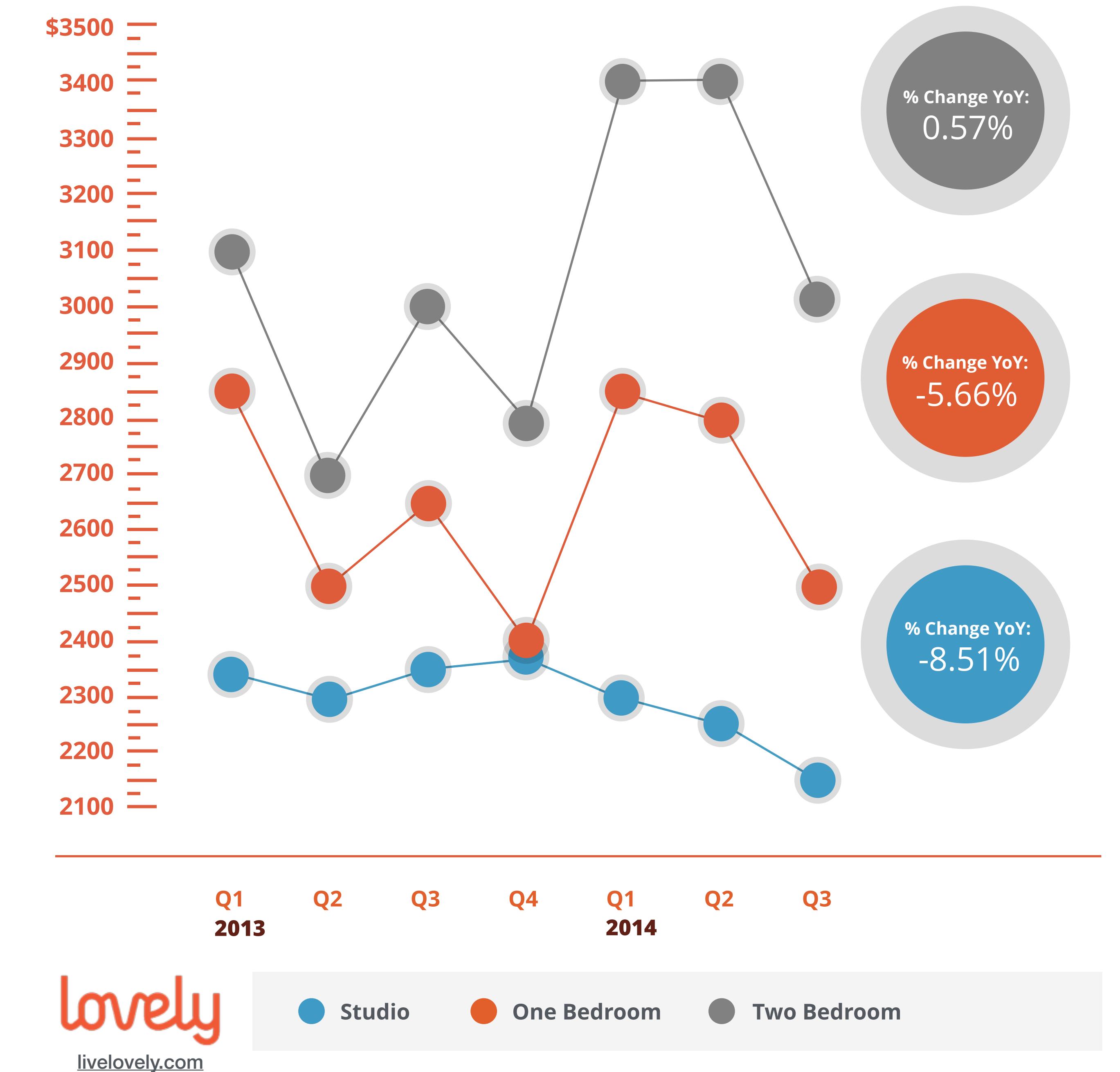
FAST FACTS

- For the first time in 2014, the New York City citywide median **rent was below \$3,000**.
- The New York City citywide median rent price proved to be a bit more modest compared to previous quarters. However, certain NYC neighborhoods clocked in at rates competitive to San Francisco. Most notably, **Tribeca**, the highest rent neighborhood in NYC, fell just below Presidio Heights (\$5,100), which experienced the highest rents in San Francisco. The 2nd and 3rd ranked most expensive neighborhoods in NYC, **Battery Park City** and **Union Square**, had higher median rents than their SF high-priced counterparts: **Dogpatch** (\$4,288) and **Cow Hollow** (\$4,200).
- Looking to rent with pets? **Brooklyn** and **Manhattan** neighborhoods topped the charts with the most pet friendly neighborhoods -- more than 50% of the units in **18 Brooklyn neighborhoods** and **15 Manhattan neighborhoods** featured pet friendly rentals.

