

2024 STATE OF THE
**PROPERTY
MANAGEMENT
INDUSTRY
REPORT**

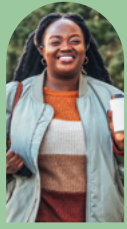


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SECTION 1

Introduction

It's hard not to be impressed with property management companies' ability to adapt as market conditions continue to shift at the rapid pace that's come to feel familiar over the last few years. Despite inflation falling since its peak of 9.1% in 2022, costs remain elevated. Although the labor shortage has abated somewhat, unemployment remains low at 3.6%. More apartment units are being built than we've seen in decades, the housing market is rebounding, and technologies like artificial intelligence are becoming increasingly commonplace.

So many aspects of doing business look different than they did just a few years ago. But what hasn't changed is companies' determination to expand, though new tactics may be required in 2024.

In our ninth annual survey of thousands of property management professionals, 85% of companies have reported portfolio growth in the last two years—the most growth our survey has ever recorded. 92% of survey respondents have announced their intentions to expand their portfolios in the two years to come.

89% of companies report that their revenue has grown in the last two years—also more than we've seen in previous surveys. 94% of property management companies expect their revenue to increase in the next two years.

This year's survey respondents weren't shy in telling us about the challenges they face in the current rental market:



Resident retention is one of the top issues of the year as a slowing rental market, increasing apartment supply, and high rent prices mean there are fewer qualified renters to fill vacant units —and as turn costs rise to new levels.



Client acquisition: Third-party property management companies are heavily focused on acquiring new property owner clients as well, and they're investing more resources into marketing their businesses online and offline than they have in past years.



Staffing: Property management companies are balancing the need to hire new employees to help them scale as they expand their portfolios with the need to keep overhead low to compensate for rising costs.



Competition: Businesses of all sizes are facing competition from real estate agencies looking to dabble in property management in the midst of a slowing sales market. Smaller PMCs continue to compete with larger firms that are able to offer lower prices due to economies of scale.



Scaling: Companies are adapting their procedures and preparing their teams to scale as they add new clients and properties to their portfolios, without allowing rapid growth to compromise the quality of service they provide to their customers.

But in the very next sentence, many were able to tell us about the many opportunities they see growing out of these difficulties.

IN THEIR WORDS**The Challenges PMCs Face, and How They Plan to Confront Them**

“We are currently understaffed, which makes it difficult to scale our company in the way we'd like. I am currently working on finding different tech avenues to help streamline procedures to hopefully reduce workload on our current employees and streamline productivity.”

PROPERTY MANAGER IN PANAMA CITY, FL

“[Our city] is becoming a much more competitive market, with several hundred units entering the market. We plan to improve tenant retention rates through select tenant events and recognitions.”

PROPERTY MANAGER IN MEMPHIS, TN

“Competition with national PM companies. I hope to provide a more personal approach and display genuine care for the properties and the owners' investment.”

COMPANY OWNER IN ATLANTA, GA

This year's Industry Report will talk about the challenges companies face in growing their portfolios in a time when rental owners aren't as interested in acquiring new properties, competition has increased, and current team members are overburdened.

But it will also share the opportunities that industry professionals have discovered to differentiate themselves from the competition by better serving their customers' needs—and how technology is making it possible for companies to grow without compromising the level of service they provide.



SECTION 2

PM Company Operations: Their Growth Plans & Challenges, and How They Plan to Confront Them

Portfolio Growth

What's going on: Property management companies' focus on growth is a familiar story: More property management companies than ever before have reported growth in the last two years. And for the third year in a row, more than 9 in 10 survey respondents have announced their intentions to expand their portfolios in the two years to come.

However, going into 2024, this growth is playing out in a greater variety of ways than it has in the past. Heading into 2023, companies told us that they planned to grow primarily by recruiting new clients and encouraging current clients to acquire new properties. But with high property prices and interest rates slowing the pace at which rental owners are acquiring new properties, companies are turning to other tactics to continue their expansion.

In addition to continuing to recruit new, growth-oriented clients, companies are considering purchasing or building new properties of their own, acquiring other companies' portfolios, and expanding both the property types they manage and the geographic areas they serve.

What hasn't changed over the past year is the dual set of challenges that companies face in achieving rapid growth: expanding the business without overtaxing their team or compromising the quality of their service. To overcome these challenges—amidst rising costs and the ongoing labor shortage—companies are turning to technology that reduces time spent on manual processes.

More than 9 in 10 survey respondents have announced their intentions to expand their portfolios in the two years to come.



TRENDS IN PROPERTY MANAGERS’ PORTFOLIO GROWTH:

Growth remains property management companies’ #1 priority for the sixth year in a row, followed by efficiency, as property managers search for effective ways to scale their operations as they expand.

85% of third-party property management companies have expanded their portfolios in the last two years—the most growth they’ve reported in the eight years that we’ve run our survey.

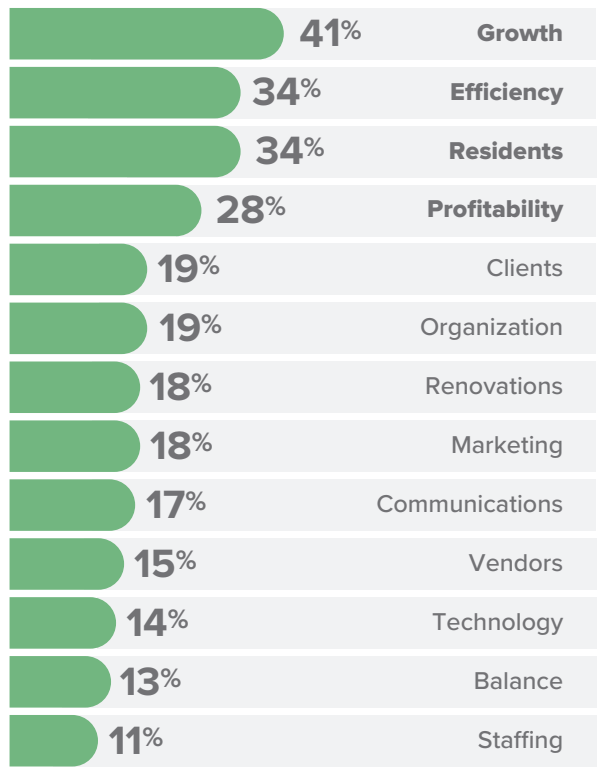
92% of third-party property management companies* plan to expand their portfolios over the next two years, a rate that’s on par with 2022.

Recruiting new, growth-oriented clients is the primary portfolio growth strategy among third-party management companies today.

Companies that exclusively manage their own investment properties plan to grow at a slower pace in comparison with third-party property managers.

**Note: Throughout the report, we use the term “third-party property management companies” to refer to those that manage other investors’ properties, rather than or in addition to properties they own.*

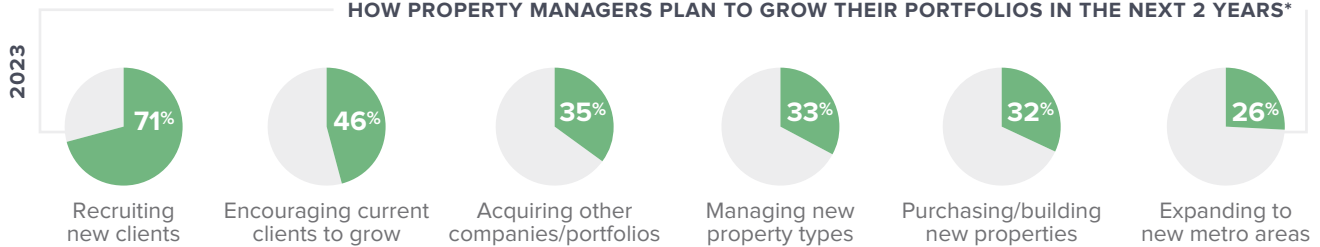
PROPERTY MANAGERS’ PRIORITIES FOR 2024



PROPERTY MANAGERS' EXPECTED PORTFOLIO GROWTH IN THE NEXT 2 YEARS*

	2023	2022	2021	2020	2019	2018	2017
Expect it to grow significantly	54%	54%	51%	37%	44%	45%	55%
Expect it to grow a little	38%	38%	39%	42%	43%	46%	38%
Expect it to stay the same	8%	6%	7%	18%	12%	8%	5%
Expect it to shrink	1%	2%	3%	3%	1%	2%	2%

HOW PROPERTY MANAGERS PLAN TO GROW THEIR PORTFOLIOS IN THE NEXT 2 YEARS*



*Excludes companies that exclusively manage their own investment properties

IN THEIR WORDS

Challenges PMCs Face

“Finding new clients and expanding the portfolios of existing clients in a tight housing market.”

LOS ANGELES, CA

“Expanding/growing via purchase of new properties, or even renovating/ updating properties, is a challenge financially due to inflation in supplies, labor, and properties.”

VIRGINIA BEACH, VA

Opportunities PMCs See

“Growth and the opportunity to grow the right way, not so fast we lose sight of quality. Bringing on new talent to expand our services and brainstorm best practices.”

OKLAHOMA CITY, OK

“Adding more doors to our company to manage. I'm currently working with realtors who sell to out-of-state investors who need a PM company.”

MEMPHIS, TN

The Impact of Technology

“Technology has made it possible for us to expand the business. It frees up the time that we have to spend doing tasks that can now be done by the tenant. We used to have people manning the phones many hours a day to answer questions [and] field applications.”

LANCASTER, PA



MARKET CONTEXT:

A recent study found that property insurance costs have risen by 26% in the last year alone.

(Source: [National Multifamily Housing Council](#))

Revenue Growth

What's going on: More companies report that their revenue has grown in the last two years than we've seen in our previous seven years of surveys; and virtually all property management companies expect their revenue to increase in the next two years.

However, the rising costs of property taxes, insurance, utilities, materials, labor, and property acquisitions continue to strain property management companies and their rental owner clients. As a result, companies are heavily focused on operating as efficiently as possible and finding new sources of revenue. In addition, they're intent on proving the value of their services to rental owners whose shrinking margins may tempt them to self-manage their properties.

More companies report that their revenue has grown in the last two years than we've seen in our previous seven years of surveys.



TRENDS IN PROPERTY MANAGERS' REVENUE GROWTH:

Profitability is property management companies' #4 priority for the coming year, selected by more respondents than in 2022, but outpaced by companies' increased focus on residents this year ([see chart on page 5](#)).

89% of third-party property management companies report that their revenue has increased in the last two years—the most growth they've reported in the seven years we've tracked this figure.

94% of third-party property management companies expect their revenue to increase in the next two years, a rate that's on par with 2022.

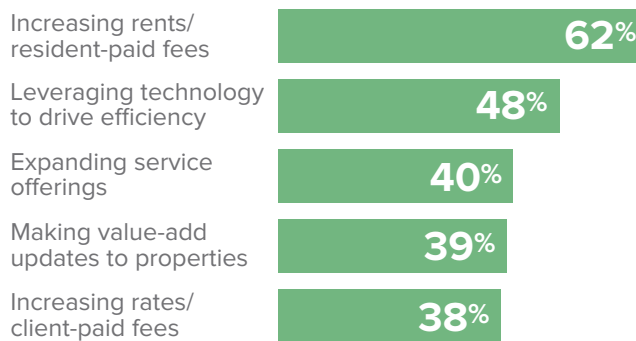
Raising rents and/or resident-paid fees (where allowed) is the primary revenue growth strategy among third-party management companies today, though fewer companies plan to do so than in 2022.

Companies that exclusively manage their own investment properties expect their revenue to grow at a slower pace than third-party property management companies.

PROPERTY MANAGERS' EXPECTED REVENUE GROWTH IN THE NEXT 2 YEARS*

	2023	2022	2021	2020	2019	2018	2017
Expect it to increase significantly	47%	47%	46%	37%	40%	47%	52%
Expect it to increase a little	47%	46%	46%	43%	49%	46%	42%
Expect it to stay the same	6%	5%	6%	14%	10%	5%	3%
Expect it to decrease	1%	2%	2%	6%	2%	2%	2%

HOW PROPERTY MANAGERS PLAN TO INCREASE THEIR REVENUE IN THE NEXT 2 YEARS*



**Excludes companies that exclusively manage their own investment properties*



New Services & Property Types

40% of property management companies plan to expand their services in the next two years, and 33% plan to expand the types of properties they manage to generate additional revenue. The most common services and property types they plan to add are:

- ▶ Cleaning services
- ▶ Commercial property management
- ▶ Community association management
- ▶ Construction project management
- ▶ In-house maintenance services
- ▶ Outdoor services
- ▶ Vacation rental management

IN THEIR WORDS

Challenges PMCs Face

“Inflation costs with rising payroll to retain good employees. We are trying to figure out how to increase our revenue to match the increased costs.”

