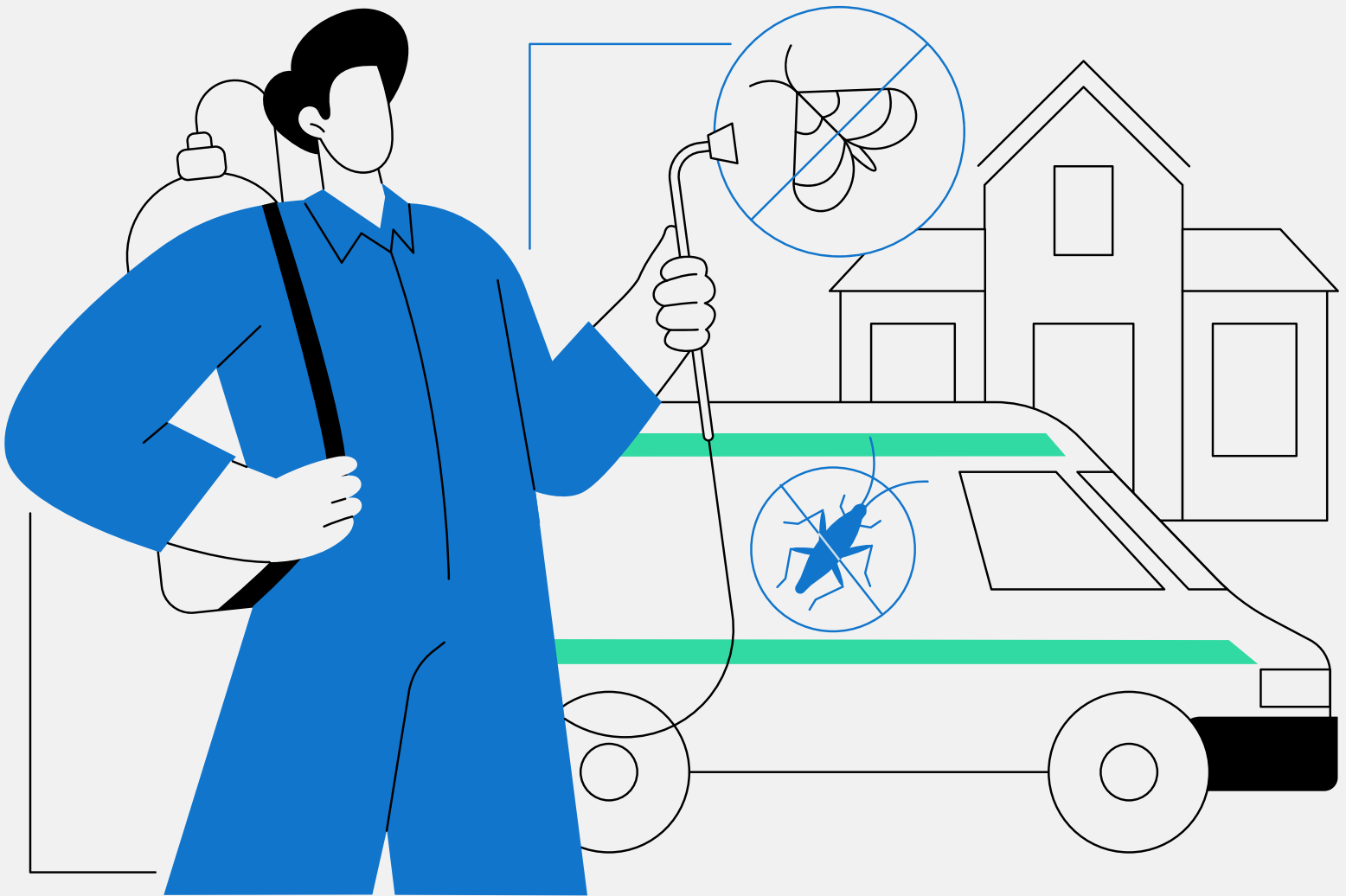


MONTHLY



Property Maintenance Operations

# Benchmarking Report



**July 2025**

Your monthly source of truth for trends in property maintenance operations, gathered from Property Meld data from over 10 million work orders.

