

Property Management KPIs

Top 5

- # of Doors
- Revenue/Door
- Profit/Door
- Gross/Net Doors Gained/Lost
- # of Owner & Tenant Leads/Month (Close Rate)

Tenant Performance

- Outstanding Balance (Unpaid Charges Last Month)
- Percentage of Balance Collected (Unpaid Charges Last Month)
- Outstanding Rent (% Collected Last Month - Rent)
- Percentage of Rent Collected (% Collected Last Month - Rent)
- Outstanding Late Fees (% Collected Last Month - Late Fees)
- Percentage of Late Fees Collected (% Collected Last Month - Late Fees)
- Number of Tenants Paying Late (% Collected Last Month - Late Fees)
- Percentage of Tenants Paying Late
- Outstanding Eviction Charges (% Collected Last Month - Eviction)
- Percentage of Eviction Charges Collected (% Collected Last Month -Eviction)
- Evictions Filed (Evictions Filed Last Month)
- Eviction Percentage

Financial

- # of Doors (Units)
- # of Clients (Units)
- # of Active Leases (Active Leases)
- Average # doors per Client
- Revenue (Management Detail)
- Expenses (Management Detail)
- Ancillary Revenue (Management Detail)
- Labor Cost
- Profit
- Revenue / Unit
- Profit / Unit
- Gross Profit Margin
- Ancillary Revenue Percentage
- Labor Cost Percentage
- Revenue Growth/Loss
- Profit Growth/Loss
- Average Rent Price (Units)

Growth

- Attrition Percentage
- Properties Gained
- Properties Lost
- Net Properties Gained/Lost

Leasing

- Applications Received
- Applications Approved
- Applications Denied
- Applications In Process
- Days on Market (DOM)
- Number of Units Over 30 days On Market
- Vacant Units (Vacant Units)
- Vacancy Percentage
- Move Outs (Last 30 Days)
- Move Outs - Next 7 Day
- Month to Month Leases (Month to Month Leases)
- New Leases (New Leases Last Month)
- New Move-Ins - Next 7 Days
- New Lease Renewals (New Lease Renewals Last Month)
- Lease Renewal Rate

Maintenance

- Work Orders ALL OPEN
- Work Orders OPEN Percentage
- Work Orders Created Last 30 Days
- Work Orders Over 15 Days
- Work Orders Over 30 Days
- Work Orders Closed Last 30 Days
- Average Time to Close Work Order

Reputation

- Top-Rated Google Reviews (4 or 5 Stars)
- Lowest Rated Google Reviews (3 Stars or Less)
- Average Google Rating
- Top-Rated Facebook Reviews (4 or 5 Stars)
- Lowest Rated FaceBook Reviews (3 Stars or Less)
- Average Facebook Rating

Sales

- Open Leads (CRM)
- Appointments (Showing Software metrics)
- Closed Leads - Units (CRM)
- Tenant Placement Only (Management Detail)
- Percentage of Leads Converted to Appointments
- Total Closing Percentage

Client Retention

- Customer Acquisition Cost
- Customer Lifetime Value
- Annual Contract Value
- Average Tenant Stay in Months (Average Tenant Stay)
- Average Client Stay in Months (Average Client Stay)