

Maintenance & Lease Renewals

For years, property management has operated on a hunch: that the quality of maintenance operations directly shapes whether residents renew their leases. But without concrete proof, operators have been left guessing where to focus their time and resources. That changes today.

Property Meld analyzed data from **11,048 residents and 256,687 first-year work orders** to uncover the measurable impact maintenance has on lease renewal behaviors, and we're bringing those insights directly to you.

1. Maintenance Quality Is the Strongest Predictor of Renewal

Residents with optimal maintenance experiences churned at just 20%, compared to 33.6% for those with poor service quality, a 68% higher likelihood of leaving when maintenance falls short.

2. The First 90 Days Set the Tone

Early maintenance issues are a make-or-break moment. For example:

- Air conditioner problems in the first 90 days increased churn likelihood by 98.5%.
- Water heater failures led to a 93.7% increase in churn likelihood.
- Toilet repairs in this period raised churn risk by 90.2%

3. Response Speed Makes or Breaks Retention

Across all repair categories, residents who churned experienced 4.8% to 21.3% longer delays in assignment times.

4. The Financial Stakes Are High

Each churned lease costs \$4,200–\$6,800 per unit in direct and indirect turnover costs. Successful renewals, on the other hand, often deliver 4–8% rent increases, while churned units take a 3–7% rent hit. That's nearly a \$3,000 annual swing per unit.

Source* The Maintenance-Renewal Connection: How Service Quality Drives Resident Retention: A Comprehensive Statistical Analysis Vol. 1

If you want to dive deeper into the data presented, check out [Vol 1 of the Maintenance-Renewal Connection](#).