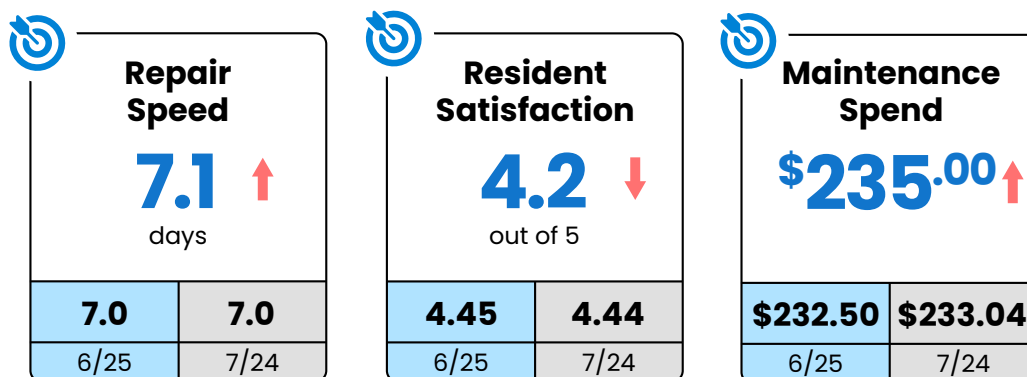
## Property Maintenance Operations

# Benchmarking Report

We focus on three key metrics each month because they offer the clearest snapshot of your maintenance operation's health: repair speed, resident satisfaction, and maintenance spend.

July saw a slight increase in repair speed, rising to 7.1 days compared to 7.0 days in both June and July of last year. While the shift is small, it pushes repair times just above the critical 6.8-day threshold where resident satisfaction tends to dip and churn risk increases. If your average is following a similar trend, now is the time to take a closer look at technician bandwidth, scheduling gaps, and open backlog. Staying below that threshold is key to protecting renewals and maintaining operational confidence.

## Staple Benchmarks

 Compared to last month & last year

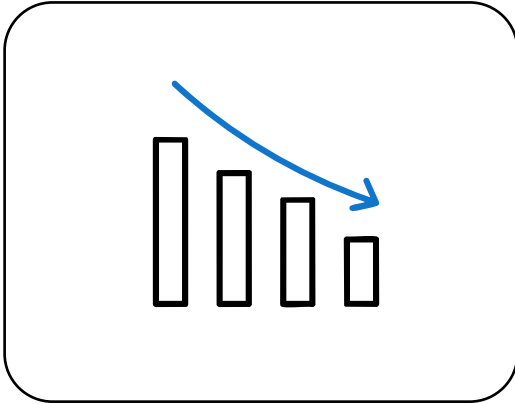
Resident satisfaction softened slightly, averaging **4.2 out of 5**, compared to **4.45** in June and **4.44** a year ago. While 4.2 remains within a healthy range, it's at the lower end. If you're seeing similar dips, consider drilling into categories, like HVAC or plumbing, to pinpoint pain points.

July's average maintenance spend landed at **\$235.00**, up slightly from **\$232.50** in June and **\$233.04** last July. This minor uptick aligns with seasonal expectations, but unlike previous years, the increase has been more controlled. It's a good sign. Stable spend during peak months could indicate better resource allocation, fewer emergency calls, or tighter vendor oversight.



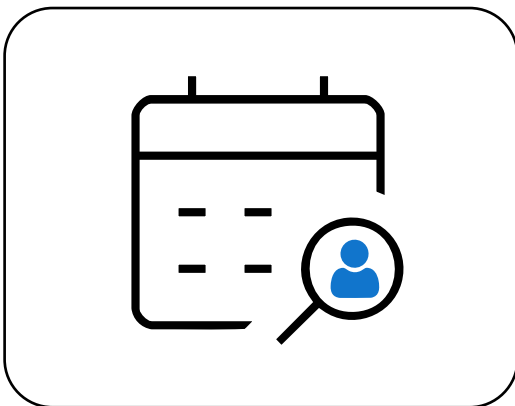
## Other Key Curiosities

### What's behind the drop in work orders per unit?



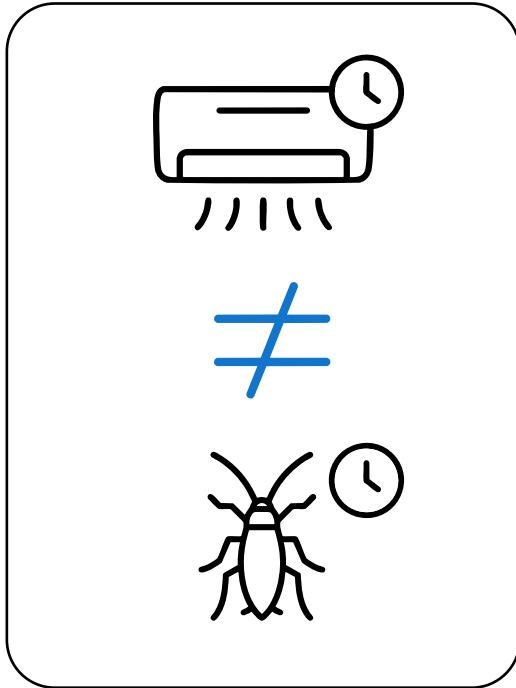
While July is typically one of the busiest months for maintenance, the work order generation rate tells a different story. Work orders per unit dropped by **16.1% in July 2025, down from 17.5% in June and 20.4% in July of last year**. This continued decline could point to greater operational efficiency or success with preventative maintenance. Understanding what's behind this trend is essential for avoiding deferred maintenance and keeping resident satisfaction from slipping quietly.