JACKSONVILLE, NC

“Competition will squeeze margins. We will become more efficient with current revenue streams and add new ones.”

MEMPHIS, TN

Opportunities PMCs See

“Creating an in-house maintenance company has made a substantial impact on our bottom line. Growing our staff, owned/leased equipment inventory, and offering more new services is a priority and will continue to be a major revenue stream for us.”

CLEVELAND, OH

“We are trying to rent out everything we can, from parking lot space to basement storage space. We are trying to be creative to keep our business going.”

TRENTON, NJ

The Impact of Technology

“Being able to itemize each property and each unit, it is easy to see where we are losing money and making money.”

LINCOLN, NE

**MARKET CONTEXT:**

Nearly 17 million infrastructure workers, including plumbers and electricians, are expected to leave their jobs over the next decade due to retirements, job transfers, and other shifts in the labor market.

(Source: [Brookings](#))

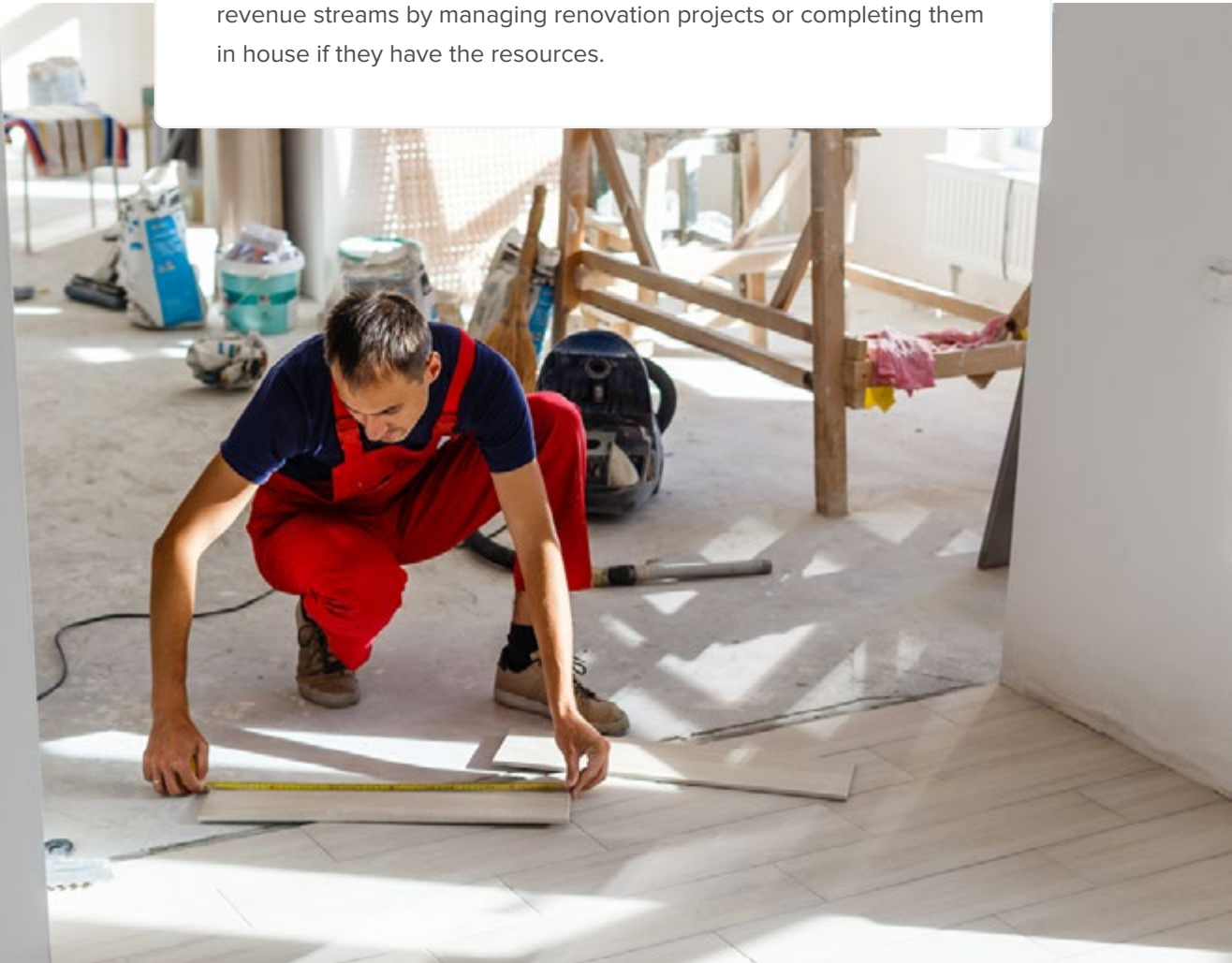
Maintenance & Repairs

What's going on: Maintenance and repairs have become a challenge over the last several years. This is due to a shortage of high-quality vendors in the market, as trades professionals retire faster than they enter the industry. As a result, some property management companies are considering bringing maintenance services in house to ensure that they can resolve issues quickly and with consistent quality—while also generating revenue for their business.



Renovations

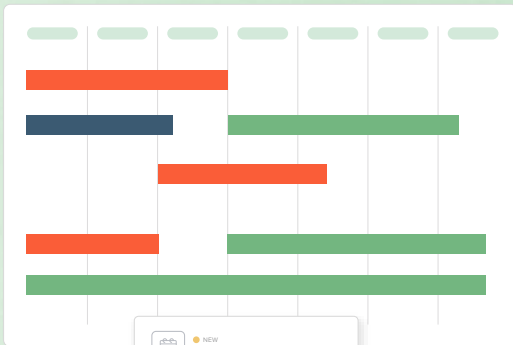
Although property improvements aren't a primary focus for property managers going into 2024, this priority rose up their list by six positions in the last year as property managers aim to improve profitability and resident retention within the properties they manage ([see chart on page 5](#)). Companies are also looking to create new revenue streams by managing renovation projects or completing them in house if they have the resources.



QUARTERLY MAINTENANCE

Oct 15 – Nov 15
145 units

✓ Phase 1 — ✓ Phase 2 — ✓ Phase 3



NEW
Broken Window at 11 Smith Street

COMPLETED
Trash Debris at 23 Main Street



Source New Vendors



IN THEIR WORDS

Challenges PMCs Face

“In my town, people in the trades are retiring. The ability to source vendors is getting very difficult. I’d hoped to retire by now or at least taper back, but the resources to lean on are fewer and less reliable.”

KANSAS CITY, MO

“I believe our biggest challenge will continue to be the lack of reliable handymen/vendors. I plan on making it a process where we are just looking for vendors all the time and have them on a back-up list. Or perhaps bring maintenance on-site.”

TAMPA, FL

Opportunities PMCs See

“Project management. We foresee large projects that we will manage to further the appeal and turnover for the properties we manage.”

CRESTVIEW, FL

“Managing maintenance requests and ensuring timely repairs can be challenging. We are considering implementing a proactive maintenance approach, conducting regular inspections, and establishing relationships with reliable contractors. [We’ll] utilize Buildium to streamline maintenance workflows and ensure efficient communication.”

LOS ANGELES, CA

The Impact of Technology

“We have a great repair system that really makes sure nothing gets overlooked and everything gets fixed as quickly as possible.”

LAS VEGAS, NV

“I like that my tenants are able to put in a request [if] they have an issue in their apartment. I also like how I can set up reminders for maintenance that needs [to be] done.”

LINCOLN, NE

**MARKET CONTEXT:**

Right now, there are 9.8 million open jobs in the U.S., but only 5.9 million unemployed workers. There are 2 million fewer workers in the labor force today than in February 2020 due to factors like increased retirements and limited access to childcare.

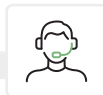
(Source:

[U.S. Chamber of Commerce](#))

Staffing

What's going on: Attracting and retaining high-quality team members and contractors has been a major source of stress for property management companies since the pandemic began. As the labor shortage has eased somewhat throughout 2023, Staff and Vendors both moved down property management companies' list of priorities for the coming year ([see chart on page 5](#)).

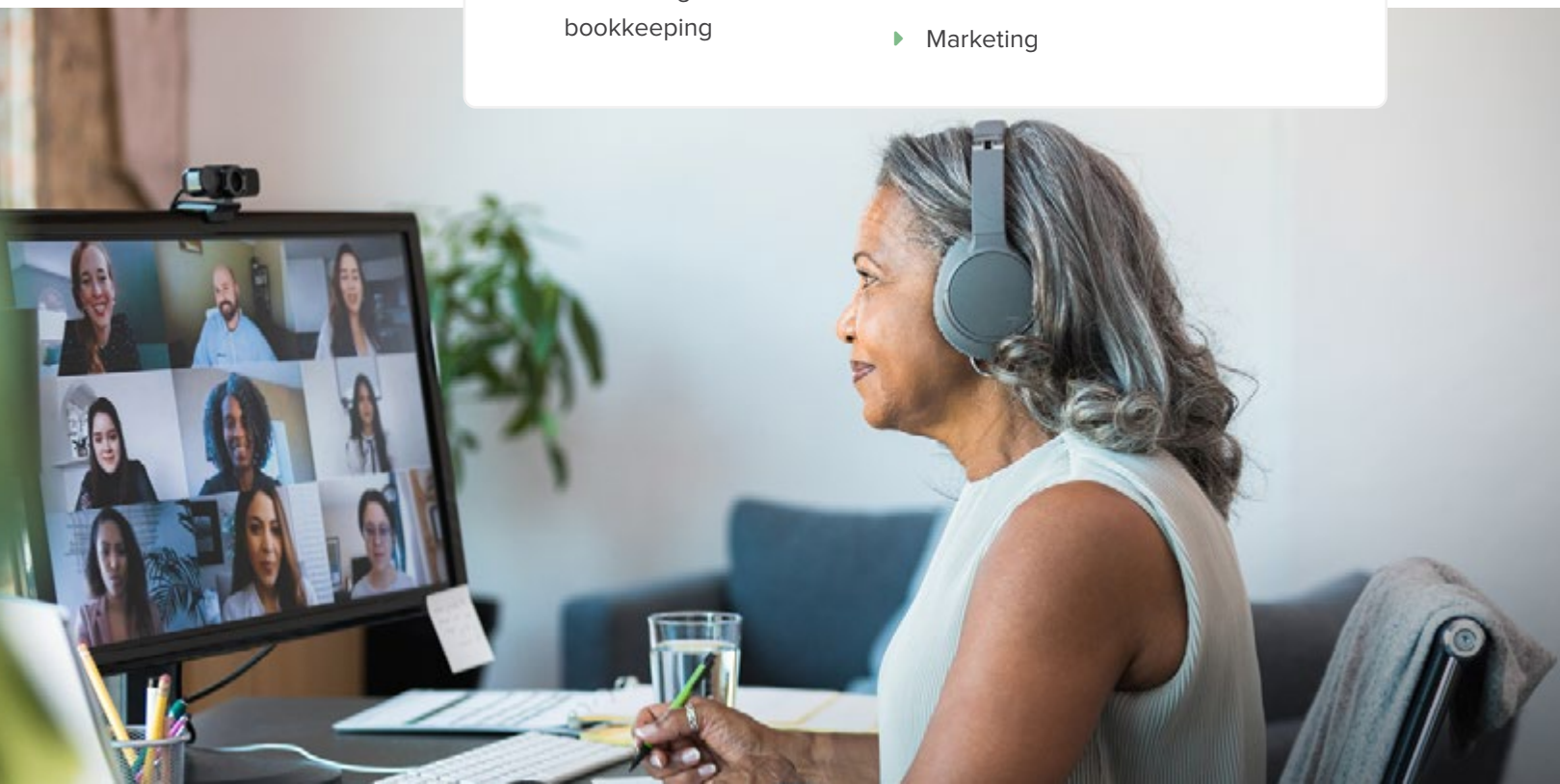
However, this year's qualitative survey responses point to continued difficulties in finding and retaining high-quality labor, particularly when it comes to maintenance. Companies are frequently operating with a smaller team than they need to manage their workload, and are turning to technology—from property management software to virtual assistants—to compensate.



