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A **Global Payments** Company

2025 Resident Experience Management Report

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Resident insights reveal retention opportunities

In today's multifamily market, the importance of resident retention has never been greater, particularly as the chatter of economic uncertainty intensifies. As multifamily companies scramble to find ways to make their dollars stretch further, reducing resident turnover is not just a strategy - it's a necessity.

Yet, in a market flooded with options, the difference between a resident staying or leaving is often a matter of the quality of their experience, not the amenities or in-unit features. That means the pressure is on for multifamily professionals to deliver an experience that goes beyond basic expectations.

The Resident Experience Management Report dives into the critical insights that can help you foster long-term resident satisfaction and reduce turnover. Through a combination of in-depth surveys, we explore both the perspectives of multifamily professionals, and the preferences of renters themselves. We'll examine how property managers view their goals, challenges, and current approaches to resident retention - and how those often miss the mark with what residents actually value.

We'll dive into the following key findings that came to light in our renter and multifamily surveys:

Retention goals & renewals

- Property managers remain optimistic about retention, despite missed targets
- Retention goals more than 70% have soared since 2021
- Retention goals are achievable if undecided renters choose to renew
- The move-in experience plays a crucial role in lease renewals
- Affordability, poor maintenance, and security concerns are driving non-renewals, but property managers think otherwise

Resident expectations & needs

- Property managers grapple with understanding resident needs
- Renters are steadily increasing their expectations
- Expectations have increased the most around on-site customer service and digital self-service tools
- Property managers overestimate renter expectations
- Renters double down on essentials, deprioritizing amenities

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Resident engagement

- Renters overwhelmingly prefer automation and digitization for apartment tasks
- As rent increases, so does the preference for automated services
- Mobile community app usage is growing in response to renters' preference for digital tools
- Companies are slowly offering rewards programs, but the majority of renters remain untapped

In addition to more commentary and insights on these findings, this report provides strategies that apartment operators can use to better understand their renters. Because when apartment operators are in tune with what their renters value, they can create a living experience that meets renters' needs and ultimately improve resident retention.

Modern strategies to improve the resident experience

- Optimize the move-in process
- Prioritize property maintenance workflows & community cleanliness
- Leverage resident data to personalize the experience

About this survey

Zego's *Resident Experience Management Report* shares insights from two separate surveys - one of multifamily renters, and, the other, a survey of multifamily property managers. We partnered with SA Marketing Insights to perform these surveys, both of which took place in early 2025.

Survey Demographics

Property Managers	Renters
608 completed surveys	1037 completed surveys
15-minute online survey	15-minute online survey
Research conducted Jan-Feb 2025 by SA Market Insights	Research conducted Feb-Mar 2025 by SA Market Insights

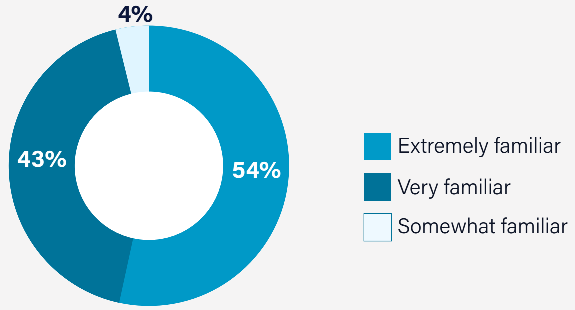
Survey Criteria

Property Managers	Renters
Must work full-time in multifamily property management	Must be 18 years of age or older
Must manage properties with 250 units or more	Currently renting a multifamily apartment from a property management company — not a private landlord
Must be familiar with budgets, rental rates, and other key stats of their properties	

Property Manager Sample Composition:

Multifamily Property Units Managed	
250 - 499	13%
500 - 999	21%
1,000 - 2,499	28%
2,500 - 4,999	25%
5,000 - 9,999	8%
10,000 - 19,999	3%
20,000 or more	2%

Familiarity With Budgets, Rental Rates, Property Management Software



Job Title	
Property Manager	78%
Asset, Investment, Real Estate, or Portfolio Management or Analysis	8%
Owner / President / CEO	5%
Resident Experience	3%
Operations, Business Systems	2%
Leasing / Sales	2%
Other	2%

Job Function	
Property Management	58%
C-Suite (COO, CMO, CEO, etc.)	11%
Regional Property Management	10%
Director / Senior Director	8%
Vice President / Senior Vice President	6%
Manager	5%

**Note: Total exceeds 100% because respondents selected all that apply*

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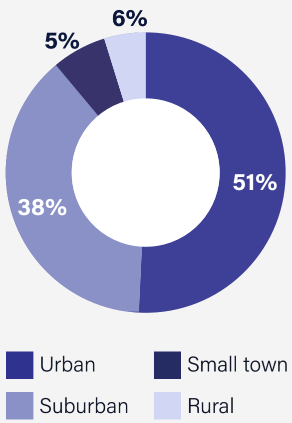
Resident Sample Composition:

Area



Living Arrangement*

Family / Significant Other	60%
By Myself	35%
Friends / Roommates	9%
Other	3%

Age

18-24	4%
25-34	22%
35-44	26%
45-54	23%
55-64	14%
65-74	8%
75 and over	2%

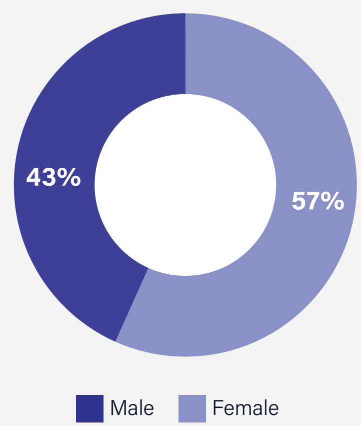
Household Income

Less than $25,000	9%
$25k to under $40k	8%
$40k to under $60k	13%
$60k to under $75k	24%
$75k to under $100k	23%
$100k to under $150k	15%
$150k to under $200k	4%
$200k or more	3%

Education

College graduate	36%
Some college or trade school	28%
High school graduate	19%
Master's Degree	12%
Doctorate	3%

Gender



Note: Total exceeds 100% because respondents selected all that apply

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Survey Findings:

Retention goals & renewals

Retaining existing residents is crucial for multifamily property managers, yet achieving renewal targets is a persistent challenge. This section explores the latest trends around retention goals, factors driving move-outs, and how the resident experience impacts lease renewals. These findings will help you benchmark your own renewal rates and identify opportunities to enhance the resident experience and maximize lease renewals.

