



RESIDENT SATISFACTION REPORT

OVERVIEW

The 2025 report highlights that resident satisfaction is now a **critical driver of occupancy rates, retention, and NOI** in a highly competitive rental market with rising vacancies and operating costs. Meeting expectations isn't enough—property managers must **exceed them** through excellent service, fast maintenance, and added-value services.

KEY INSIGHTS



Resident Satisfaction Drives Renewals & Referrals

- Satisfied residents are **73% more likely to renew and 5x more likely to recommend** their property manager.
- **Maintenance** is the top renewal factor; **communication** most influences referrals.



Maintenance Matters

- Fast, transparent, well-communicated repairs significantly increase retention.
- Renters satisfied with maintenance are **146% more likely to recommend** their property manager.



Technology & Convenience Boost Loyalty

- Online portals, smart home tech, and digital move-in services improve satisfaction and reduce turnover.
- Many services renters want (e.g., lease-attached bundles, digital move-in tools) are still underprovided.



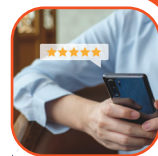
Additional Services Create Competitive Advantage

- Nearly **80% of residents** are willing to pay for services like internet, renters insurance, pest control, and rewards programs.
- Offering these can differentiate a property in a saturated market.



Seamless Application & Move-in Process

- Clear listings, mobile-friendly applications, and digital onboarding tools set the tone for a positive relationship.



Reputation is Critical

- **88%** of renters consider online reviews important when evaluating a property manager.

BOTTOM LINE

In 2025, property managers who **deliver fast maintenance, communicate clearly, leverage tech, and offer value-added services** will win resident loyalty, reduce vacancies, and improve profitability.



2025 RENTER PREFERENCES REPORT: WHAT IT MEANS FOR UTAH PROPERTY SOLUTIONS CLIENTS

In today's competitive rental market, understanding what residents truly want is no longer optional—it's essential. The 2025 AppFolio Renter Preferences Report reveals key insights into what drives leasing decisions, renewals, and overall resident satisfaction. At **Utah Property Solutions**, we're committed to leveraging these insights to help our property owners maximize returns while providing residents with an exceptional living experience.

KEY RENTER TRENDS IN 2025

The latest data shows renters are prioritizing:

- **Transparent, proactive communication** – Residents value fast, clear responses from their property management team.
- **Convenience and technology** – From online rent payments to digital maintenance requests, residents want easy, on-demand tools.
- **Well-maintained homes** – Clean, functional, and updated spaces remain a top driver of satisfaction.
- **Community and amenities** – Access to shared spaces, green areas, and neighborhood connection is increasingly important.

HOW UTAH PROPERTY SOLUTIONS PUTS THESE INSIGHTS INTO ACTION

Our approach to property management has always been built on **transparency, integrity, innovation, work ethic, and stewardship**—values that align directly with what renters are looking for in 2025. Here's how we deliver:



Technology-Driven Service

Residents can pay rent, submit maintenance requests, and communicate with us 24/7 through our advanced property management platform.



Proactive Maintenance

We safeguard your investment and enhance tenant satisfaction by addressing repairs quickly and keeping homes in top condition.



Clear Communication

We respond promptly to residents and keep owners updated on their property's status—eliminating guesswork.



Resident Care

We understand residents are our most valued customers, and we treat them with respect and empathy.



WHY THIS MATTERS FOR OWNERS

By staying ahead of renter preferences, Utah Property Solutions helps owners reduce turnover, minimize vacancy periods, and maintain long-term tenant relationships. In a market where resident expectations are higher than ever, our systems, team, and commitment to excellence ensure your property stays competitive.

Your investment deserves more than just management—it deserves a strategic partner. Let's talk about how Utah Property Solutions can align your property with what renters want most in 2025.



www.utahpropertyolutions.com