How Many PMCs Work with Virtual Assistants?

Our survey found that 25% of property management companies currently employ virtual assistants—contractors who offer administrative services from a remote location—to extend the capabilities of their team. The most common virtual roles involve:

- ▶ Leasing coordination
- ▶ Administrative assistance
- ▶ Accounting and bookkeeping
- ▶ Maintenance coordination
- ▶ Marketing





How Are PMCs Using Artificial Intelligence?

When it comes to the use of artificial intelligence in the property management space, innovation in the industry is still in the early stages. Already, however, industry professionals are finding that tools like ChatGPT are helping them to generate text quickly for use in the following areas:

- ▶ Templates for emails, letters, and notices
- ▶ Social media posts
- ▶ Website Q&A sections
- ▶ Rental listings

Businesses will no doubt continue to experiment with AI to improve efficiency in their business, as regulators attempt to keep up.

IN THEIR WORDS

Challenges PMCs Face

“We are currently understaffed, which makes it difficult to scale our company in the way we’d like. I am currently working on finding different tech avenues to help streamline procedures to hopefully reduce workload on our current employees.”

PANAMA CITY, FL

“We are struggling to keep maintenance techs, housekeepers, [and] leasing staff. [We] need to change our model from 1 maintenance tech [per] 100 units to 1 tech [per] 175 units via technology, automation, proactive maintenance, better construction.”

DAVENPORT, IA

Opportunities PMCs See

“Outsourcing of certain property management tasks, such as accounting and maintenance, to third-party companies.”

MIAMI, FL

“Using AI technology to maximum advantage to streamline cumbersome tasks and increase property managers’ productivity and overall job satisfaction.”

TRENTON, NJ

The Impact of Technology

“The positive impact [of technology] directly relates to efficiency, allowing staff to handle a larger number of contacts/connections. This leads to lower employee costs.”

PORTLAND, OR

“[Technology has impacted] overall job satisfaction for property managers, because it’s freeing up time to accomplish tasks that matter vs. being bogged down with cumbersome and rote tasks.”

PORTLAND, OR



What PM Industry Professionals Love About Their Jobs

IN THEIR WORDS

“Building positive relationships with tenants, resolving issues and ensuring tenant satisfaction, and seeing well-maintained properties and communities flourish under [our] management.”

PROPERTY MANAGER IN NEWARK, NJ

“Helping our clients experience a better situation by fixing their maintenance issues and managing costs for owners to enjoy a better return on their investments.”

MAINTENANCE MANAGER IN HARRISONBURG, VA

“Being a housing provider to the residents. Tracking financials with great detail to provide the best possible means for making solid business decisions.”

ACCOUNTANT IN SAN DIEGO, CA

“I find the success of my clients, whether tenant or landlord, to be of my utmost satisfaction. When a tenant is able to pay rent, or we can assist them with public offerings as needed, I have done my job. When a landlord [achieves] cash flow and buys more homes, I have done my job.”

COMPANY OWNER IN KANSAS CITY, MO

“Meeting new people and creating a growth vision for our company. Realizing how we need to grow next and finding the right people and tools for the job.”

COMPANY OWNER IN ST. LOUIS, MO

“Working with our team and evolving as needed to increase profit, advance customer experience, and create a rewarding work environment.”

OPERATIONS MANAGER IN CHARLESTON, SC

“I enjoy helping people find housing that suits their needs and making sure their interactions with the property management company are warm, efficient, and fulfill their requirements; as well as providing owners with prompt communication.”

OFFICE MANAGER IN PORTLAND, OR



MARKET CONTEXT:

In March 2023, there were 1.5 million Realtors, but just 563,000 homes on the market.

(Source: [Business Insider](#))

SECTION 3

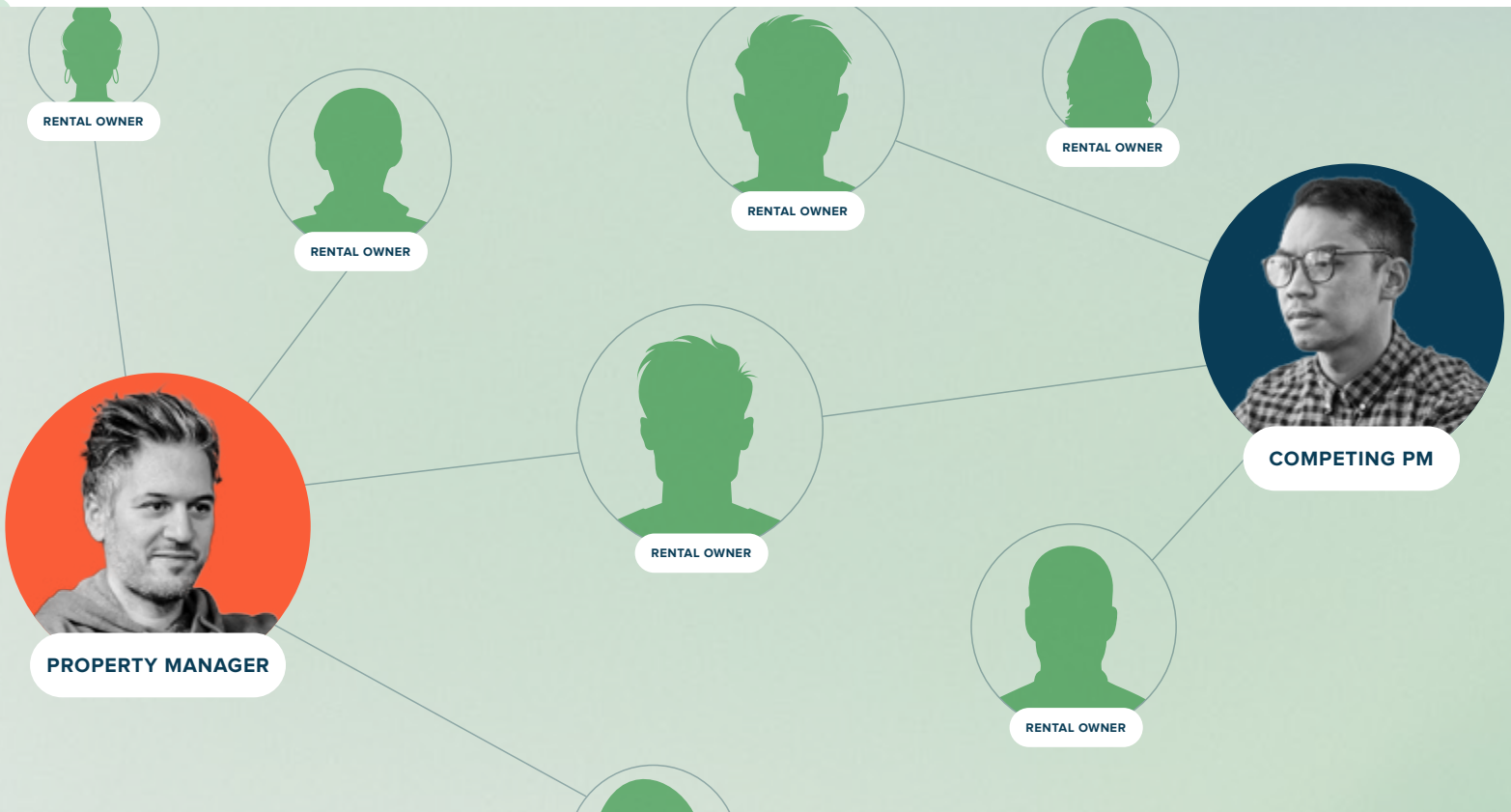
PMCs' Evolving Relationships with Rental Owners

Acquiring New Owners & Facing Competition

What's going on: Third-party property management companies are heavily focused on acquiring new property owner clients, and are investing more resources into marketing their businesses (both online and offline) than they have in past years. Finding clients who are a good fit for the way they do business—for example, owners who are willing to invest in necessary property updates—is also a focus.

At the same time, property management companies of all sizes are facing competition from real estate agencies dabbling in property management as the sales market has slowed. Smaller property management companies also continue to face competition from larger firms that are able to offer lower prices due to economies of scale.

In response, they're differentiating themselves from the competition by offering more personalized customer service, and many are considering expanding their offerings to ensure they meet the full range of their clients' needs.





IN THEIR WORDS

Challenges PMCs Face

“As the real estate market softens, real estate agents will try to get into property management and it takes away opportunities. By the same token, it also creates opportunities because of their inexperience, which is where we can differentiate ourselves.”

MIAMI, FL

Opportunities PMCs See

“Enhancing marketing efforts and building a strong brand to attract more property owners and tenants. Utilizing digital marketing techniques, creating engaging content, and actively managing online reviews and social media presence can help differentiate [us] from our competitors.”

LOS ANGELES, CA

“Competition with national PM companies. I hope to provide a more personal approach and display genuine care for the properties and the owners' investment.”

ATLANTA, GA

“My goal is to work with Realtors/boutique brokerages who have investors as clients and have them turn these properties over to us to manage. Also to purchase books of business from property managers leaving the industry.”

TAMPA, FL



IN THEIR WORDS

How PMCs Differentiate Themselves from The Competition

“The level of service we provide. A lot of the management companies in our area have bad reputations for poor communication with tenants, unsolved maintenance issues, etc. We take pride in quick turn-arounds and response times and it's made a huge difference in separating ourselves from the rest of the market.”

LOS ANGELES, CA

“We put forth the extra effort to treat our clients' investments/properties as if they were our own. We utilize market trends and sale data to assist our clients in making upgrades that generate revenue and increase property value, while simultaneously creating a better living experience for our tenants.”

FARGO, ND

“We've been told that we're incredibly responsive to maintenance requests, kind and cooperative when dealing with unforeseen circumstances, and generally the best landlord most of our tenants have ever had. As a result, we have many tenants who've stayed with us for over a decade.”

COLUMBUS, OH

“We are focused on (1) being nice and building healthy relationships with team members and tenants, (2) adding value to tenants however we can (security deposit free leasing, credit reporting, tenant events), (3) putting the resident at the center of every decision.”

DAVENPORT, IA

“The other area management companies are stuck in 1975; there is no utilization of technology. Many of them still cannot accept an online payment. We utilize technology to streamline our operations. This allows us to spend more of our time being proactive, as opposed to reactive, for our clients and the needs of their communities.”

CLEVELAND, OH

Rental Owners' Demand for PM Services

How Do Increasing Regulations and Costs Impact Owner Demand for PMCs?

What's going on: The number of rental owners who work with a property manager to operate their rentals hit an all-time high during the pandemic as rental property ownership became significantly more complex. Regulations have been an area of particular concern for rental owners, with many local and state governments discussing rent control measures or interventions into procedures like evictions, resulting in a decrease in their ability to operate their properties as they see fit.

Because it requires greater expertise to operate a rental property in compliance with changing laws, many property management companies view this

as an opportunity to offer their services to more rental property owners.

However, rising costs—from property taxes and insurance to materials and labor—have also made rental property ownership more expensive, causing rental owners to search for ways to improve their margins by cutting costs. As a result, we've seen the number of rental owners working with a property management company recede slightly over the past year to 60%.

In the grand scheme of things, however, more rental owners are relying on property managers' assistance and expertise than in the past. With challenges such as maintenance, leasing, profitability, and regulatory complexity remaining—as well as the reality that more than half of rental owners don't live near their properties—we expect this to continue to be the case going forward.

THE NUMBER OF RENTAL OWNERS WHO WORK WITH A PROPERTY MANAGER

	2023	2022	H2-2021	H1-2021	2020	2019	2018
Have a PM	60%	63%	61%	63%	64%	55%	56%
Don't have a PM	40%	37%	39%	37%	36%	45%	44%

IN THEIR WORDS

Opportunities PMCs See

“Increased rules and regulations and increased rent control, coupled with the tenant-friendly courts in California, make self-managing difficult. This makes property owners receptive to professional property management. Higher interest rates prevent real estate sales, and many of these properties [will] turn into rental units.”

Who Owns Rental Property Today?

THE THREE TYPES OF RENTAL PROPERTY OWNERS:



Intentional Investors are those who purchased rental property as an investment from the start. They represent 51% of all small-portfolio rental property owners. 59% of Intentional Investors currently work with a property manager to run their rentals.



Accidental Landlords are those who fell into rental property ownership due to circumstance and don't consider themselves investors. They represent 27% of small-portfolio rental owners. 69% of Accidental Landlords currently work with a property manager.