### Early repairs could be sealing churn decisions



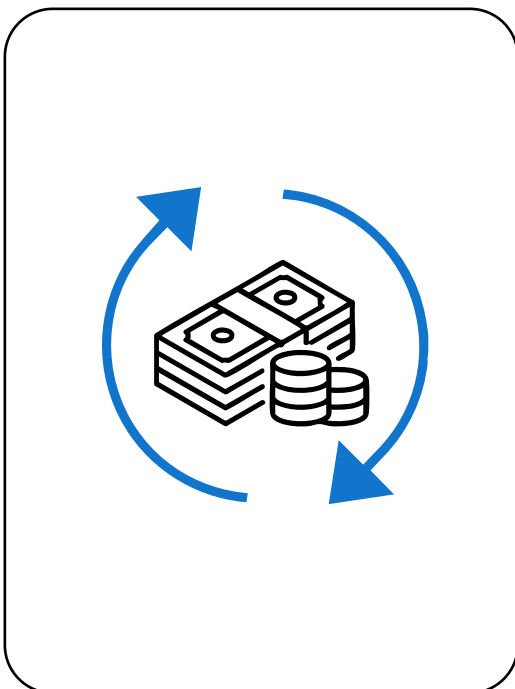
New data shows that early maintenance experiences, particularly in the first 90 days, may have a greater impact on retention than previously understood. Residents who experienced air conditioner repairs during this window were **98.5% more likely to churn** than those who didn't. Water heater failures and toilet issues followed closely, **increasing churn likelihood by 93.7% and 90.2%, respectively**. These disruptions during the critical adjustment period appear to have an outsized effect on how residents perceive their living experience. Identifying and improving first-90-day maintenance performance could be one of the most powerful ways to influence long-term retention.

## Why residents forgive some delays more than others



Not all repairs are judged equally by residents. Pest control, for example, had one of the slowest turnaround times in July, **1.9 days to schedule and 6.5 days to complete** but still earned a solid satisfaction score of **4.0 out of 5**. HVAC repairs were nearly twice as fast yet barely outperformed on satisfaction, **with an average of 4.2**. These results suggest that category expectations play a major role in how speed is perceived. Residents might expect pest control to take longer and value thoroughness over speed. For operators, this opens the door to smarter resource planning based on repair type, not just turnaround targets.

## Churn impacts revenue more than you think




When a resident moves out, the financial impact adds up quickly. Properties often accept a **3–7% rent reduction** to fill the unit, while missing out on a **4–8% increase** they could have gained through a renewal. But that's just the beginning. The average total cost of a single churn ranges from **\$4,200 to \$6,800** when factoring in unit prep, marketing, lost rent, staff time, and acquisition expenses. Maintenance-related departures tend to cost even more, up to **25% higher**, due to rushed timelines, additional repairs, and reputational fallout. With revenue recovery stretching up to 12 months, it's clear that **optimizing the maintenance experience is one of the most effective ways to protect profitability.**


## 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. Maintain repair speed by balancing technician workloads

Repair speed dropped significantly this month, but sustaining that pace requires ongoing attention to technician bandwidth. If response times are creeping back up, check for uneven workloads or backlogged assignments that may be slowing your team down. Proactively redistributing work can help you stay ahead of seasonal fluctuations.


 Perfect Decision Enhancements > Schedule based on lead times


 Insights Pro > Avg. Days to Assign & Complete by Technician

### 2. Investigate resident satisfaction dips by category or technician

Satisfaction softened this month, still healthy, but trending lower. Don't wait for reviews or renewals to tell you what went wrong. If your scores are slipping, drill into specific repair types or technician performance to uncover what's driving the change. Even minor trends in low-satisfaction categories can point to bigger retention risks.


 Insights Pro > Avg. Resident Satisfaction Score by Repair Category


 Insights Pro > Technician Performance > Satisfaction Trends


 Perfect Decision Enhancements > Assign to techs and vendors with high resident scores

### 3. Monitor drops in work order volume for hidden issues

Work order volume declined in July. That might be a sign of improved efficiency, but it could also mean issues are going unreported. If volume seems unusually low, check for gaps in communication or unresolved issues that may not have been submitted through official channels.


 Insights Pro > Work Order Volume by Property and Category


 Resident Dashboard > Time Since Last Meld

 Meld History > Open vs Completed by Property

## 4. Prioritize residents exposed to high-emergency repairs

Residents who churned faced more emergency repairs during their first year. Focus on identifying leases with repeated or high-priority maintenance issues, especially HVAC, heating, or water systems, and ensure those residents receive timely, high-quality service to reduce churn risk.

 [Insights Pro > Priority Level Breakdown by Repair Type](#)

 [Perfect Decision Enhancements > At-Risk Resident Alerts](#)

**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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