Property managers remain optimistic about retention, despite missed targets

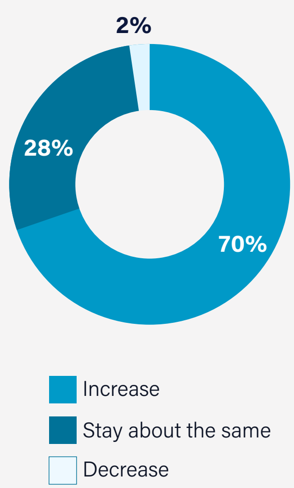
High resident retention rates are often a result of giving your renters an exceptional living experience. This is why *The Resident Experience Management Report* tracks not only retention rates, but retention goals as well.

This year, the average retention rate falls slightly below the industry benchmark of 63% set by property managers. But despite not meeting their goals, many are optimistic about the future. When asked to predict how retention rates will change in the next year, 70% said that it would increase. A mere 2% foresee a decline, while 28% think it will remain unchanged.

Property Manager Response

What is your current resident retention rate?	
Less than 35%	1%
35% - 40%	3%
41% - 45%	6%
46% - 50%	15%
51% - 55%	17%
56% - 60%	17%
61% - 65%	17%
66% - 70%	14%
More than 70%	9%
Average	58%

How will your resident retention rate change in the next year?



What is your resident retention goal this year?	
Less than 35%	0%
35% - 40%	3%
41% - 45%	5%
46% - 50%	11%
51% - 55%	13%
56% - 60%	8%
61% - 65%	13%
66% - 70%	17%
More than 70%	29%
Don't have a retention goal	2%
Average	63%

Retention goals more than 70% have soared since 2021

What's most striking about retention goals is the surge of companies who are setting the bar drastically higher for themselves. In the past 2 years, the number of companies aiming to retain 70% or more of their residents has substantially risen. Between 2021 and 2025, the percentage of multifamily property management companies reporting resident retention goals above 70% more than tripled — rising from just 9% in 2021 to 29% in 2025. While there's a slight drop since 2024, the overall trend clearly shows a strategic shift towards prioritizing higher retention goals. Companies now realize that every percentage increase in retention has a direct, measurable impact on NOI and are heavily focused on retaining existing residents.

Property Manager Response

What is your resident retention goal this year?

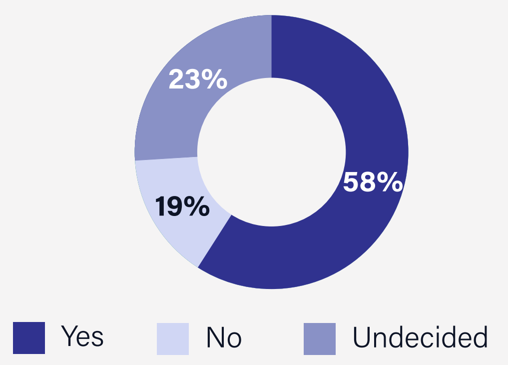
	2025	2024	2023	2022	2021
Less than 35%	0%	0%	1%	1%	0%
35% - 40%	3%	2%	7%	5%	2%
41% - 45%	5%	5%	10%	6%	7%
46% - 50%	11%	7%	12%	12%	14%
51% - 55%	13%	10%	13%	14%	21%
56% - 60%	8%	11%	14%	18%	25%
61% - 65%	13%	16%	14%	17%	16%
66% - 70%	17%	18%	13%	15%	6%
More than 70%	29%	30%	17%	12%	9%

Retention goals are achievable if undecided renters choose to renew

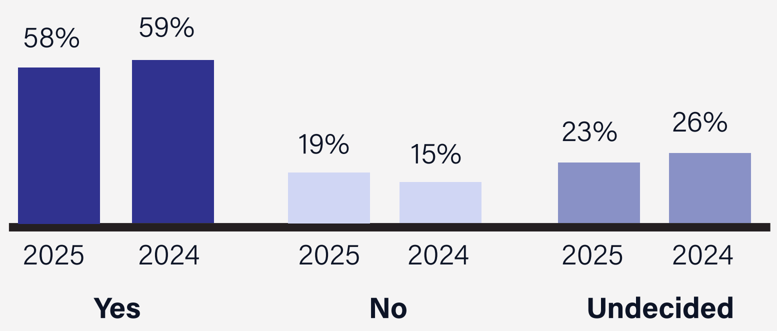
The good news for companies with high retention goals is that 58% of renters report that they plan to renew their lease, which is almost unchanged from one year ago. This is a strong foundation for those with high retention targets. Only 15% of renters have firm plans to move, leaving 23% undecided. If property managers can convert those on the fence, they will exceed their annual retention targets.

Renter Responses

Do you plan to renew your lease in the next 12 months?



Renters who plan to renew in 2025 vs 2024



With the average retention goal for multifamily properties sitting at 63%, and many aiming even higher at 70% or more, these survey results demonstrate that achieving these targets is very much within reach. By doubling down on strategies to retain current residents - whether it's enhancing the resident experience, improving communication, or offering attractive renewal incentives - property managers can likely convert a meaningful portion of that 23% of undecided renters into renewals and hit their retention goals.

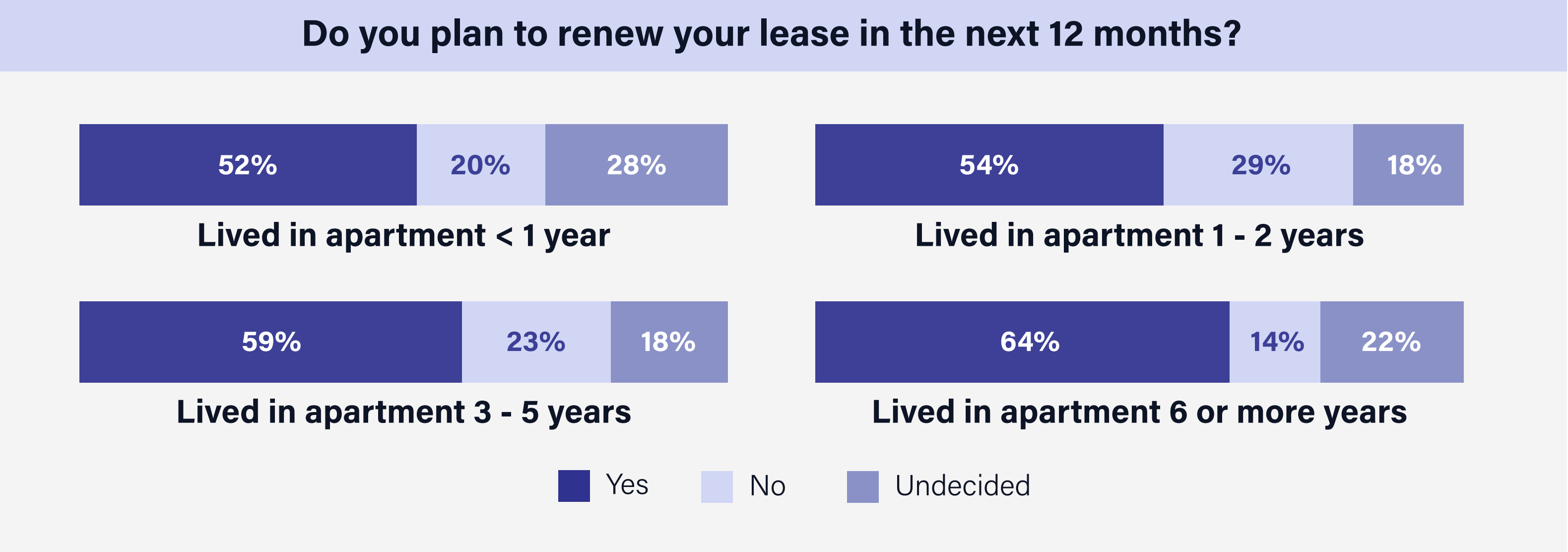
The longer a renter has lived in their apartment, the more likely they are to renew