Unintentional Investors are those who fell into rental property ownership due to circumstance, but now consider themselves investors. They represent 22% of small-portfolio rental owners. 55% of Unintentional Investors currently work with a property manager.



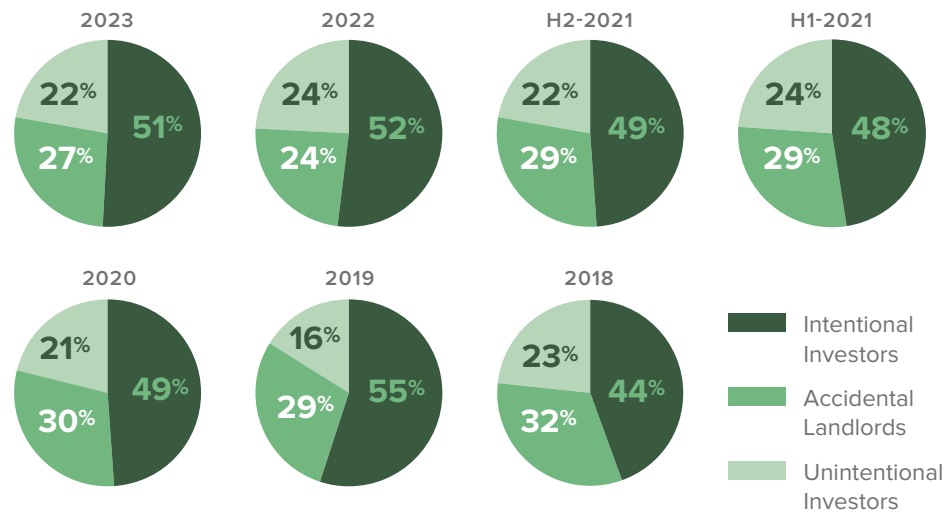
Are Accidental Landlords on the Rise?

The population of Accidental Landlords had been in decline since 2018—until now. Though investors continue to dominate the population of rental property owners, we see initial signs that a new generation of Accidental Landlords is on the rise.

Why? A sluggish housing market has motivated some potential homesellers to rent out their properties rather than putting them up for sale, at least until conditions turn more favorable.

This is good news for property managers, as Accidental Landlords are the most likely of the three investor types to hire an expert to manage their rentals.

INVESTOR TYPES WITHIN PROPERTY MANAGERS' CLIENT BASE



IN THEIR WORDS

Opportunities PMCs See

“One of the biggest opportunities that I foresee over the next year or so is the lack of properties being sold in the housing sector, which could give us an [increased] opportunity to help those owners rent out their properties, at least while the market changes into their favor of being able to sell. But if we run their properties efficiently and are able to reduce their stress in the process, we might be able to hold their properties as rentals for a longer term than planned.”

SAN ANTONIO, TX

Why Today's Rental Owners Choose to Hire a Property Manager

The most common reasons why rental owners hire a property manager are:



Residents: 56% want an expert's help in managing, retaining, and attracting residents, particularly Intentional Investors.



Distance: 55% of small-portfolio rental owners hire a property manager because they don't live near their rental property, particularly investors.



Maintenance: 52% want help with emergency repairs and preventative maintenance, particularly Accidental Landlords.



Regulations: 40% want assistance in running their properties in compliance with changing laws, particularly Accidental Landlords.



Profitability: 35% want an expert's help in maximizing the revenue their properties generate, particularly investors.

Rental Owners' Top Considerations When Choosing a Property Manager

Rental owners' primary considerations when hiring a property manager (besides price and service area) are:



Service: 67% say it's paramount that their PMC provide best-in-class customer service.



Local market expertise: 47% focus on finding a property manager who offers advice on conditions in the markets where they invest.



Reporting & transparency: 41% prioritize finding a company that shares financial reports, profit/loss statements, and property insights regularly.



Regulatory expertise: 32% are focused on finding a PMC that offers advice on running properties in compliance with local laws.



Online presence & reputation: 27% say that a company's website and online reviews are a strong consideration when selecting a property manager.



Referrals & word-of-mouth reputation: Endorsements from rental owners in their network are highly influential for 27% of rental owners.



Technology: 24% of rental owners look specifically for a PMC that uses online tools and best-in-class solutions to digitize rental processes.



IN THEIR WORDS

What Rental Owners Look for in a PMC

“Attentiveness to tenants’ needs and availability to me as the owner are just as critical. Transparency and regular communication with all parties is also important. Be available; make sure you can be reached over the phone and have a 24-hour service to tenants for emergency needs. Keep repair costs competitive and conduct efficient repairs. Maintain reasonable fees and provide accurate, easy-to-read reports.”

INTENTIONAL INVESTOR IN SAN JOSE, CA

“I expect a property manager to be reliable, professional, courteous, and knowledgeable. I expect that the manager [will] make a good effort to find and maintain the best tenants possible and to handle maintenance.”

ACCIDENTAL LANDLORD IN BALTIMORE, MD

“Experience—has dealt with off-site owners and understands what they need (regular communication, assessment of any damages, where/how to market vacancies in this area); personable so renters feel heard and valued.”

ACCIDENTAL LANDLORD IN TRENTON, NJ

The Services Property Management Companies Provide to Their Clients



Rental Owners' Growth Plans

Rental Owners' Shifting Outlook on Residential Rentals

Third-party property management companies have big plans to grow over the next two years—but are their plans in alignment with their clients' intentions?

Today, a majority of investors continue to point to real estate's reputation as a smart long-term investment and a hedge against inflation, whether they plan to acquire new properties in the next two years or simply maintain their current holdings.

But 34% of small-portfolio rental investors see factors such as rising rental market regulations, high mortgage rates and property prices, and inflated operating costs as a reason to stay on the sidelines—or to sell off their properties altogether.

As a result, the number of rental owners who see residential rentals as a smart investment at this moment in time dropped from 79% to 66% over the past year.

IN THEIR WORDS

Why Rental Investors See Residential Rentals as a *Risky* Investment

"With interest rates going up and property values going down, I am negative on rental property. Also, the laws related to rentals do not favor the landlord at all. It is downright scary."

ACCIDENTAL LANDLORD IN LOS ANGELES, CA

Why Rental Investors See Residential Rentals as a *Smart* Investment

"While it is true that house prices and interest rates have increased in the last year, an investment property is based on the deal and its cash flow. If the cash flow is sufficient, it does not matter what the interest rate is. The property can be refinanced at a later date."

INTENTIONAL INVESTOR IN GAINESVILLE, GA

Only 1 in 3 small-portfolio rental owners plans to acquire new properties in the next two years—and that number has decreased by five percentage points over the past year.



MARKET CONTEXT:

With high home prices and mortgage rates causing the housing market to slow, sales of existing homes have dropped by one-third since the beginning of 2022. However, a decline in prices could bring more buyers into the market.

(Source: [The Wall Street Journal](#))

How do rental owners plan to act based on current market conditions? We found that only 1 in 3 small-portfolio rental owners plans to acquire new properties in the next two years—and that number has decreased by five percentage points over the past year. Among those who don't plan to grow, the good news is that most rental owners—52%—plan to stay the same size as they are now.

In an environment where just 35% of rental owners plan to acquire new properties, how else can third-party property management companies grow? In addition to working with clients to find smart investments in the current market, here are five growth strategies in use by our property manager survey respondents:

71% Seeking out new, growth-oriented investor clients

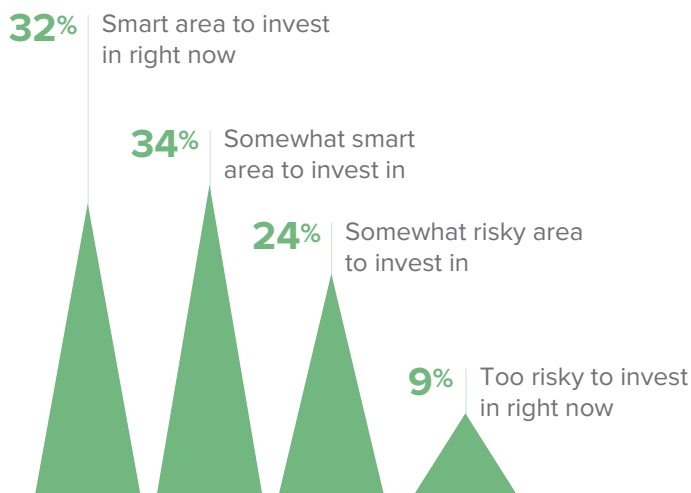
35% Acquiring other companies' or investors' portfolios

33% Expanding the types of properties they manage

32% Purchasing or building new properties

26% Expanding to new geographic areas

RENTAL OWNERS' OUTLOOK ON RESIDENTIAL RENTALS

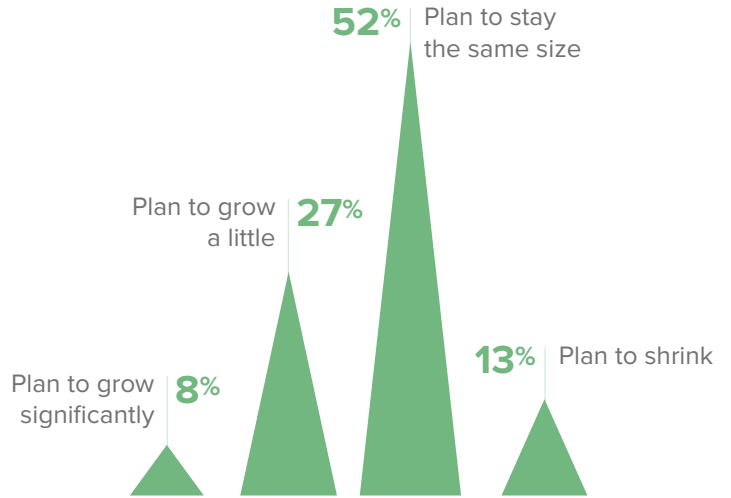


On the Hunt for New Clients?

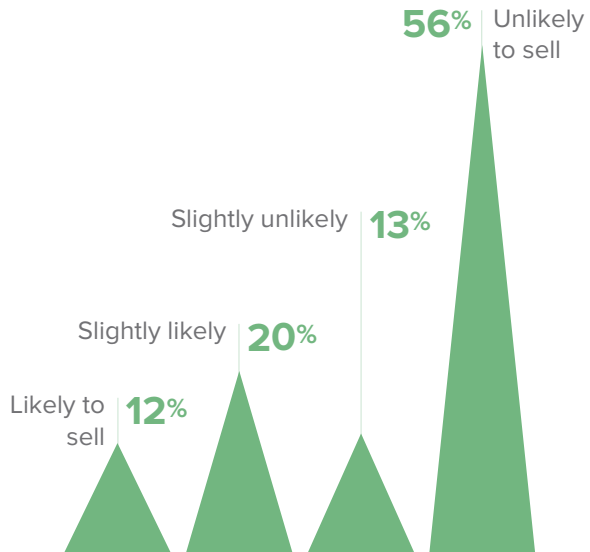
Property owners and associations use All Property Management more than any other service to find qualified property managers. APM connects you with property owners requesting information specifically for your company. Leads are targeted to your exact property types and geographic areas.



RENTAL OWNERS' PLANS FOR THEIR PORTFOLIOS IN THE NEXT 2 YEARS



RENTAL OWNERS' PLANS TO SELL ANY OF THEIR PROPERTIES IN THE NEXT 2 YEARS



Just 1 in 3 rental owners say that their properties are consistently profitable.

Rental Owners' Financial Health

Most rental owners report that their properties are in good financial health. However, just 1 in 3 rental owners say that their properties are consistently profitable, creating an opportunity for property management companies to attract and retain owner clients by helping them run their rentals more effectively and efficiently.

★ TRENDS IN RENTAL OWNERS' FINANCIAL HEALTH:

77% of small-portfolio rental owners say their properties are in good or excellent financial health—a slight decrease since 2022. 23% of small-portfolio rental owners are *sometimes* or *frequently* spending more than they're making on one or more of their properties, though just 1% report that they're struggling to pay their properties' mortgage and expenses.

66% of small-portfolio rental owners are reliant on their rental income to make ends meet to some degree. The number of small-portfolio rental owners who are *somewhat* or *slightly* reliant on their rental income has increased significantly since 2022.

