

 **SOLUTIONS**



Your **Guide to
Property Management
KPIs!**

www.vpmsolutions.com

Property Management **Company** KPI's



% Growth Rate (Doors gained - Doors lost / beg door count)



% Churn Rate (Doors lost / beg door count)



Of Leads



% Of opportunities / Leads



% Of labor cost



Of doors / team member



% Revenue increase/ Decrease month over month



Revenue per unit



% Revenue — resident fees



% Revenue — owner fees



% Revenue - Management fees



Average Rent



Days on Market



Online score

Property Management **Marketing** KPI's



Marketing Department

- # Leads
- % Opportunity / Leads
- Cost per lead
- Cost per opportunity
- Cost per lead per strategy
- Cost per opportunity per strategy
- Online review rating



Social Media Manager

- # Of likes / % growth in likes
- # Of shares / % growth in shares
- # Of followers / % growth in followers
- # Of leads
- Online review rating
- # Of social posts



Website Marketing

- Website Google Ranking
- Keyword Google Ranking
- Session Traffic
- % Of session traffic monthly
- % Of new contacts
- Number of page views



Lease Marketing

- # Of lease leads
- Cost per lead
- Cost per lead per strategy

Property Management **Sales** KPI's



Sales Manager

- Conversion rate
- # Of units
- Average \$ sale
- Average days to close
- Client acquisition cost



BDM

- % of meetings to conversions (owners signed)
- % of meetings to conversions (units acquired)
- % of ancillary sign ups



Inside Sales Report

- Average response time from inquiry
- % of calls answered
- % of calls to meetings



Sales Activities

- Outbound owner calls
- Inbound owner calls
- Outbound texts
- Bomb bombs
- In person meetings
- Virtual meetings



Prospecting Activities

- Agent/Broker calls
- FRBO Calls
- Other referral source calls (mortgage, title, CPA, insurance, etc)
- Bigger pocket connections
- LinkedIn connections
- Broker or agent meetings
- Events attended



Content Creation

- Videos posted
- Internally created graphic or photo posted
- Review with name mentioned

KPI's Provided by www.bizdevmastermind.com

Property Management **Operations** KPI's



Operations Department

- Average length of stay – Resident
- Average length of stay – Property Owner
- # Units / PM
- # Units / ops team member
- Operational cost per unit
- % Of resident on benefits package
- Resident customer satisfaction score
- Owner customer satisfaction score



Lease Renewal

- % M2M Leases
- % Inspections > 30 days old
- % Of resident self-inspections
- % Of inspections with work orders



Maintenance

- % Of calls answered
- % Of open work orders > 15 days
- % Of open workk orders > 7 days
- Customer satisfaction score
- # Of online reviews
- # Of Turn Days
- # Of Turn Days – Owner Turn
- Average cost of turn
- Average cost of maintenance
- % Of denied work orders
- % Of Owner Turns
- % Of home warranty WO
- % Of owner own vendor WO
- % Of call backs
- % Of Turns not completed on first walk



Vendor KPIs

- vendor csat
- Average days to accept a WO
- Average days to schedule a WO
- Average days to complete WO



Move In

- % Of move ins using utility concierge
- % Of move ins with turn challenges
- Average days from approval to lease signed
- Average days to receive SD from approval
- Average days from SD to move in
- Customer satisfaction score
- Online reviews



Move Out

- % Of holdovers
- % Of sec deposit disputes
- % Of move outs that sent photos/receipts
- % Of move outs that received full deposit
- % Of move outs with forwardig address



Office Admin

- % Of calls answered
- % Resident calls
- % Owner calls
- % Resident calls (maintenance, payment, lease, pet, other)
- % Owner calls (maintenance, owner statement, lease renewal, etc)



Collections

- % Rent collected
- % Of online payments
- Total delinquent
- Eviction > 30 days
- % Of residents delinquent
- Total rent roll
- Average rent per door
- % Of residents in eviction status
- % Of evictions completed all the way through
- % Of evictions that took cash for keys



Field Technician

- # Of days from move out to walk property
- # Of days from make ready completed to walk



Accounting

- % Of owner statement calls / statement
- Reconcile date
- Average days to complete Security Deposit disposition
- Date books closed
- Date financial reports completed



Onboarding

- # Days to onboard
- % Of complete files
- Customer satisfaction rating

Property Management **Leasing** KPI's



Leasing

- Vacancy rate
- Days on market
- Average lease amount
- % Of active listings
- % Calls answered
- # Days to get lease prepared



Application

- % Of evictions PM approved
- % Of evictions inherited
- % Of evictions with risk mitigation
- # Of Days to process application
- # Days to get property listed



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