Our renters' responses about their intent to renew showed a clear trend; the longer a resident lives in their apartment, the more likely they are to renew their lease.

According to the data, renters who have lived in their current apartment for less than a year have a 52% likelihood of renewing their lease. However, this percentage inches up to 59% for those who have been in their apartment for 3-5 years. The renewal rate is even higher, reaching 64%, for renters who have called their current apartment home for 5 years or more.

These stats demonstrate the importance of not overlooking long-term residents in pursuit of new ones. While it's important to attract new renters, nurturing and retaining existing, long-term renters should remain a top priority. These loyal residents represent a stable foundation for meeting retention goals and maintaining a thriving community.

Renter Responses



The move-in experience plays a crucial role in lease renewals

The move-in process is one of the earliest interactions a renter has with their apartment community and the management team. And it sets the stage in shaping their overall satisfaction with their community and their decision to renew. Our survey data shows a clear link between the quality of the move-in experience and a renter's likelihood to renew their lease. Renters who reported an extremely positive or somewhat positive move-in process were twice as likely to stick around for another term compared to those who encountered a negative experience. This underscores just how impactful that first impression can be in solidifying a renter's commitment to their new home.

The good news? The majority of renters we surveyed - 75% - rated their move-in experience as either extremely or somewhat positive. This shows the industry's recognition that move-ins are a strategic opportunity to foster resident loyalty. By perfecting that first interaction and ensuring a seamless, welcoming move-in, multifamily professionals can set the stage for satisfied residents who are eager to continue their tenancy.

Renter Responses

How would you rate your move-in experience?

Positive move-in experiences drive renewals

Move-In Experience Rating	Extremely Positive	Somewhat Positive	Neither Positive nor Negative	Somewhat / Extremely Negative
Renewing Lease?				
Yes	66%	62%	44%	32%
No	13%	18%	22%	39%
Undecided	20%	20%	34%	29%

Affordability, poor maintenance, and security concerns are driving non-renewals, but property managers think otherwise

Our 2024 report revealed that property managers were out of touch with the reasons renters chose to not renew their leases. We wanted to revisit this to see if property managers could accurately pinpoint the reasons renters choose not to renew. So we asked renters to select the main reasons why they would not renew their lease. Property managers were also asked to indicate the main reasons their renters do not renew.

Our 2025 data shows they are still out of touch with what is driving renters to another apartment community. And, the majority of reasons that renters don't renew are within the control of the property manager. Renters cite "rent is too expensive" as the top reason they are not renewing, while property managers believe "life changes" (examples: job changes, growing families, etc.) are what drive renters away.

While property managers do seem to understand that price sensitivity is a main concern, they also underestimate how important maintenance, safety concerns, and property upkeep are to renters. These things rank at the top of the list for renters, and at the very bottom for property managers.

What are the reasons for not renewing a lease?

	Management company responses	Renter responses
1	Life changes	Rent is too expensive
2	Purchasing a home / no longer renting	Poor maintenance service
3	Rent is too expensive	Safety concerns
4	Moving to a more desirable apartment community	Poor property upkeep
5	Moving to a more desirable location within the same city	Poor management communication & responsiveness
6	Seeking better/different amenities	Life changes
7	Seeking better floor plan/living space	Moving to a more desirable apartment community
8	Lacking a sense of community/connections	Purchasing a home / no longer renting
9	Issues with neighbors	Seeking better floor plan/living space
10	Property policies	Seeking better / different amenities
11	Poor management communication & responsiveness	Moving to a more desirable location within the same city
12	Poor maintenance service	Issues with neighbors
13	Safety concerns	Onsite staff's inability to resolve issues
14	Poor property upkeep	Insufficient parking space
15	Onsite staff's inability to resolve issues	Property policies
16	Inadequate/outdated technology in the community	Inadequate/outdated technology in the community
17	Insufficient parking space	Lacking a sense of community/connections

Controllable reasons *Not controllable reasons*

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Survey Findings:

Resident expectations & needs

Understanding and meeting renter expectations is critical to minimize turnover. In this section, we examine the shifting needs and priorities of today's residents, from their demand for enhanced customer service, to a greater emphasis on digital self-service tools. These findings can help you align your offerings with the changing expectations of your resident population and deliver an experience that fosters long-term resident satisfaction.

Property managers grapple with understanding resident needs

There are several aspects that go into creating a good living experience for renters. But what is the most difficult thing for property managers? Survey participants were asked to rank which challenges are most and least challenging for them.

The main hurdles for property managers in 2025 are understanding and anticipating the needs of residents. And it's not the first time property managers named this as their top challenge. It also ranked as the top challenge for property managers in last year's *Resident Experience Management Report*. Based on other findings in this report, we can see just how much property managers are struggling with this.

It's not surprising. There is more diversity among the rental population than ever before. People are staying in the rental market for much longer than in previous years, largely due to the unaffordability of the housing market. There's also a surge of renters who can afford to buy a home but are choosing to rent instead. With so many different demographics in today's rental market, it's more challenging than ever to understand what they collectively want or seek in a living experience.