80% of rental owners own rental property primarily as a source of income, most often as a passive income stream (54%) vs. an active income stream (26%). Since 2019, we've seen a sizable shift from rental owners operating their property as an active income stream to operating their property as a passive income stream.

IN THEIR WORDS

Challenges PMCs Face

"We have had many owners come to us who had bought properties when the price was high, were promised to make big money, and now are struggling to keep up with their purchases. I think being completely open and honest with new clients can be hard. But we do not over-promise anything in order to manage expectations and give owners an honest opinion. Rent prices are coming down in our area and that can be a hard conversation to have with owners."

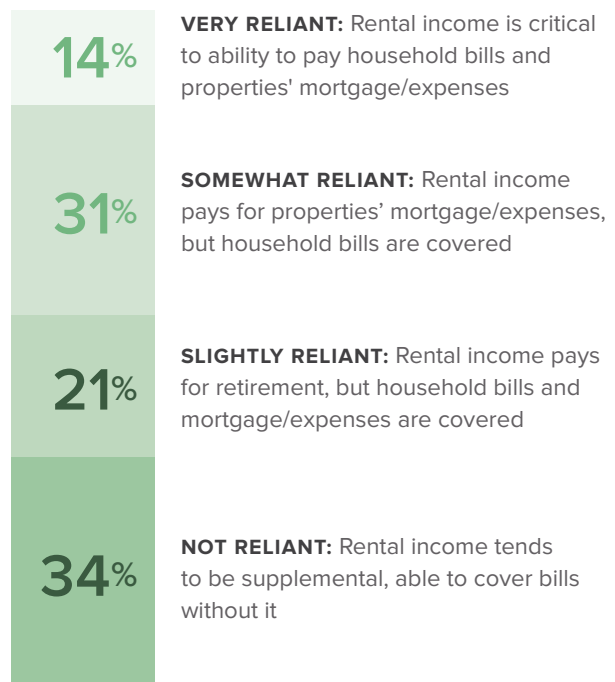
BLOOMSBURG, PA



THE FINANCIAL HEALTH OF RENTAL OWNERS' PROPERTIES



RENTAL OWNERS' RELIANCE ON THEIR RENTAL INCOME



Rental Owners' Technology Preferences

The pandemic significantly accelerated the pace at which rental owners became comfortable with technology—and this trend has not slowed down over the past year. As of 2023, a full 95% of rental owners are comfortable doing business with their property manager online—an increase of 15 percentage points in the last year alone.

Investors were the quickest to catch on to the benefits of technology, and have now come to expect their property manager to allow them to send and receive payments, sign documents, view reports, and communicate with their property management team online.

Though customer service quality remains the most important consideration for rental owners when hiring a property management company, we see investors placing more importance on companies' reporting capabilities, online presence, and technological offerings than they did in the past, creating an opportunity for companies to differentiate themselves from the competition through the use of technology.

The rental processes that many rental owners want their property manager to handle electronically are:




Features That Allow You to Share the Information Owners Want Without Slowing You Down


The right property management software can give you access to the information you need to make data-driven decisions and keep your rental owners happy. Communicate with your clients and give them self-service access to the information they want—whenever and wherever it's convenient for them—with features like:

 Analytics & insights

 Owner portals

 Property accounting

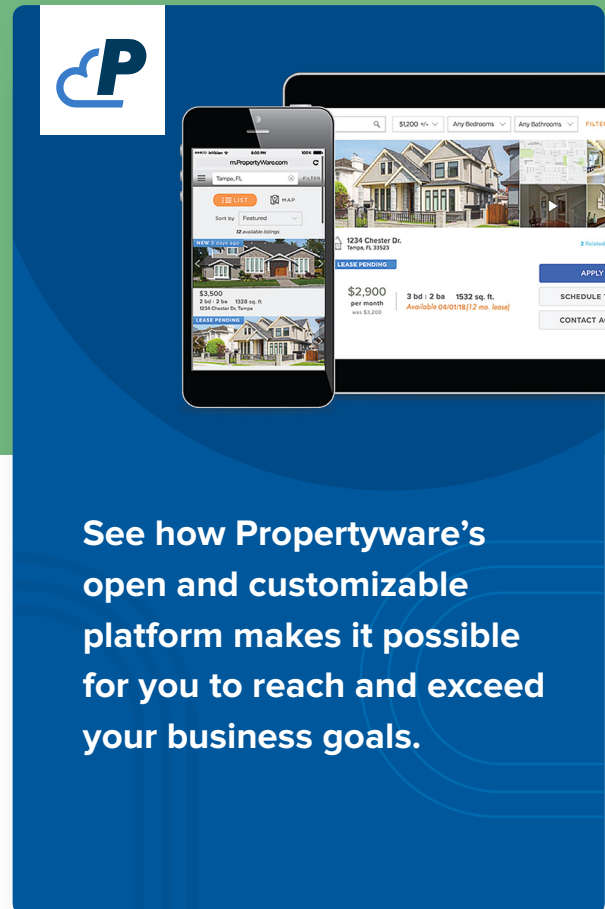
 Financial reporting

 Maintenance request tracking

 Mobile property inspections



See how Buildium's all-in-one platform lets you control your operations, compete on experiences, and thrive.



See how Propertyware's open and customizable platform makes it possible for you to reach and exceed your business goals.

**MARKET CONTEXT:**

960,000 multifamily units are under construction in metros across the country—the largest amount in decades—causing rent growth and occupancy to slow at the upper end of the rental market. However, the shortage of low- and moderately-priced rentals is expected to continue.

(Source:

[Joint Center for Housing Studies](#))

SECTION 4

PMCs' Evolving Relationships with Residents

What's going on: Property management companies are devoting more resources to resident retention as the rental market cools and the supply of new apartment units grows. To hold onto their best renters, property managers are searching for ways to improve the resident experience, including providing high-quality services, renovating units, and limiting rent increases.

They're also more focused on tenant screening to ensure they're signing renters who can afford to stay in the long term, including in the event of an economic downturn.

IN THEIR WORDS

Challenges PMCs Face

"Retaining great tenants. Increasing communications/relations between tenants and staff. Using value-added renovations to assist in keeping great tenants. Making sure we understand what our tenants need and supplying those needs."

MACON, GA

"The biggest issue is finding quality tenants. Having a great screening process is invaluable. The rental market is such that we have no end of applicants, but we spend a significant amount of our time screening them. Our hope is to streamline and fine-tune this process to reach quality tenants and make them want to stay long term."

FORT SMITH, AR

Opportunities PMCs See

"Downtown Memphis is becoming much more competitive, with several hundred units entering the market. We plan to improve retention rates through select tenant events and recognitions (handwritten birthday cards, wine down Wednesday, etc.). By keeping tenants for longer stretches, we can maximize profitability, maximize occupancy, and impress clients."

MEMPHIS, TN

"Making sure every tenant is appreciated and a smiling face greets them on their first visit to our offices and properties."

MACON, GA

Renters' Plans to Move

What's going on: After three years of dramatic fluctuations in the number of renters who chose to stay put or move out, we might finally be seeing signs of normalization.

We asked renters about their moving plans between the mid-point of 2023 (when our survey was run) and the mid-point of 2024. In comparison with last year, more renters plan to stay in their current rental, and the number who plan on moving out closely resembles pre-pandemic leasing seasons.



TRENDS IN RENTERS' PLANS TO MOVE:

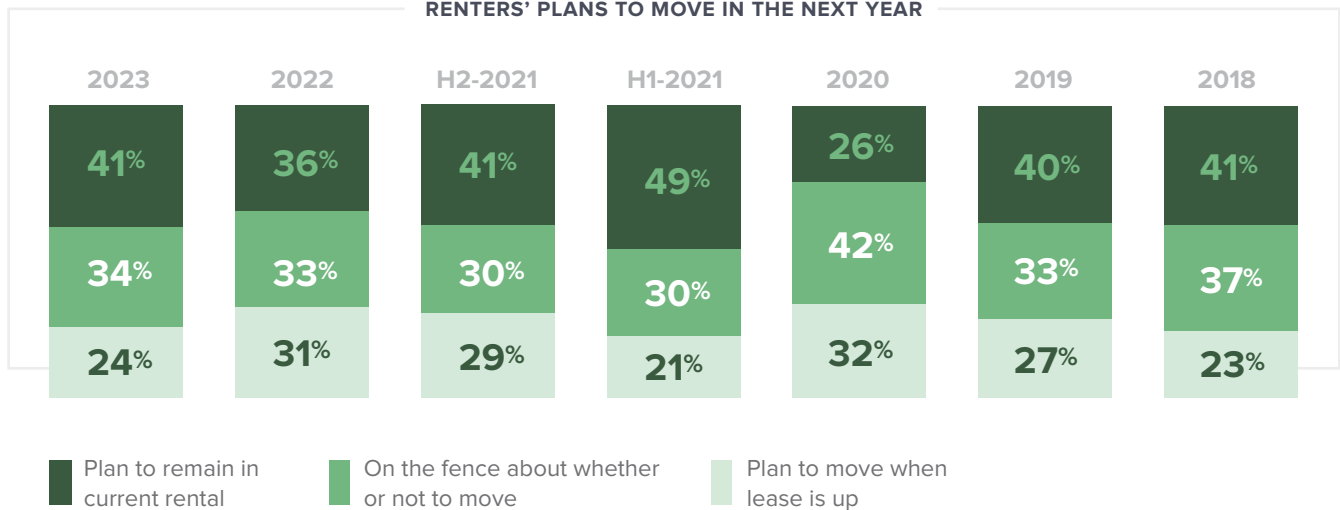
41% of renters planned to stay in their current rental between mid-2023 and mid-2024—an increase of five percentage points since last year.

24% of renters had plans to move when their lease is up, while 34% of renters were still on the fence at the time of our survey.

Apartment renters are slightly more likely to have plans to move out than residents of smaller rental properties, likely due to the increase in multifamily supply.

27% of renters with plans to move out are hoping to buy a home in the next year, a decrease since 2022 as the housing market has slowed.

RENTERS' PLANS TO MOVE IN THE NEXT YEAR



How Can Property Managers Influence Renters' Decision to Move?

Some reasons for moving are beyond property managers' control. But when we asked renters which factors most influence their decision to stay or go, their responses pointed to something important: their perception of value in their current rental.

This perception of value encompasses three main areas:

- ▶ The quality of service they receive from their property manager or landlord
- ▶ The condition of the property and attention paid to maintenance issues
- ▶ The amenities and services that are available to them

Most renters would rather not deal with the hassle and expense of moving if their current rental meets their needs. That means that property managers have inertia on their side, as well as the reality that rent prices tend to be higher for those who are signing a new lease than for those renewing a lease.

With this in mind, property managers should consider reaching out well in advance of the lease's expiration date to find out what might improve residents' experience enough for them to consider renewing.

IN THEIR WORDS

Renters' Advice for Property Managers

"Be open to utilizing technology as a means of communication and rent collection."

AGE 45

"Check in every 6 months at least and see what is new and what you can do to make the experience better."

AGE 22

"Provide much advance notice on intentions to renew, and provide guidelines at move-in for what they deem normal wear and tear. If inspections are performed, provide guidelines for what they are looking for."

AGE 30

"Be proactive in preventative maintenance and upkeep. Enforce rules that are for the betterment of the community."

AGE 56

"Have someone available to communicate with after hours/on weekends."

AGE 33

"Provide flexible payment options and expedient maintenance repairs."

AGE 45

"Look into fixing something the first time it is reported. If it's worth reporting, it is at the very least an inconvenience, or at the very worst, a danger to your residents."

AGE 26

**MARKET CONTEXT:**

In the first quarter of 2023, rent collections in professionally managed apartment buildings hit their highest rate since the start of the pandemic, with 96% of renters paying their rent on time.

(Source:

[RealPage Analytics](#))

Renters' Financial Health

What's going on: Due to their position on the front lines of processes like rent collection and tenant screening, property managers are often the first to know when renters' financial health is in decline. And indeed, in 2023, property managers have flagged three issues in this area:

- 1 **Renter quality** is a concern as high rent prices mean that fewer renters can afford three times the monthly rent with their current incomes. Property management companies are more focused on tenant screening than ever as the pool of qualified renters shrinks, and as the difficulty of evicting non-paying residents grows. In some hot markets, however, rental demand is so strong—and housing inventory is so limited—that the supply of qualified renters is less of an issue when vacancies arise.
- 2 **Collections:** Property management companies are still having trouble collecting rents from the small segment of residents who have struggled to pay throughout the pandemic, and no longer have access to aid programs that previously helped to make ends meet. They worry that should a recession materialize, more residents will experience job instability and have trouble paying.
- 3 **Rent prices** remain a contentious area as property management companies seek to set prices at levels that new and existing residents can afford, and that cover their clients' property expenses. Property management companies play the dual role of providing a level of service that justifies high rent prices for residents, and of convincing their clients to keep prices at reasonable levels in spite of costs that have risen to never-before-seen levels, though rent growth has slowed down significantly in 2023.

