

MONTHLY



Property Maintenance Operations

# Benchmarking Report



**April 2025**

Your monthly source of truth for trends in property maintenance operations,  
gathered from Property Meld data from over 9.3 million work orders

## Property Maintenance Operations

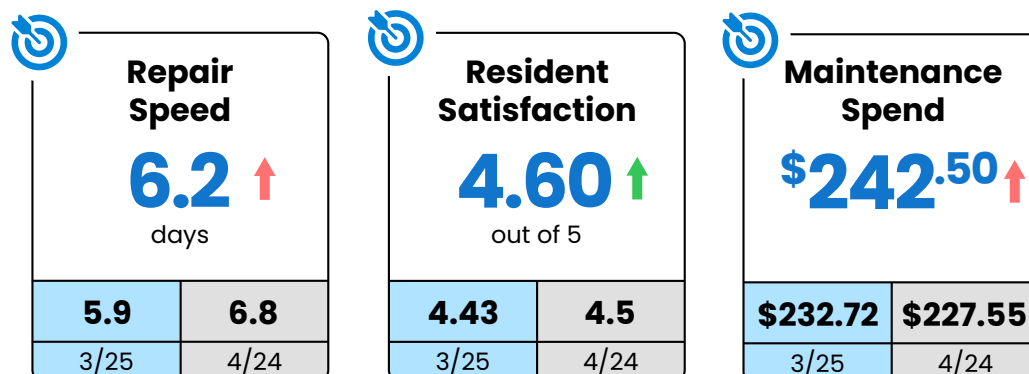
# Benchmarking Report

This month's insights reveal a powerful link between maintenance performance and resident renewals. Our recent data shows that maintenance activity is more than just operational; it plays a key role in influencing lease length and resident churn.

Operators now have an opportunity to act earlier. By using maintenance trends as early indicators, you can identify at-risk leases before residents decide to leave. This shifts the focus from reacting to move-outs to proactively improving retention.

Use this data to evaluate how your current maintenance strategy supports long-term resident satisfaction and where improvements could strengthen your results.

## Staple Benchmarks

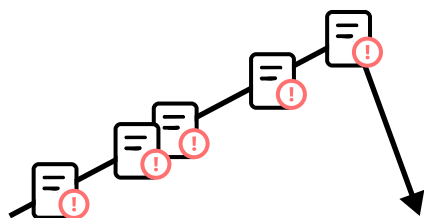
 Compared to last month & last year

The reason we have chosen these three metrics as our staple benchmarks is that they are arguably the most crucial health checks of your maintenance process. Speed of repair is more than just a maintenance metric, it's one of the most reliable indicators of resident satisfaction, renewals, and ultimately, portfolio health. When repair timelines stretch beyond **6.8 days**, churn increases, reviews dip, and investors start waving red flags.

Resident satisfaction is another key KPI tied closely to repair speed and quality. **Scores between 4.2 and 4.6 out of 5 are the benchmark.** Lower scores? It's time to dig into satisfaction data by category. You might find that HVAC requests are dragging you down while one technician is consistently earning five stars. On the financial side, tracking maintenance spend is crucial to defending cost performance to your investors and staying competitive in the marketplace.

## Other Key Curiosities

### The link between first-year work orders and one-year resident churn



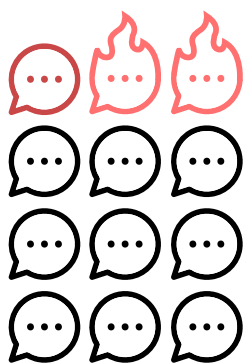
New data reveals a clear connection between the number of work orders submitted during the first year of a lease and the likelihood that a resident will not renew after one year.

When a resident submits 5 Melds in their first year, the risk of lease churn rises to **28.14%**. Even after just 8 more Melds that year, the risk increases **8 additional percentage points**.

On average, properties generate 0.4 work orders per unit each month, or about 4.8 per year. If a resident submits more than that, it could be an early sign of dissatisfaction and a potential churn risk.

Turnover speed is often the metric that gets the most attention, but the data shows that the quality of the turn has a bigger impact. Poor quality turns can lead to repeat work orders, frustrated residents, and ultimately higher turnover.

### The connection between communication and resident churn



There is a strong link between how you communicate with residents and how satisfied they are. Keeping residents informed during the repair process leads to better experiences. But can the volume of communication actually predict whether a resident will renew their lease?

Up to **10 chat messages** on a work order has little impact on churn risk. But once a conversation exceeds 10 messages, the likelihood of churn starts to rise. At 18 messages, the one-year churn rate reaches 31.52%.

This includes all communication between residents, vendors, and internal teams. Property Meld captures every interaction, in every form, giving you full visibility to spot issues before they escalate.

This pattern suggests that excessive communication could be a signal of deeper issues. These might include a lack of detail at intake, a complex repair that requires multiple visits, or a resident who feels they are not being kept in the loop.

## How work order priority impacts resident retention

Medium Priority

**25.07%** Churn risk

High Priority

**36.64%** Churn risk

Not all work orders are created equal. When a resident submits a maintenance request, it is assigned a priority level. That priority may influence whether the resident chooses to renew.

Our data shows that residents with a majority of medium-priority work orders have a one-year churn rate of **25.07%**. When the majority of work orders are higher-priority, that churn rate increases to **36.64%**.

In contrast, residents who do not experience high-priority issues are less likely to churn. Fewer urgent repairs often point to a smoother living experience and higher satisfaction.


Tracking not just frequency but the severity of issues gives operators the context they need to respond effectively. When you know a resident is at risk of not renewing, understanding whether they're dealing with minor inconveniences or major recurring problems helps you prioritize the right actions and make more informed decisions.

## Action Items For Property Management Operators

To get the most out of this benchmark data, here are four practical steps property management companies can take to enhance their property maintenance operations (PMO) and drive better outcomes:

### 1. Track Melds per unit during the first lease year

Use Property Meld to track how many work orders each resident submits in their first 12 months. If that number begins to exceed the average benchmark of 4.8, flag it as a potential churn risk and investigate the cause. Early action, such as a proactive follow-up or targeted service, can help retain that resident.

 Set up a dashboard filter for New Move-ins to track activity within the first year

## 2. Improve work order intake to reduce excessive communication

Too many messages often result from unclear or incomplete intake. Train your team to collect thorough, accurate details at the start of a request. Tools like MAX™ can help you reduce unnecessary back-and-forth and ensure faster, more effective repairs.

⚡ MAX™ for intake & triage

## 3. Audit the mix of work order priorities by resident and react

Review each resident's maintenance history to identify those with a high number of high-priority requests. These residents are more likely to leave. But don't stop at volume. Look deeper into the underlying causes, such as recurring issues, aging infrastructure, or delayed repairs. If a resident has experienced multiple high-priority problems, your response strategy should adapt. That might mean assigning vendors with faster response times, reducing lead times, or prioritizing those with higher satisfaction scores.

⚡ Resident Maintenance History

## 4. Monitor repair communication to stay within a healthy range

Set a target threshold for communication volume per work order. Conversations that go beyond 10 messages may point to issues with intake accuracy, complex repairs, or resident frustration. Use this signal to review problem areas and improve both the maintenance process and the resident experience.

⚡ Insights Overview > Chat Messages Per Completed Meld

**Take Action Now** If you'd like to learn more about how your maintenance process compares to the benchmarks outlined in this report, schedule a time to chat with one of our maintenance experts.

[Schedule a Call](#)



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