Renters’ Perceptions of Residential Property Management

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This report aims to empower property managers and property management companies with information they can use to better communicate their value proposition to the renters. The study reached three conclusions of great relevance to the property management industry.

1) Renters will consider property management quality when making leasing decisions. Most renters appreciate property management and are willing to pay for it.

2) Property management quality is an important determinant of renters’ overall housing satisfaction and their quality of life. Renters tend to prioritize satisfaction with property management over satisfaction with other aspects of their housing, such as its size, quality, and location.

3) Property managers can sway perceptions of the quality of service they provide by selectively choosing the words they use to communicate with renters.