**MARKET CONTEXT:**

In the first quarter of 2023, rents in professionally managed apartment buildings rose 4.5% year over year—down from 15.3% one year earlier. Rents for single-family properties increased by 4.3% during the same time period, down from 13.6% the previous year.

(Source:

[Joint Center for Housing Studies](#))

In our own data, we've noticed multiple signs of deterioration in renters' financial health since 2022. More renters are reporting late or missed payments and debt, and fewer are reporting the ability to save, as household incomes have held steady while inflation has remained high.



MARKET CONTEXT:

The number of cost-burdened renters—those whose housing costs exceed 30% of their income—increased to a record 21.6 million between 2019 and 2021. 11.6 million renters are considered severely cost-burdened, spending more than 50% of their income on housing.

(Source: [Joint Center for Housing Studies](#))



TRENDS IN RENTERS' FINANCIAL HEALTH:

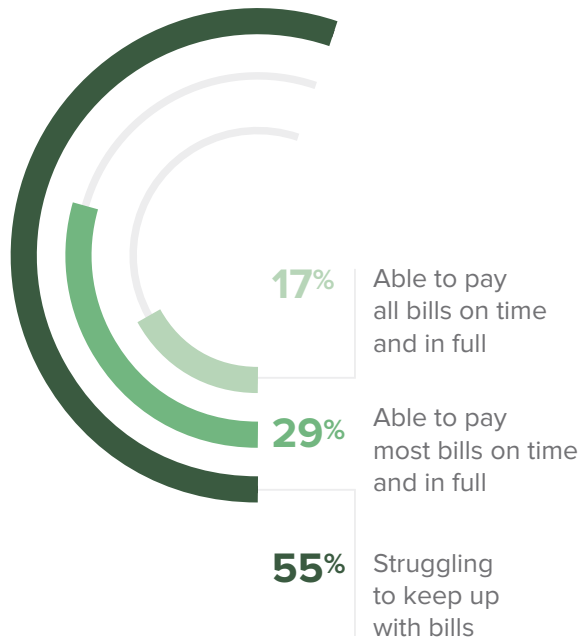
Renter households' incomes have stayed roughly the same since 2022 as inflation has continued to strain affordability. 50% of renter households earn less than \$50,000 per year, and 83% earn less than \$100,000 per year.

Fewer renters are able to pay their bills on time and in full. 55% of renters report that they're able to pay all of their bills on time and in full—a nine-point decrease since 2022. An additional 29% are able to pay *most* bills on time and in full—a decrease of three points in the last year. 17% report that they've had a hard time keeping up with their bills, representing an increase of six points since 2022.

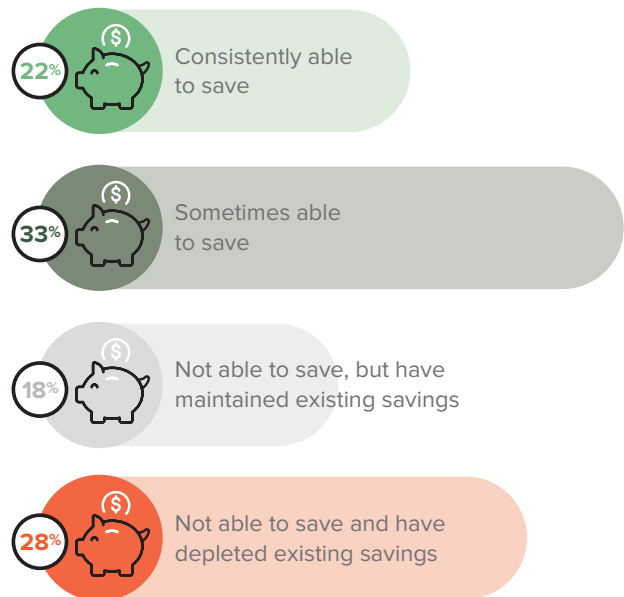
Debt among renters is on the upswing. 79% of renters report having debt, an increase of three percentage points since 2022. The most common forms of debt are a revolving credit card balance, car loans, student loans, and medical debt.

Renters' savings are on the decline. 22% of renters are consistently able to set aside a portion of their income as savings—a decrease of four percentage points since 2022. 28% haven't been able to set aside savings in the last year and have either depleted their existing savings, or never had savings to begin with—an increase of two percentage points since 2022.

RENTERS' ABILITY TO PAY THEIR BILLS



RENTERS' ABILITY TO SET ASIDE SAVINGS



Who Lives in Rental Housing Today?

The Growth of Family Renters, and How to Retain Them

What's going on: For the second year in a row, Multigenerational Households and Couples with Kids are the two fastest-growing household types in the population of renters we survey. Although Couples Without Kids remain the most common type of household in our sample, families are rapidly catching up, thanks to the growth of two household arrangements: families with kids and parents with adult children living together in rental housing.

As households grow slightly larger—and as couples and families continue to be priced out of the housing market—we expect to see demand remain strong for single-family rentals.

THE 6 MOST COMMON TYPES OF RENTER HOUSEHOLDS



Couples Without Kids

27%
and rising



Couples With Kids

18%
and rising



Multigenerational Households

25%
and rising



Roommate Households

12%
and holding steady



One-Person Households

24%
and falling



Single-Parent Households

4%
and holding steady

In 2023, families with kids are more likely to be considering moving out of their current rental by a significant difference of 14 percentage points. How can property managers attract and retain this growing population?

- 1 **Highlight family-friendly features in the neighborhood, community, and unit.** For example, is there a playground or highly-rated school nearby? Will the layout of the unit allow a larger family to spread out and enjoy the space?
- 2 **Make the unit more accessible to residents' evolving needs.** Take steps to child-proof the unit by covering up unused outlets, padding sharp corners, etc. Consider making the unit more accessible for residents with mobility issues.
- 3 **Give residents some of the benefits associated with homeownership.** You could enable them to feel more at home by allowing them to adopt a pet, hang pictures, or paint the walls; and allow them to build their credit by having on-time rent payments reported to credit bureaus.
- 4 **Provide incentives to move to another unit in your network,** since young families move around more frequently than other demographics. Consider simplifying the processes or bringing down the costs involved in applying for a rental and moving in.

Renters' Reasons for Renting

In 2023, there are two leading reasons why residents rent their homes:

1 in 2 renters would prefer to own a home, but rent out of financial necessity—a rate that's increased as the housing market has become less accessible to many Americans over the last few years.

Nearly 1 in 3 renters rent because their current rental meets their needs and they don't want to deal with the hassle of moving. This rate has also increased as renewal rents have remained more affordable than rents on new leases.

RENTERS' REASONS FOR RENTING

50%

Finances prevent them from buying a home

29%

Current rental meets their needs/don't want to move

21%

Don't want the responsibility of maintaining a home

21%

Like the flexibility renting gives them

16%

Prefer to live in a centrally located neighborhood

12%

Like the amenities/community they have access to

Where Renters Want to Live

The Increasing Influence of Neighborhood Characteristics & In-Unit Amenities

What's going on: For multiple years now, we've seen renters prioritizing the characteristics of their neighborhood and the amenities in their rental unit over shared community amenities. Renters are gravitating toward neighborhoods that are safe and quiet—though still convenient to stores and restaurants—leading half of the renters we surveyed to rental properties in the suburbs.

When it comes to the amenities within their rental unit, renters are looking for a space with all the comforts of home, from air conditioning and a washer and dryer to the option to own a pet—features that have drawn a third of the renters we surveyed to single-family rentals.

Community amenities like a fitness center or pool still hold appeal to residents; they're just seen as perks rather than necessities for today's cost-conscious renters.

THIS YEAR'S MOST DESIRABLE AMENITIES & CHARACTERISTICS

- 1  Safe neighborhood
- 2  Air conditioning
- 3  In-unit washer & dryer
- 4  High-speed internet
- 5  Quiet neighborhood
- 6  Option to have a pet
- 7  Dishwasher
- 8  Parking
- 9  Proximity to stores & restaurants
- 10  Private outdoor space



THE 5 GENERATIONS:
 Generation Z:
 Born in 1997–2012

Millennials:
 Born in 1981–1996

Generation X:
 Born in 1965–1980

Baby Boomers:
 Born in 1946–1964

Silent Generation:
 Born in 1928–1945

(Source:
[Pew Research Center](#))

Today, 90% of renters are interested in completing at least some (if not all) rental processes online—an increase of 19 percentage points since 2021.

Renters' Technology Preferences

Over the last two years, we've seen a sea change in renters' level of comfort with technology. Today, 90% of renters are interested in completing at least some (if not all) rental processes online—an increase of 19 percentage points since 2021.

This preference for digital processes cuts across generations: It's not surprising to see that 96% of Generation Z, 94% of Millennials, and 89% of Generation X renters would like to complete rental processes online. However, so do 82% of Baby Boomers and 72% of Silent Generation renters, showing just how much residents' sense of familiarity with online methods of paying rent, communicating, submitting maintenance requests, and signing leases has improved since the start of the pandemic.

TRENDS IN RENTERS' TECHNOLOGY PREFERENCES:

Payments: 61% of renters would like to be able to make rent payments online, an increase of nine percentage points since 2022 and 20 points since 2021.

Communications: Text messaging is now the preferred method of contact for 59% of renters, a sizable increase of 13 points since 2022 and 22 points since 2021. Email remains the second-most-preferred method of contact.

Resident portals: 70% of renters say that it's important to them that their property manager or landlord provide access to an online resident portal where they can pay rent, submit maintenance requests, and complete other rental processes.

Renters' interest in completing the following processes online has increased significantly since 2022:

Applying and qualifying for a rental property: **+9 percentage points**

Making rent payments: **+9 points**

Searching for rental properties: **+8 points**

Communicating with their PMC: **+8 points**

Setting up utilities and paying bills: **+8 points**

Filing and tracking maintenance requests: **+8 points**

Signing and viewing their lease: **+7 points**

Having rent payments reported to credit bureaus: **+6 points**

How to Deliver the Features & Information Renters Want Without Slowing You Down

The right property management software will allow your residents to take care of all of their needs on their own schedule, without adding unnecessary tasks to your team's plate. Give renters access to all of the features they want in one central location, including:



Online payments



Renters insurance



Maintenance request tracking



Document signing, sharing and storage



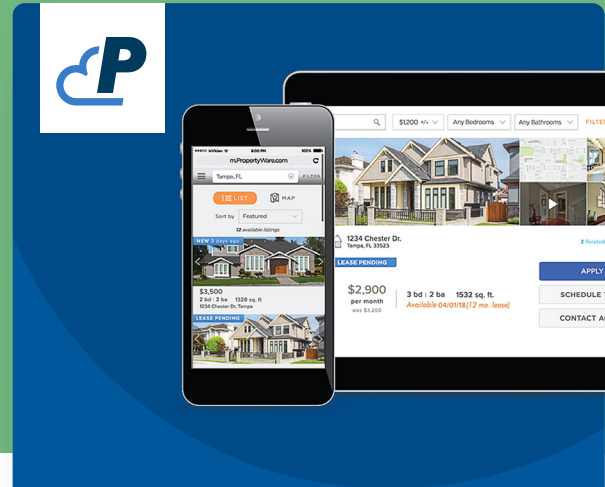
Text and email communications



Online rental listings and applications



See how Buildium's all-in-one platform lets you control your operations, compete on experiences, and thrive.



See how Propertyware's open and customizable platform makes it possible for you to reach and exceed your business goals.



SECTION 5

Takeaways

- 1 Property management companies are searching for new ways to grow** as their plans for portfolio expansion outpace those of many rental owners, who are being held back from growing at their preferred pace by high property prices and interest rates. As a result, in addition to encouraging their current clients to grow, many property management companies are actively recruiting new, growth-oriented clients. They're also considering expanding by acquiring other companies' portfolios, purchasing or building properties of their own, or broadening the services they provide.
- 2 Rising costs continue to strain property management companies and their clients**, from increased insurance premiums and property taxes to higher prices on materials and labor. As a result, companies are focused heavily on operating as efficiently as possible and finding new sources of revenue. Rising costs have rental owners searching for ways to improve their margins. This has resulted in a very small decrease in the number of rental owners working with a property manager, though overall, the complexity of operating a rental property in today's environment means rental owners are more reliant on property managers' expertise than ever.