Property Manager Response

What is the most challenging aspect of resident experience management?	
Understanding and anticipating the needs of residents	66%
Keeping physical property visually appealing and modernized	59%
Managing disputes between residents	59%
Outdated or insufficient property technology	56%
Implementing environmentally friendly practices and amenities	55%
Keeping a safe and secure environment	55%
Communicating effectively with residents	51%
Facilitating smooth move-ins / move-outs	46%
Managing repairs and maintenance	42%
Retaining residents	36%
Managing resident package deliveries	35%
Managing guests of residents	35%
Retaining staff / staff shortages	34%
Measuring resident satisfaction	33%
Training and motivating staff	29%
Creating a sense of community	25%
Parking management	22%
Hosting resident events	20%

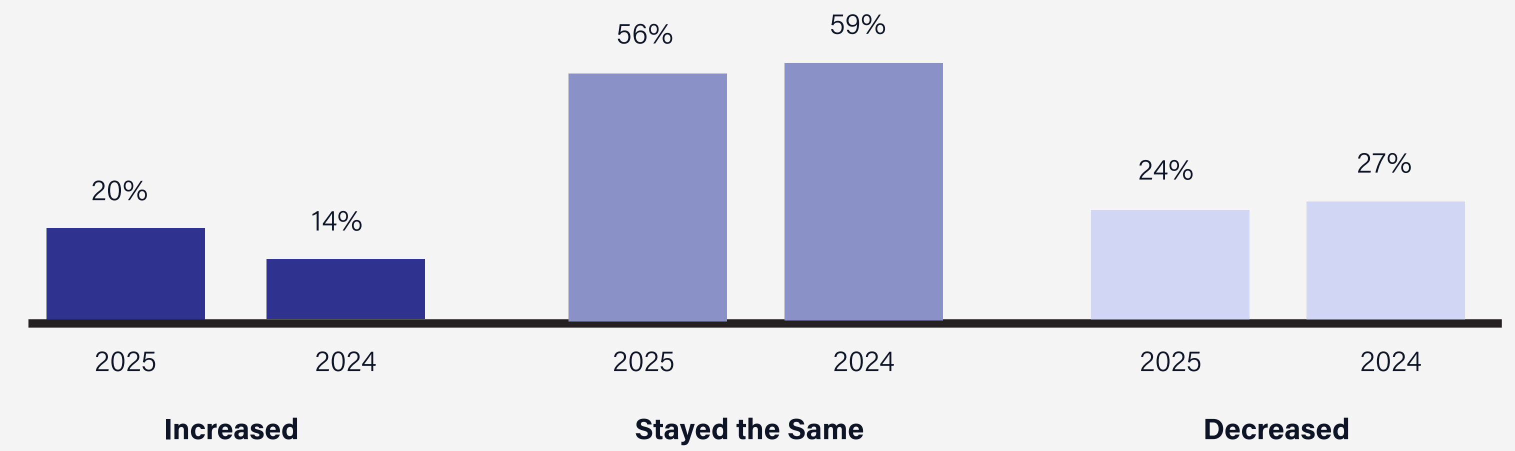
Renters are steadily increasing their expectations

Fluctuating market conditions often have an impact on the expectations renters have with their apartment community. By understanding these shifts, property managers can adapt their offerings, communication, and service models to better align with renters' evolving needs and preferences.

Renters in our survey were asked to indicate how their expectations of their apartment community have changed over the last year. The majority of renters (56%) say their expectations have stayed the same. However, when looking at renters' responses from last year, more renters indicated that their expectations have increased. In 2024, 14% of renters reported their expectations with their apartment community have increased versus 20% of renters in 2025.

Renter Responses

How have your expectations for your apartment community changed in the past year?



Expectations have increased the most around on-site customer service and digital self-service tools

We know that property managers are struggling to understand their renters. So we asked renters to indicate how their expectations have changed across specific areas. We then did a year-over-year comparison to their answers from last year. According to renters, their expectations have increased the most around customer service from on-site staff and digital self service tools, particularly among those paying $2K or more in rent.

Renter Responses

Number of renters with increased expectations

	2025	2024
Customer service from on-site staff	18%	14%
Digital self-service options	18%	14%
In-unit amenities	18%	13%
Package delievery system	18%	14%
Pet-friendliness	17%	14%
Community technology	17%	13%
Flexiblitity for lease terms or rent payment schedules	16%	13%
Shared property amenties	15%	12%
In-unit technology	15%	11%
Resident events	14%	8%
Concierge services	13%	9%

Renter Responses

Where renters have increased their expectations based on rent payment amount			
	< $1000	$1000 - $1999	$2000 >
Customer service from on-site staff	12%	20%	20%
Digital self-service options	18%	21%	11%
In-unit amenities	13%	20%	16%
Package delievery system	15%	19%	15%
Pet-friendliness	15%	20%	12%
Community technology	13%	18%	19%
Flexiblitity for lease terms or rent payment schedules	15%	16%	17%
Shared property amenties	9%	18%	14%
In-unit technology	13%	15%	16%
Resident events	9%	15%	14%
Concierge services	12%	15%	11%

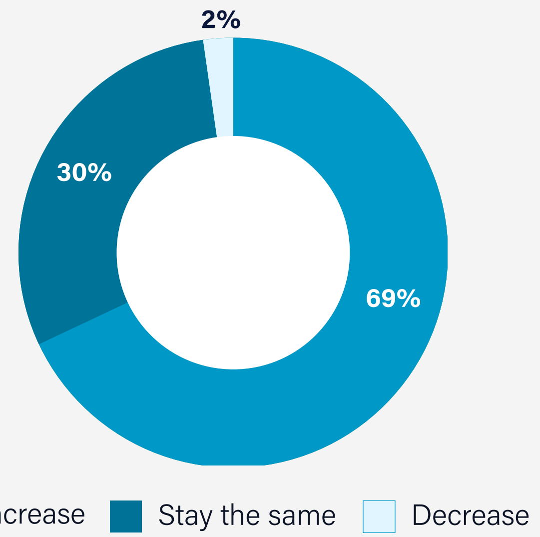
Property Managers overestimate renter expectations

Renters admit that they have raised their expectations in certain areas. And data shows that renters are increasing expectations more in 2025 than in previous years.

Property managers feel the pressure of increasing expectations among renters - in fact, 69% think expectations from renters have increased. While this is somewhat lower than the percentage of PMs who felt this way in 2024, it's still disproportionate to renters who actually say their expectations are increasing. Only 20% of renters report that their expectations have actually increased.