New York City Citywide Median Rent



New York City Median Rent by Bed Count

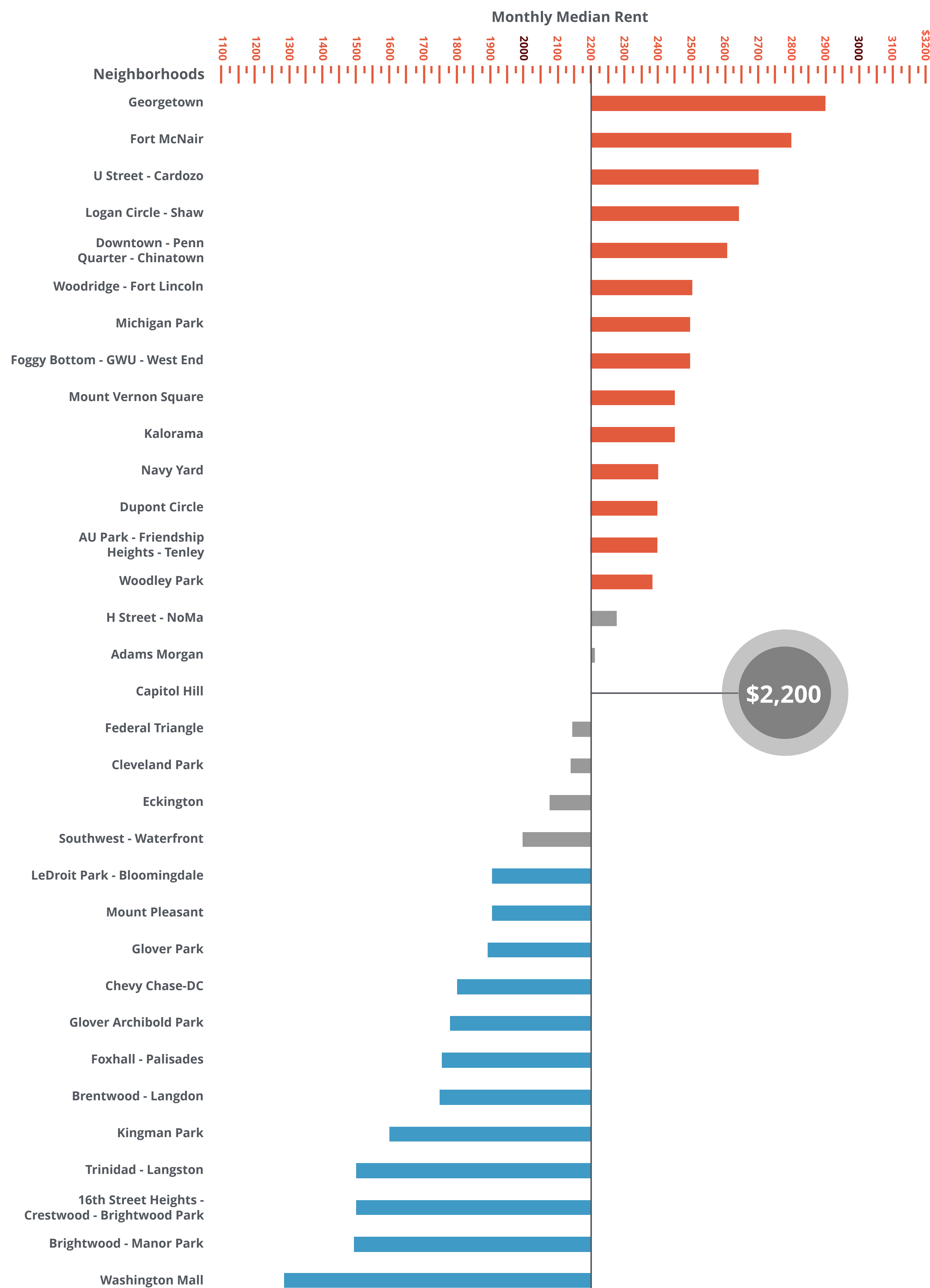


WASHINGTON, D.C.

LOVELY RENTAL MARKET REPORT

Q3 2014