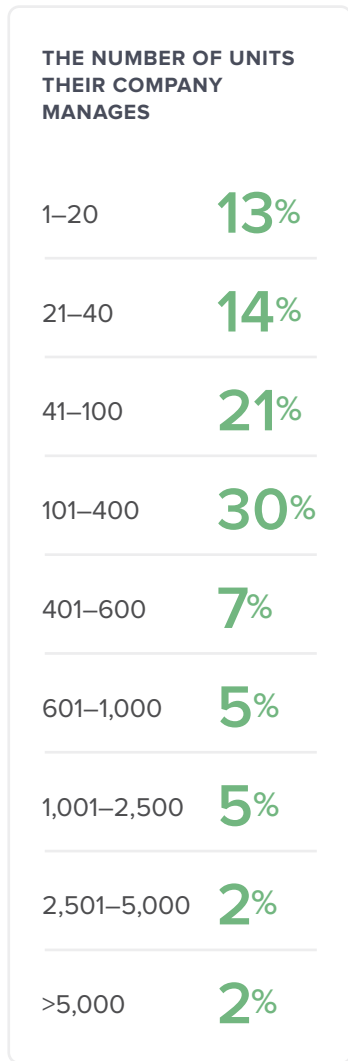
- 3** **Property management companies of all sizes are facing competition** from real estate agencies dabbling in property management as the sales market has slowed. Smaller property management companies also continue to face competition from larger firms that are able to offer lower prices due to economies of scale. In response, small and mid-sized companies are differentiating themselves from the competition by offering more personalized, tech-enabled customer service, and many are considering expanding their offerings to ensure they meet the full range of their clients' needs.
- 4** **Companies are devoting more resources to resident retention** as the rental market cools and the supply of new apartments grows. Property managers are searching for ways to improve the resident experience to hold onto their best renters, including providing high-quality services, renovating units, and limiting rent increases. They're also more focused on tenant screening to ensure they're signing tenants who can afford to stay in the long term, including in the event of an economic downturn.
- 5** **Technology has never occupied a more pivotal role** in property management companies' operations—or in the employee and customer experience—than it does now. By reducing the time spent on manual processes, property management software makes it possible for companies to focus on expansion without reducing the quality of their customer service, compensate for rising costs that threaten their margins, and navigate the ongoing labor shortage. Renters and rental owners have also grown significantly more comfortable with technology during the pandemic, and have come to expect to be able to complete a variety of transactions online.



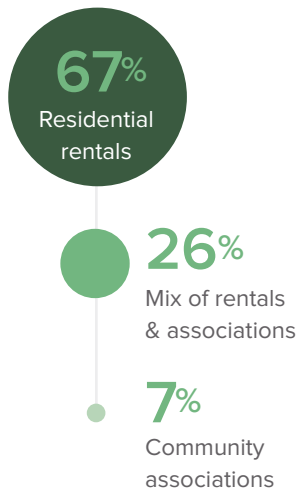
About Our Respondents

Our Property Manager Respondents

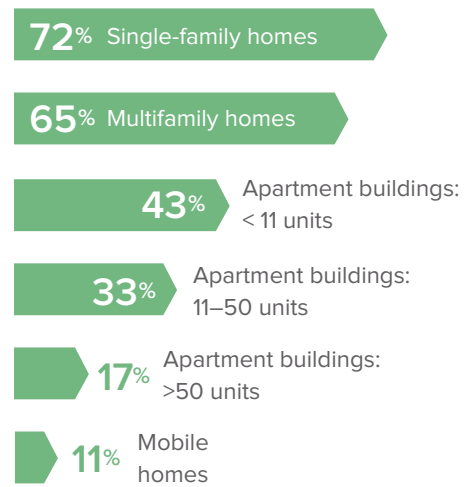
We conducted our survey of property management professionals in May and June of 2023. Our 1,885 participants were drawn from the Buildium, NARPM, and Propertyware databases.



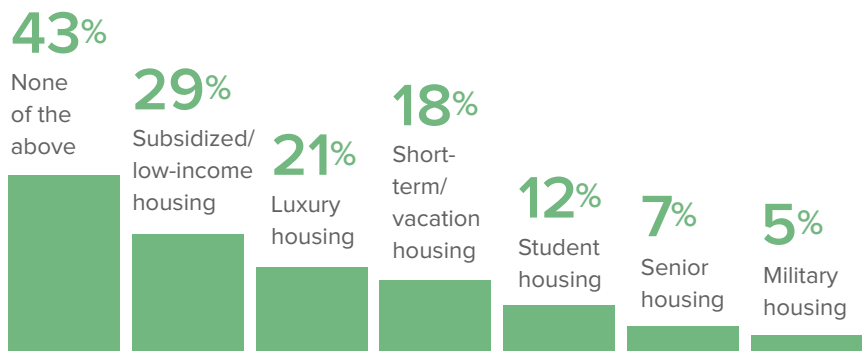
THEIR COMPANY'S PORTFOLIO TYPE



THE PROPERTY TYPES THEIR COMPANY MANAGES



THE RESIDENTIAL PROPERTY TYPES THEIR COMPANY MANAGES



THE PRIMARY METRO AREA WHERE THEIR COMPANY OPERATES

- 1 Los Angeles, CA
- 2 New York, NY
- 3 San Diego, CA
- 4 Chicago, IL
- 5 Miami, FL
- 6 Atlanta, GA
- 7 Phoenix, AZ
- 8 Detroit, MI
- 9 San Antonio, TX
- 10 Tampa, FL
- 11 Houston, TX



WHOSE PROPERTIES THEIR COMPANY MANAGES

- 29% Other investors' properties
- 31% Own investment properties
- 40% Mix of own & other investors' properties

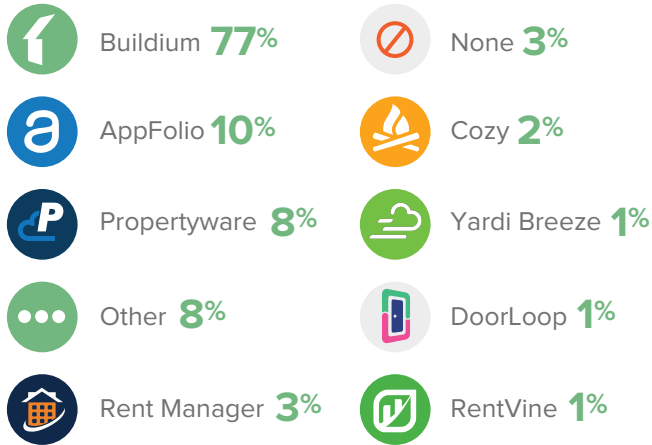
THE SIZE OF THEIR TEAM (INCLUDING THEMSELVES)

- 1 18%
- 2 19%
- 3 to 5 30%
- 6 to 10 15%
- 11 to 15 6%
- 16 to 20 3%
- >20 10%

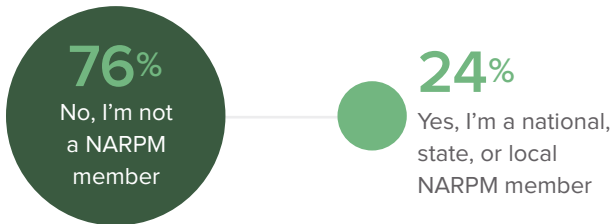
HOW MANY OFFICE LOCATIONS THEIR COMPANY HAS

- 0 21%
- 1 58%
- 2 to 5 16%
- 6 to 10 3%
- 11 to 20 1%
- >20 1%

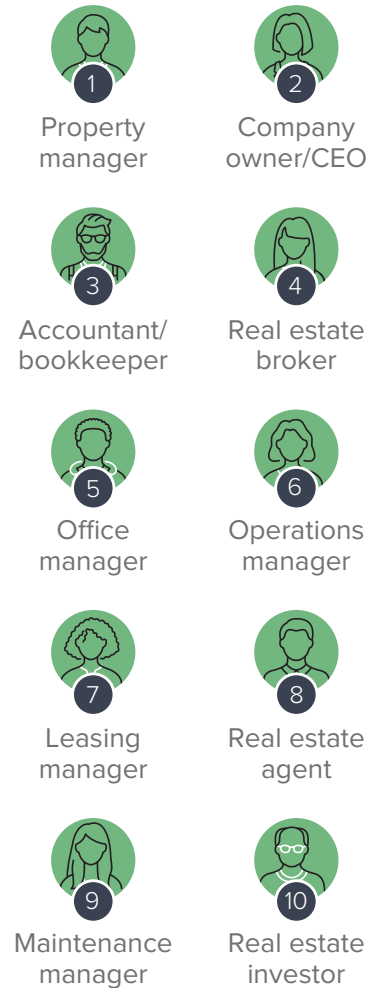
THE PROPERTY MANAGEMENT SOFTWARE THEIR COMPANY USES



RATES OF NARPM MEMBERSHIP AMONG OUR RESPONDENTS



TOP 10 JOB TITLES AMONG OUR RESPONDENTS



The Value of NARPM Membership

“A property manager invited us to a NARPM meeting when we first started our company. This was the most important thing for our success. The people we met, experienced property managers that gave us tools to succeed and continue to be a support system for us, [have] been extremely important.”

“NARPM has helped me take our property management division to the next level through education, meetings, and workshops.”

“The organization provides outstanding services to its members and [is] always there to help if you have a question or a concern. I simply would not want to do what I do without them.”

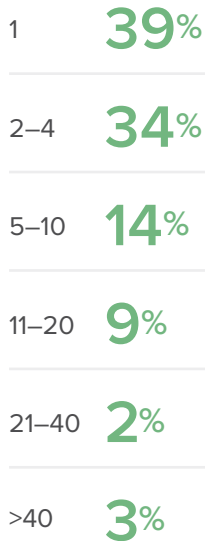
“NARPM membership enhances one's professional credibility and industry recognition. The organization requires members to adhere to certain ethical and professional guidelines, which convey professionalism and commitment to clients, landlords, and other business partners.”

“Being able to learn from other professionals on how they run their businesses has been extremely beneficial to my career and for our company.”

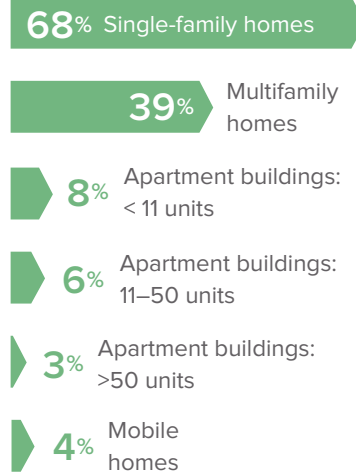
Our Rental Owner Respondents

We conducted our survey of small-portfolio rental property owners during the first quarter of 2023, recruiting our 207 participants from the All Property Management database.