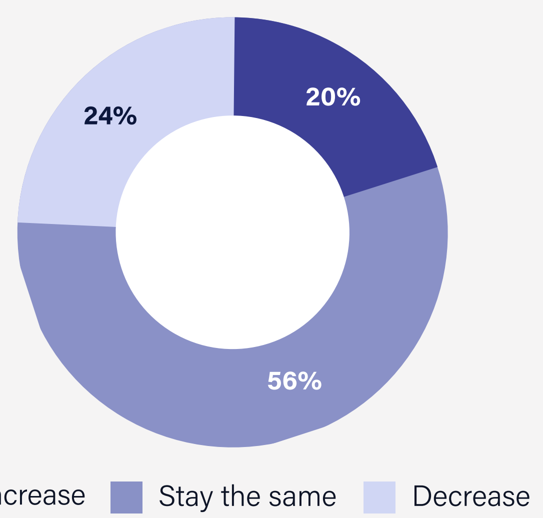
Property Manager Response

How have residents' expectations of their living experience changed?



Renter Responses

How have your expectations for your apartment changed in the past year?



A biased viewpoint may explain this disconnect. Property managers may be more attuned to changes in renter demands and expectations simply due to the nature of their role. They interact with renters on a daily basis and likely hear a lot of feedback (both positive and negative) about the living experience. This could lead them to believe that renter expectations are rising more quickly than renters actually feel.

Ultimately, this data suggests that property managers should be cautious about making assumptions about renter expectations. Regular, direct feedback from residents is crucial to truly understanding their evolving needs and preferences. By aligning their understanding with actual renter sentiment, multifamily operators can make more informed decisions to enhance the resident experience.

Renters double down on essentials, deprioritizing amenities

What do renters value the most about their living experience? Renters in our survey ranked several elements of the living experience in order of importance. And for two years in a row, renters placed maintenance repairs, security, and community appearance/cleanliness at the top of their priority list.

Property managers were also asked to rank the same resident experience components based on what they think matters most to their renters. While they correctly placed security and maintenance in the top three, they ranked a technology-enabled lifestyle as being the most important to renters. However, renters say this is a much lower priority.

Amenities are another area where property managers misvalue their importance to renters. It's also interesting to see that renters place both physical and convenience-based amenities at the bottom of their list. Yet, property managers rank these near the top.

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What are the most important aspects of the Resident Experience?	What property managers say is most important to renters (Their #1 & #2 choices combined)	What renters say is most important to them (Their #1 & #2 choices combined)
Technology-enabled lifestyle	33%	13%
Community security	28%	43%
Maintenance repairs	24%	44%
Physical amenities	23%	12%
Convenience-based amenities	20%	9%
Customer service / staff interactions	20%	25%
Community appearance/cleanliness	10%	30%
A sense of community	18%	12%
Package delivery process	14%	12%

*Note: Totals in each column do not add up to 100 because respondents could pick more than 1 item

While technology and high-end amenities can enhance convenience, they are not essential to daily living. Renters see things like smart home gadgets, fancy gyms, or rooftop lounges as added bonuses—but they won't make up for poor maintenance, unclean spaces, or safety concerns. If a property lacks strong fundamentals, residents are more likely to move out, regardless of how many luxury features are available.

Survey Findings:

Resident Engagement

Renters are increasingly expecting tools that both simplify and add value to their living experience. But are multifamily property managers catering to these expectations? These survey findings show where renters prefer digitized solutions versus human interaction, and if they have the digital tools at their disposal to interact with their management company.We also examine how many companies are offering rewards programs and if their renters are taking advantage of them.

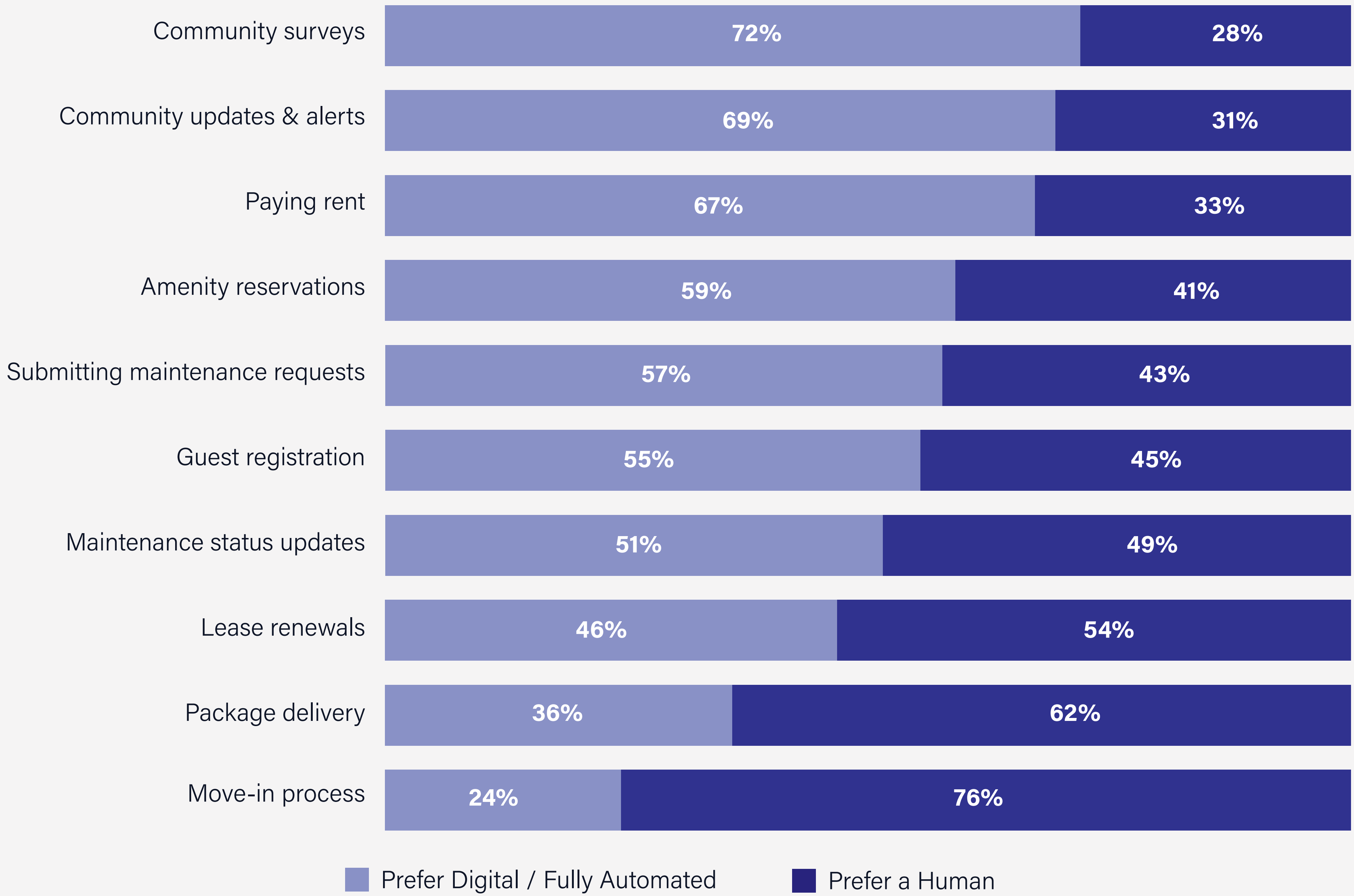
Renters overwhelmingly prefer automation and digitization for apartment tasks

A hot topic among multifamily professionals is where automation should be used, and if it should replace tasks that onsite teams normally do. We decided to ask renters where they prefer digital tools to perform certain actions, and when human assistance is valued.