Q3 2014 Washington, D.C. Median Rent by Neighborhood



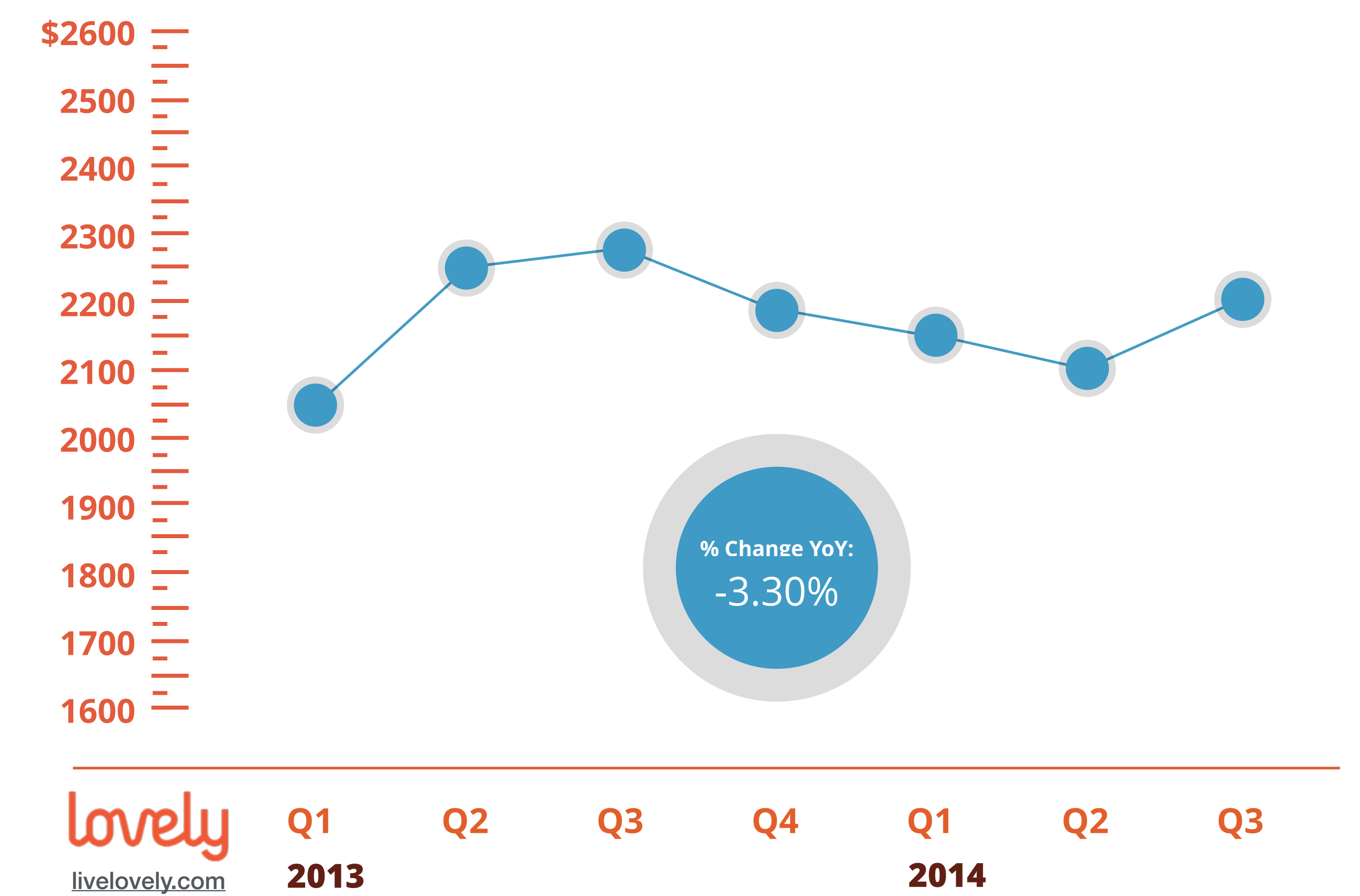
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Above Citywide Median Near Citywide Median Below Citywide Median Median