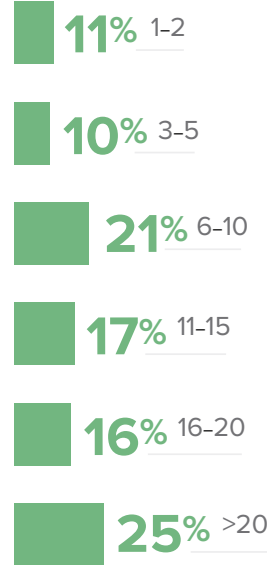
THE NUMBER OF RENTAL UNITS THEY OWN



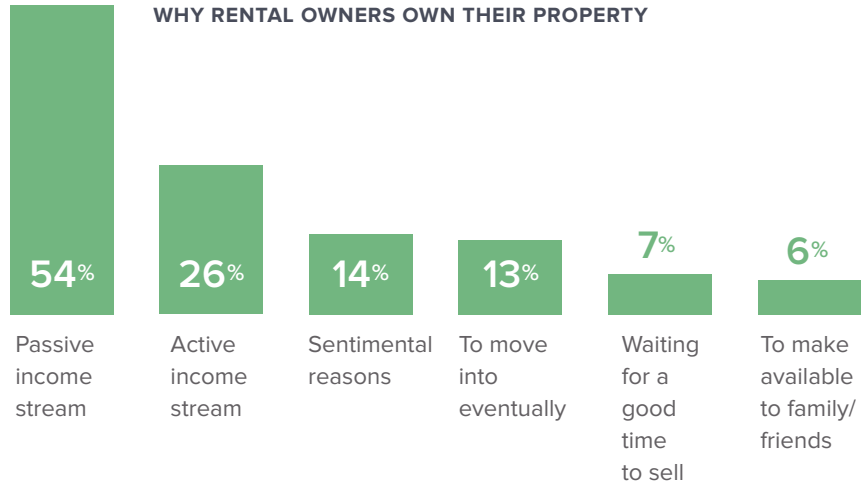
THE RENTAL PROPERTY TYPES THEY OWN



FOR HOW MANY YEARS THEY'VE OWNED RENTAL PROPERTY



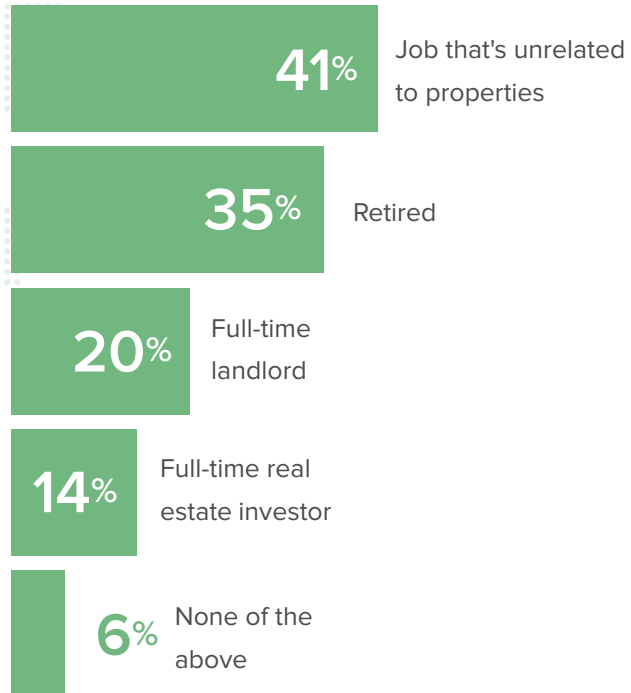
WHY RENTAL OWNERS OWN THEIR PROPERTY



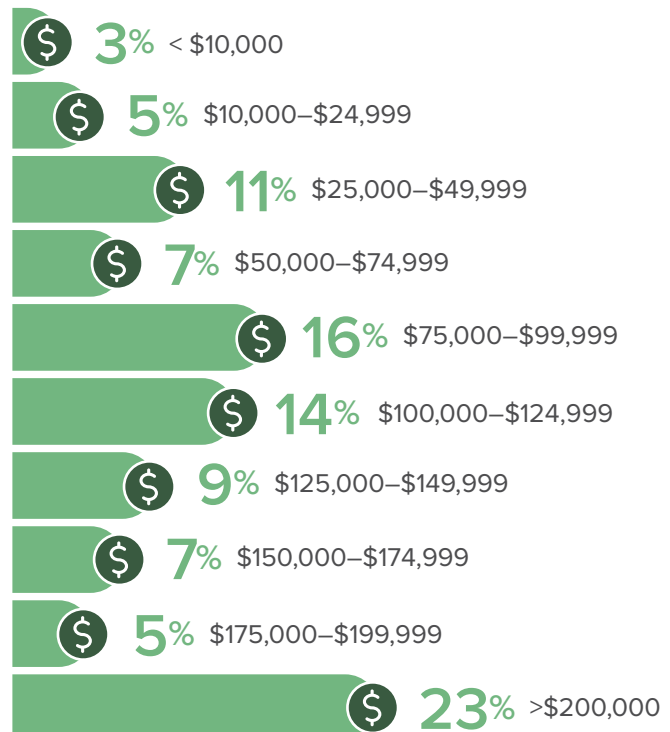
THE TOP METRO AREAS WHERE THEY OWN RENTAL PROPERTY

- 1 Los Angeles, CA
- 2 San Francisco, CA
- 3 Chicago, IL
- 4 Phoenix, AZ
- 5 Riverside, CA
- 6 Orlando, FL
- 7 Boston, MA
- 8 Washington, DC
- 9 Tampa, FL
- 10 Baltimore, MD
- 11 Minneapolis, MN
- 12 New York, NY
- 13 Arlington, VA

WHAT RENTAL OWNERS DO FOR WORK



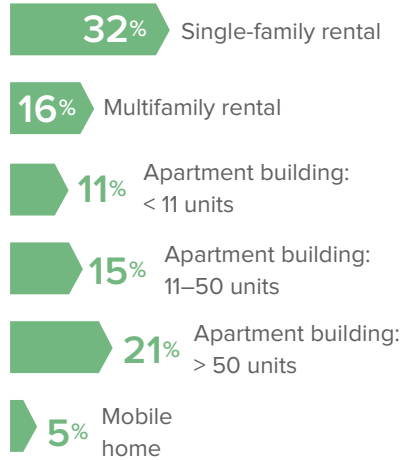
RENTAL OWNERS' HOUSEHOLD INCOME IN 2022



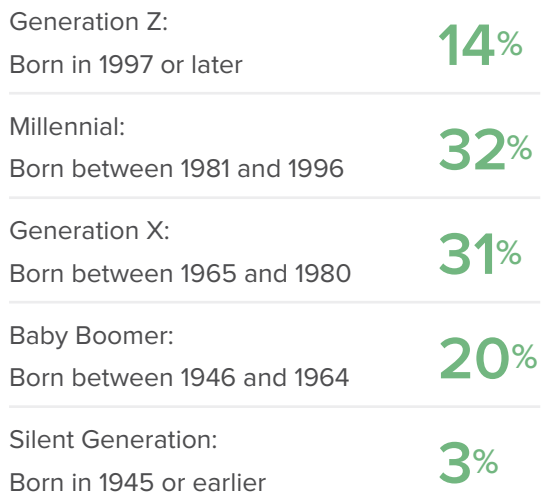
Our Renter Respondents

We conducted our survey of U.S. adults who rent their homes during the second quarter of 2023, recruiting our 1,578 respondents through SurveyMonkey.

THE PROPERTY TYPE RENTERS LIVE IN



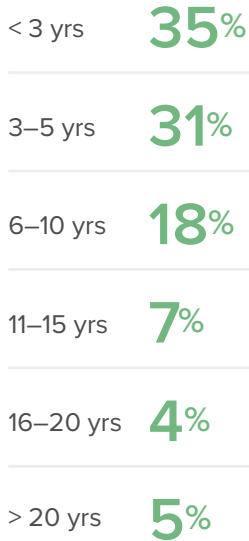
HOW OLD OUR RESPONDENTS ARE



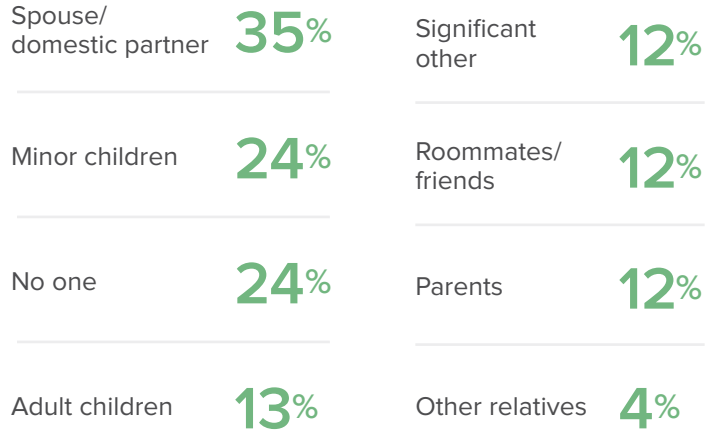
TOP METRO AREAS WHERE OUR RESPONDENTS LIVE

- 1 Los Angeles, CA
- 2 New York, NY
- 3 Chicago, IL
- 4 San Francisco, CA
- 5 Dallas, TX
- 6 Seattle, WA
- 7 Newark, NJ
- 8 Riverside, CA
- 9 Boston, MA
- 10 Philadelphia, PA

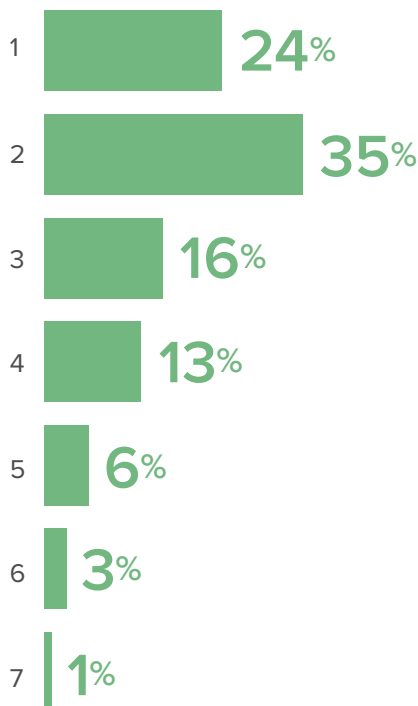
RENTERS' TENURE IN THEIR CURRENT PROPERTY



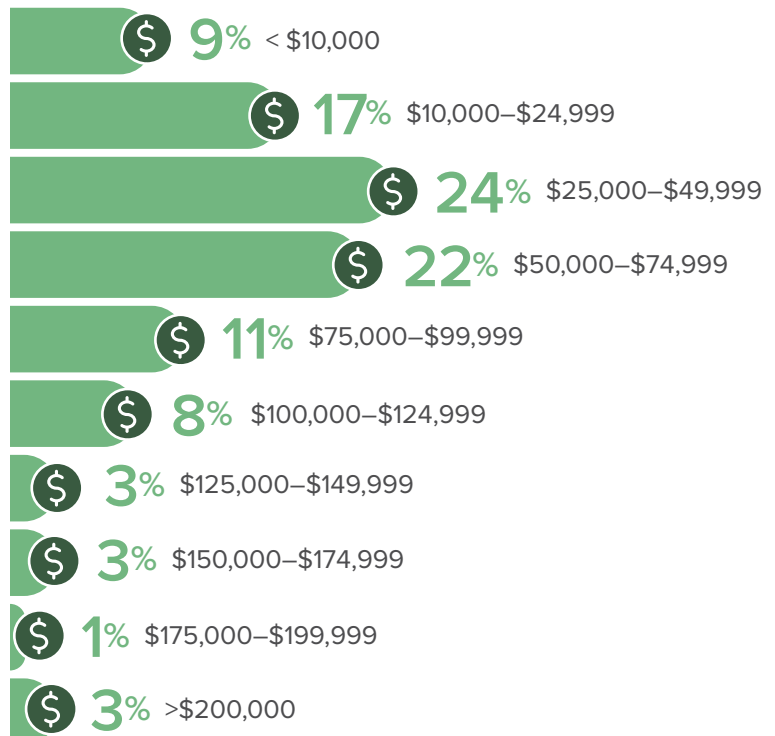
WHO LIVES IN RENTERS' HOUSEHOLDS



HOW MANY PEOPLE LIVE IN RENTERS' HOUSEHOLDS



RENTERS' HOUSEHOLD INCOME IN 2022





Buildium®

Buildium, a RealPage company, delivers an industry-leading, cloud-based property management platform that lets managers of residential rental and association properties take control of their business, whether in the office or fully remote. Backed by expert advice and relentless support, Buildium outfits property management businesses with intuitive software that's the perfect balance of simplicity and sophistication. Buildium services customers in more than 50 countries, totaling over 2 million residential units under management.

Propertyware®

Propertyware, a RealPage company, is a powerful, customizable, and open software solution designed to help single-family property management companies run their business their way. Propertyware provides unmatched customization, an open API for two-way data exchange, portfolio-level accounting and reporting, and the industry's ideal solution for multi-regional expansion and growth, allowing managers to easily monitor local operations and view holistic reporting.

The National Association of Residential Property Managers®

Established in 1988, NARPM is the only national organization focused primarily on residential property management. NARPM is committed to bringing the highest level of professionalism and ethics to the property management profession. Education is a fundamental component of the organization, with a growing number of classes and materials being developed for members. In addition to the many educational opportunities at local, state, and national conferences, NARPM has developed a core of courses that are required to earn NARPM designations. Learn more about joining the organization on their website: narpm.org/join