For almost all of the listed activities, digital/fully automated services were preferred over human interaction. Although automation and digital interfaces were favored for most activities, there are some exceptions. More renters prefer human assistance with the move-in process, package delivery, and lease renewals. In these cases, renters expressed a need for personalized attention and expertise that human interaction provides.

Since findings shown earlier in this report confirm that renter expectations have increased the most around both on-site customer service and digital self service tools, it's important that property management companies are well equipped to offer both. Renters clearly want digital options. And when a substantial number of renters use them, it lessens the burden for on-site teams, letting them provide a better customer service experience to those who want a human touch.

For the following tasks, do you prefer digital tools or human interaction



As rent increases, so does the preference for automated services

It's clear that renters overwhelmingly want digital options to conduct their apartment-related tasks. And after reviewing how different segments of renters rated their preference for digital tools versus human assistance, we noticed a trend. As rent increases, so does their preference for automated services.

Renters paying $2,000 or more per month are the most likely to want modern, convenient ways to handle their rental needs. Property managers should take note of this trend and offer digital services that match the expectations of their higher-paying tenants.

Renter Responses

For each of the following interactions, which would you prefer to be digital/ fully automated and which would you prefer to deal directly with a human?

	< $1000		$1000 - $1999		$2000 +	
	Prefer Digital / Fully Automated	Prefer a Human	Prefer Digital / Fully Automated	Prefer a Human	Prefer Digital / Fully Automated	Prefer a Human
Community surveys	68%	32%	72%	28%	75%	25%
Community updates & alerts	61%	39%	71%	29%	76%	24%
Paying rent	54%	46%	69%	31%	79%	21%
Amenity reservations	49%	51%	60%	40%	67%	33%
Submitting maintenance requests	45%	55%	61%	39%	65%	35%
Guest registration	49%	51%	57%	43%	55%	45%
Maintenance status updates	43%	57%	53%	47%	56%	44%
Lease renewals	37%	63%	48%	52%	55%	45%
Package delivery	26%	74%	37%	63%	44%	56%
Move-in process	17%	83%	27%	73%	23%	77%

Prefer Digital / Fully Automated   Prefer a Human

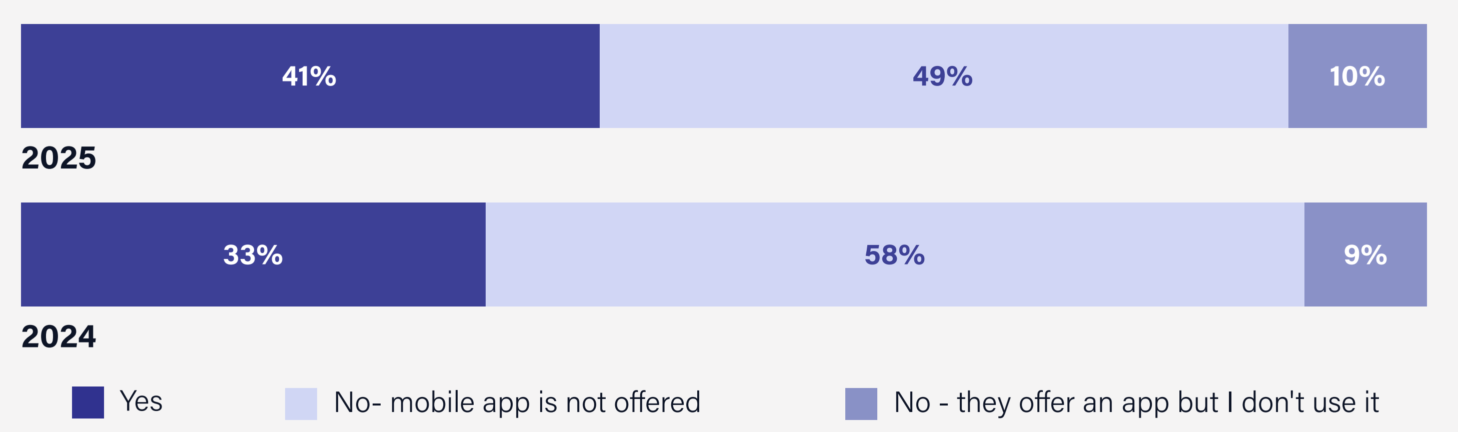
Mobile community app usage is growing in response to renters' preference for digital tools

So far in our report, we've seen that renters are increasing their expectations the most around digital self-service tools and that they prefer those channels over human interaction when completing apartment-related tasks. With that in mind, we wondered how many renters are offered a mobile community app by their property management company. That's because mobile community apps are one of the most convenient ways to give renters digital tools for any apartment-related tasks.

Mobile community app usage was also something *The Resident Experience Management Report* studied last year, allowing a year-over-year comparison. Data shows that multifamily companies are increasingly heeding to renters' digital preferences and offering their renters a mobile community app.

Renter Responses

Do you use a mobile app to interact with your property manager/management company?