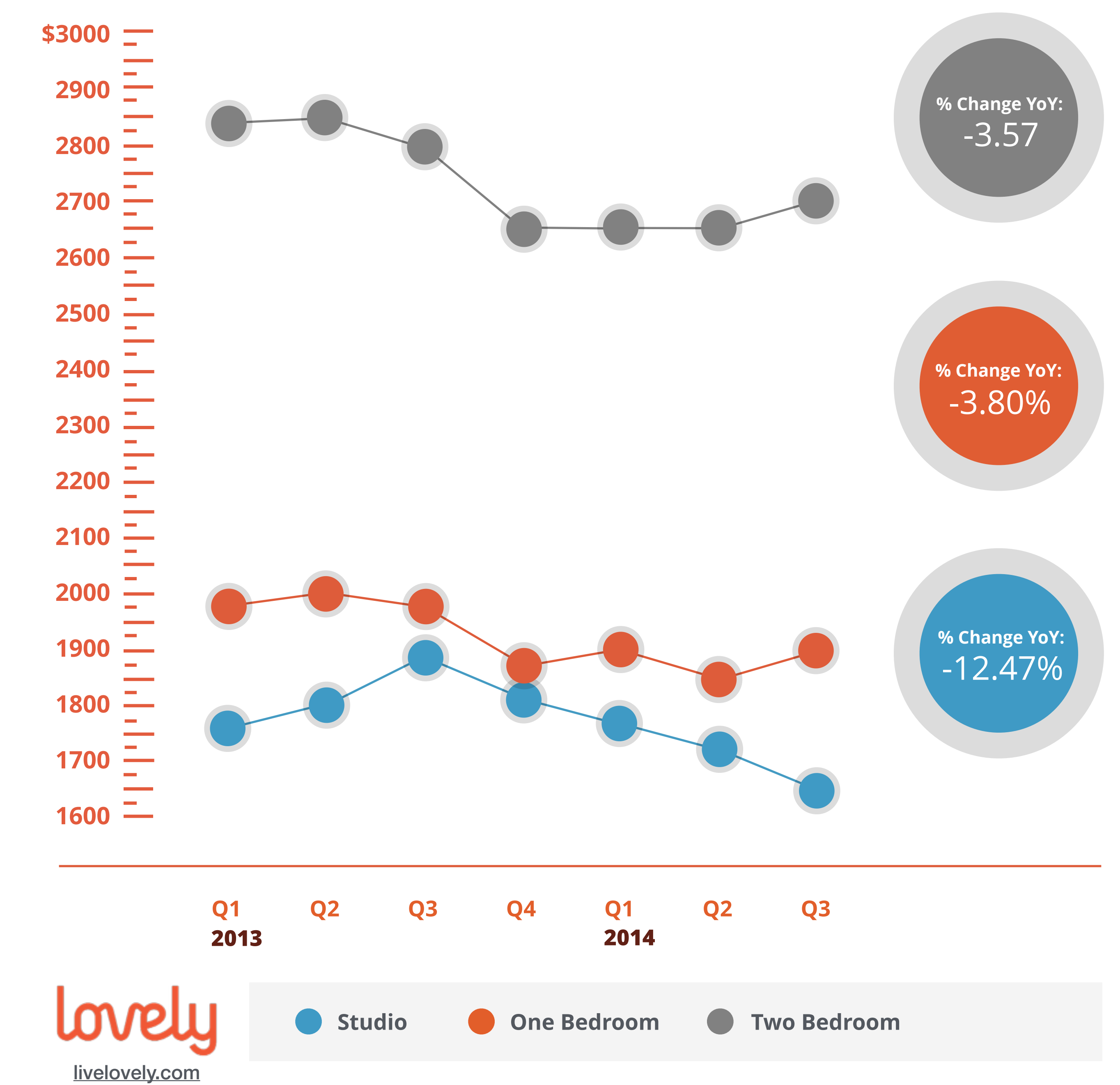
FAST FACTS

- Q3 2014 represents the highest median rent in Washington, D.C. in 2014, however median rent was still **down over 3% YoY**.
- Washington, D.C. renters can **save 29%** when they live with 1 roommate in a 2 bedroom apartment.
- Once again in Q3 2014, neighborhoods that are home to popular Washington, D.C. universities, Georgetown, American University and The George Washington University have some of the **highest rent prices** in the city.
 - Georgetown: \$2,900
 - AU Park - Friendship Heights - Tenley: \$2,495
 - Foggy Bottom - GWU - West End: \$2,400