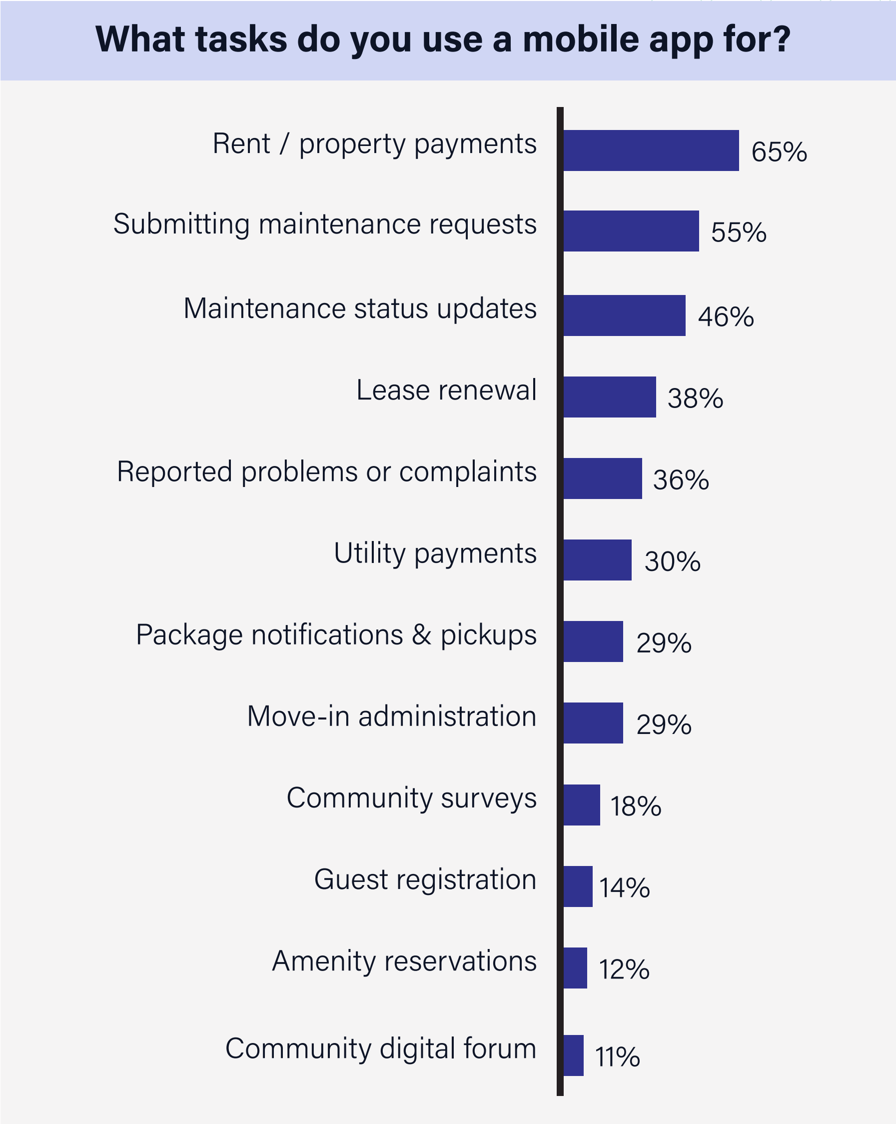


Renters who use their mobile community app also told us what they have used it for. Not surprisingly, the more administrative tasks, like paying rent, and submitting maintenance requests were the most common scenarios.

And even though renters told us they prefer human assistance with lease renewals, it's still one of the top tasks that renters complete within the app. This shows the importance of providing renters multiple ways to conduct business with your community so that they can choose what is most convenient for them.

Not all apps offer the same functionality. So, it's likely that some of the activities that don't have high mobile app usage may not be offered to the survey respondents. When done in-person, these activities often create significant friction for both renters and property managers. Completing these actions in a few clicks is more efficient and creates a better experience for renters who want their problems addressed in a timely manner.

Renter Responses



**Note: Total exceeds 100% because respondents selected all that apply*

Companies are slowly offering rewards programs, but the majority of renters remain untapped

Rewards programs are a powerful tool for companies looking to foster loyalty and engagement among their customers. But it's a fairly new practice in the multifamily industry so we asked renters what, if any, rewards they can earn from their management company. Their responses show that while offering rewards is a common practice, there are significant opportunities for properties to better leverage these programs.

The most commonly offered reward is a rent discount, which is also the most appealing incentive for residents. This suggests that financial incentives are highly valued and can effectively motivate desired behaviors, such as referring friends or signing new leases.

Renter rewards offered / desirability of rewards

	What rewards does your property management company offer?	Please rank which of these rewards are most appealing to you.
Rent discount	48%	65%
Gift certificate or cash	30%	12%
Free gift	27%	4%
In-unit upgrades or services	26%	11%
Discounts on amenity reservations	25%	4%
Discounts with other businesses	23%	4%

Renter reward activities / reward redemptions		
	Which of the following activities does your property management company offer rewards for?	**Which of the following activities have you personally received a reward for?**
Referring a friend	22%	7%
On-time rent payments	11%	6%
Signing a new lease	10%	4%
Renewing lease early	9%	5%
Lease Renewals	9%	4%
Paying rent in advance	9%	4%
Maintaining the property in excellent condition	7%	3%
Signing up for automatic rent payments	6%	4%
Reporting maintenance issues promptly	6%	2%
Completing surveys	5%	3%
Posting a property review	5%	2%
Staying beyond certain tenancy duration	4%	2%
Shopping at partner business	3%	2%
None of these	54%	70%

However, the data also shows that the majority of residents (54%) say their property does not offer any rewards, and 70% have never personally received one. This indicates a disconnect between what properties are offering and what residents are aware of or taking advantage of.

To bridge this gap, multifamily companies should focus on increasing resident awareness and participation in their rewards programs.
By clearly communicating the available incentives and making the redemption process seamless, properties can encourage more residents to engage in activities that benefit the community, such as providing timely maintenance reports or renewing leases.

Ultimately, well-designed and effectively promoted rewards programs can be a powerful tool for multifamily operators to build loyalty, foster a sense of community, and ultimately improve resident retention.

Modern strategies to improve the resident experience

Our survey data found several gaps between renter expectations and the priorities of their property managers. Unfortunately, these misalignments lead to unsatisfied renters and ultimately, renter turnover. Based on the differences between property managers and their renters, we suggest focusing on the following activities to minimize turnover in 2025 and into 2026.

1. Optimize the move-in process

The move-in process is a critical touchpoint that sets the tone for a resident's entire rental journey. And survey data shows a clear link between the level of satisfaction with the move-in process and renters' decision to renew their lease. Therefore, a solid way to ensure repeated renewals is to streamline the logistics of move-in day and ensure a smooth, stress-free experience for new residents.

A critical component is providing clear, proactive communication. Well before their scheduled move-in date, provide residents with a comprehensive digital guide that outlines each step, from completing final paperwork to accessing their new home. Include checklists, timelines, and detailed instructions to help them feel prepared and informed.

Pair digital tools with human assistance for move-ins

But don't just rely on digital tools - renters also said they want human assistance available for move-ins. Designate an onsite staff member to serve as a dedicated point of contact during this time. This person should be there to greet new residents, answer any questions, and provide hands-on help if needed. Their role is to deliver a personalized, high-touch experience that alleviates any potential confusion or frustration.

If your communities are understaffed, consider implementing scheduled move-in time slots to help manage the flow of residents and avoid overcrowding. This allows you to provide individualized attention and ensures the process feels organized and efficient. Equip your team with the resources to quickly process paperwork, provide unit keys, and assist with any move-in day tasks.

Double and triple check units before move-in

Beyond the logistics, the physical condition of the unit is also critical for a positive move-in experience. Thoroughly inspect each apartment prior to a new resident's arrival to confirm it is clean, fully functioning, and ready for occupancy. Address any maintenance issues well in advance to prevent disruptions on move-in day.

By optimizing the practical elements and empowering your onsite team to provide personalized support, you can set new residents up for a smooth transition and demonstrate your commitment to their satisfaction from the very start. This will lay the foundation for a positive long-term resident experience.

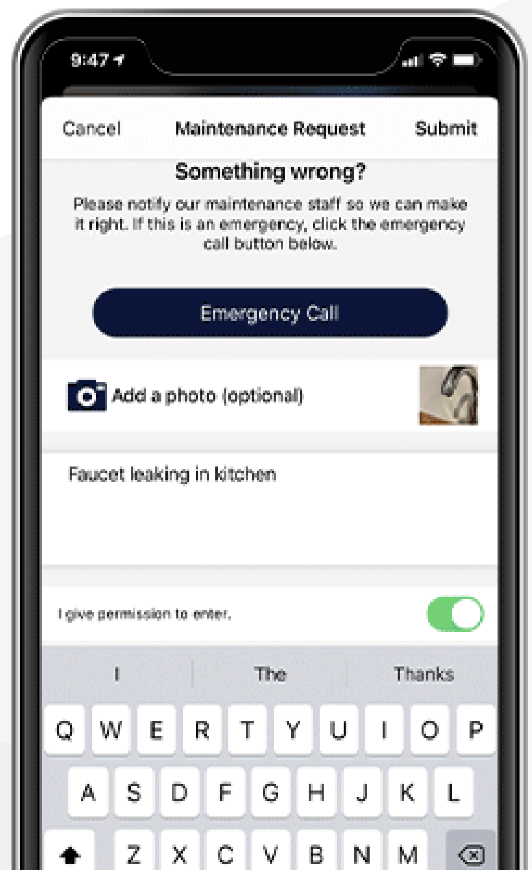
2. Prioritize property maintenance workflows and community cleanliness

Renters repeatedly stated the importance of good maintenance service and the overall cleanliness of their apartment community. And, they told us that failing to handle these to their satisfaction is one of the top reasons for non-renewal. But in many cases, the process of reporting an issue, and communication with its resolution is the cause of their dissatisfaction.

A user-friendly, mobile-friendly work order system can be a game changer for resolving maintenance issues. The best maintenance systems for multifamily communities are managed through an app - however, our survey revealed that only 4 out of 10 renters are offered one. And half of renters specified that they want to submit maintenance requests in a digital manner. This is a big opportunity for multifamily communities to improve maintenance resolution and resident satisfaction.

Offering renters a mobile community app means they have a simple, intuitive interface for submitting maintenance tickets, along with other apartment-related tasks. This allows them to report problems quickly, and are able to include photos or detailed descriptions.

Once a request is submitted, residents can track the status in real-time. They can see when the work order has been received, assigned to a technician, and completed. Prompt communication and transparency around the process reassures residents that their concerns are being addressed. Not only that, it sets appropriate expectations around when the issue will be resolved.



Renters can also use their app to convey any community-wide maintenance needs such as common area cleaning, landscaping issues, or other property-wide maintenance needs. This empowers them to be active stewards of the community while keeping you informed with issues that are not up to their standards.

On the management side, the mobile app provides property teams with a centralized dashboard to oversee all maintenance activities. They can prioritize work orders, track technician schedules, and generate reports to identify recurring problems or areas that require additional attention. The ability to communicate directly with residents through the app also enables proactive updates about upcoming maintenance projects or planned community improvements.

By leveraging a comprehensive mobile maintenance system, you can create a seamless, responsive experience that benefits both residents and property management. Residents feel heard and empowered, while your team gains the tools to efficiently address issues and maintain the community to the standards your renters expect.

3. Leverage resident data to personalize the experience

The *2025 Resident Experience Management Report* identified "understanding and anticipating the needs of residents" as the top challenge for property managers, with 66% of them citing this as their biggest struggle. As the rental population becomes more diverse and their expectations keep changing, this challenge is only going to get harder.

Luckily, the right resident data strategies can help multifamily communities get some clarity into the wants and needs of their renters. Communities that are equipped with data-driven insights can personalize the renter's living experience. This starts with gathering and analyzing comprehensive resident data, with the community app being a powerful tool for this.

Beyond just demographics, the app lets property managers collect detailed feedback from residents on things like unit preferences, amenity usage, communication needs, and satisfaction drivers. This richer, more contextual data enables more nuanced segmentation and personalization compared to traditional methods.

Having a comprehensive resident profile allows communities to then tailor your offerings accordingly. This could mean customizing unit upgrades, optimizing amenity access, crafting hyper-targeted communications, or adjusting service models to align with the unique needs of different renter groups.

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Using data to predict turnover

You can also use predictive analytics to anticipate resident changes and get ahead of potential turnover. Keep an eye on leading indicators like shifts in employment, family size, or lifestyle that may signal an upcoming move. This allows you to devise tailored retention strategies for each resident's circumstances.

By putting resident data at the center, you can create a truly personalized living experience. This shows your deep understanding and responsiveness to your renters' evolving needs. This data-driven, resident-first approach can be a powerful edge in the competitive rental market, driving higher satisfaction, stronger loyalty, and better long-term outcomes.

Ready to create extraordinary resident experiences?

With the help of Zego Mobile Doorman, multifamily communities are creating better living experiences for their residents and driving community retention rates. Our fully customizable and user-friendly technology allows you to create a branded mobile resident app to centralize community living activities. From submitting maintenance requests to messaging with staff and so much more, our resident experience app enables residents to self-service daily tasks, which increases their satisfaction with your communities. Industry-leading features also free up time for your property staff, giving them the flexibility and control needed to master and scale operations. Schedule a consultation to find out how Zego Mobile Doorman will improve life in your communities.

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Zego is a property management automation company that simplifies cumbersome yet critical workflows for managers and associations. Our modern platform accelerates NOI growth and mitigates risk, helping clients to scale resources, build trust, and make data-backed decisions. From payments and utility management to resident engagement, Zego's automated workflows seamlessly integrate with leading property management systems giving users real-time and accurate information at their fingertips.

Since its inception in 2003, Zego (a Global Payments company) has evolved from a leading payments provider to a comprehensive property management automation platform. With more than 350 employees, Zego serves 7,000 residential real estate companies and over 15 million units nationwide. Learn more about what makes Zego one of the best workflow automation platforms for property management at gozego.com.

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