Washington, D.C. Citywide Median Rent



Washington, D.C. Rent by Bed Count



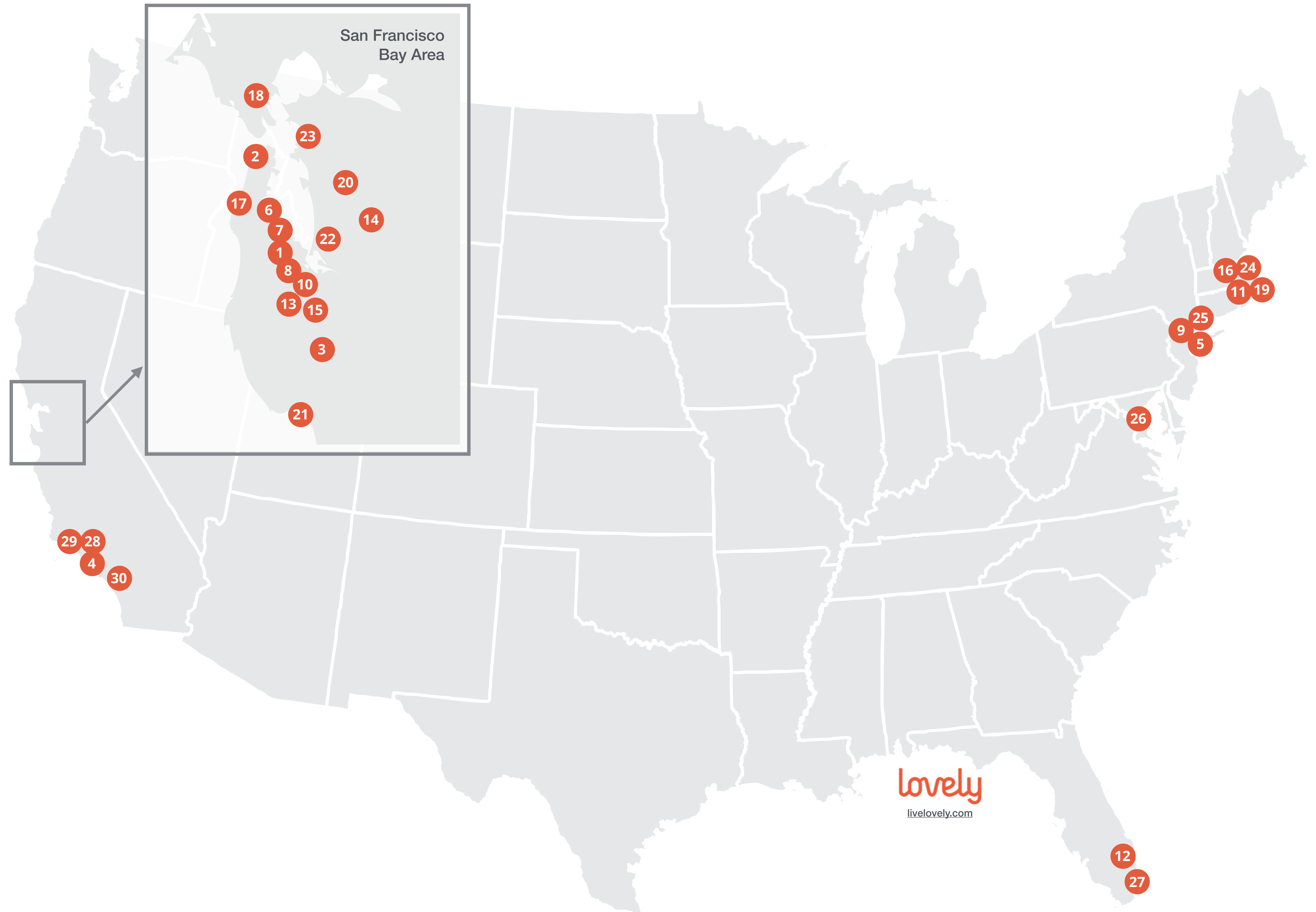
TOP 30 CITIES

LOVELY RENTAL MARKET REPORT

Q3 2014

WITH THE HIGHEST MEDIAN RENT

1. Palo Alto, CA	\$3,645
2. San Francisco, CA	\$3,488
3. Cupertino, CA	\$3,136
4. Santa Monica, CA	\$2,815
5. New York, NY	\$2,800
6. San Mateo, CA	\$2,728
7. Redwood City, CA	\$2,700
8. Mountain View, CA	\$2,700
9. Hoboken, NJ	\$2,650
10. Sunnyvale, CA	\$2,616
11. Cambridge, MA	\$2,550
12. Weston, FL	\$2,448
13. Santa Clara, CA	\$2,446
14. Pleasanton, CA	\$2,445
15. San Jose, CA	\$2,400
16. Newton, MA	\$2,400
17. Daly City, CA	\$2,400
18. San Rafael, CA	\$2,351
19. Boston, MA	\$2,350
20. San Ramon, CA	\$2,350
21. Santa Cruz, CA	\$2,300
22. Fremont, CA	\$2,297
23. Berkeley, CA	\$2,295
24. Somerville , MA	\$2,275
25. White Plains, NY	\$2,220
26. Washington, D.C.	\$2,200
27. Miami Beach, FL	\$2,199
28. Brentwood, CA	\$2,195
29. Santa Barbara, CA	\$2,150
30. Irvine, CA	\$2,130



METHODOLOGY

Lovely provides a deep look into the U.S. rental market. Trends represented in the Lovely Rental Market report reflect Q3 2014 rental market data based on the comprehensive set of aggregated rental inventory posted on Lovely between January 2012 and September 2014, and is no longer active. Prices reported are as indicated upon posting and do not capture the final pricing terms on closed lease agreements. In addition to Lovely's posting platform, Lovely Pro, Lovely obtains listings by partnering with over 70 external providers to populate its marketplace with rental listings.

The "Top 30" list of the highest rent prices across the nation was compiled using Lovely's Q3 2014 rental data. Cities with a population greater than 50,000, per 2010 U.S. Census data, and more than 100 expired listings in Q3 2014, were considered for this list.

ABOUT LOVELY

Lovely is the first true rental marketplace designed to help renters land their new homes without hassle or stress and help property owners find the most qualified tenants through control and transparency. Lovely is focused on making the renting process better by allowing renters to search, apply and pay directly from their mobile device or on desktop, while giving property owners the tools to market their units and find the best tenants. Available as a free service on the web and both iOS and Android devices, Lovely was acquired by RentPath, Inc. in April 2014 and continues to operate out of San Francisco as a standalone brand. Learn more at <https://livelovely.com>.