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3 Keys to Resident Satisfaction

How to improve communication, maintenance, and value to meet rising expectations and drive long-term retention

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Introduction

Today's consumers expect seamless online experiences—a standard set by companies like Amazon. The same is true for residents. They want a streamlined journey from move-in to move-out. While Amazon-level efficiency might be easy for a tech giant, it can be challenging for multifamily operators working at a smaller scale or without a digital-first foundation. That's where the right technology partner makes all the difference. By leveraging modern property management software, you can deliver a resident experience that rivals the best—using powerful tools to connect, engage, and retain residents at every stage of their journey.

This ebook explores three major areas where resident frustration often arises:

1. Communication

2. Service and maintenance

3. Getting more value from rent

We'll dive into the core challenges in each area[1], outline effective solutions, and close with a look at how Entrata's new Homebody RXP app helps you bring it all together.

Before we get into the details, let's address a foundational challenge: your tech stack. The very tools meant to improve the resident experience might actually be working against it. In trying to solve backend inefficiencies, many properties have ended up with a fragmented collection of "best-in-breed" tools that don't integrate well.

Consider the typical setup: one app for messaging, another for maintenance, a third for rent payments, and a separate platform for insurance. Residents waste time navigating multiple portals, juggling logins, and trying to remember where to go for what. Meanwhile, your team struggles to support it all.

The solution? Bring everything together in one centralized app. Simplifying resident workflows boosts satisfaction and makes life easier for your onsite teams.

But implementation is only half the battle. To ensure residents adopt your all-in-one app, you also need a thoughtful rollout. That means clear onboarding, easy-to-follow instructions, and a strong emphasis on the benefits. Without proper education, even the best tools risk going unused.

[1] Entrata Resident Report

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SECTION I
Resident Communication

Residents expect clear, transparent communication with your site teams, along with timely updates about their community. To build an effective engagement strategy, start by understanding how your residents prefer to communicate—and meet them there.

Today, that means going fully omnichannel. Whether it's text, call, chat, email, or in-person, residents want options—and they expect consistent service across every channel. In the past, maintaining service standards across so many touchpoints was nearly impossible. Your teams can't be available 24/7, and office traffic often makes it difficult to keep up with calls, emails, and messages in real time.

Fortunately, modern technology has changed the game. AI and automation now make it possible to manage omnichannel communication efficiently and at scale— delivering a seamless resident experience no matter the time, day, or workload.

One of the biggest complaints residents have is slow response times. And in today's world, that can be a dealbreaker. This is yet another byproduct of the "Amazon Effect." More than two-thirds of consumers expect businesses to respond within minutes[2]. That kind of immediacy isn't optional—it's expected. If you're not leveraging a holistic, automated approach, you're already behind.

An automated communication strategy also puts residents in control. They choose when and how to reach out—and intelligent systems respond instantly with personalized answers. When a human touch is needed, the issue can be escalated seamlessly. Over time, this reduces support volume while improving the overall experience.

Of course, automation isn't a replacement for human connection. It's a complement. By automating routine conversations, your teams are freed up to focus on high-impact, in-person interactions that strengthen resident relationships.

One of the most critical resident touchpoints— especially for property performance—is rent payment. According to Entrata research[3], about 60% of residents currently pay rent online, with just under a third setting up recurring payments. Reaching out with payment setup options not only improves adoption but gives you a chance to guide residents through the process. While not everyone will opt for autopay, increasing adoption helps reduce delinquency and simplifies collections.

Resident engagement shouldn't stop at responsiveness—it should be proactive. Proactive communication demonstrates that you value your residents and want to keep them informed. From community events and policy updates to rent increases and late payment reminders, transparent communication builds trust—even when the news isn't ideal.

Move-in and move-out are also critical moments to communicate with intention. Many residents are unsure of what's expected, leading to confusion and frustration. A simple checklist, easily accessible in your resident portal or app, can go a long way in improving the experience and reducing friction.

Must Haves for Resident Engagement

☑ Transparent   ☑ Omnichannel

☑ Proactive   ☑ Fast

[2] 66% of Customers Expect a Prompt Response: What Happens When They Don't Get It?

[3] Entrata Resident Report

SECTION II
Maintenance and Repairs

Few things sour the resident experience faster than a poorly handled maintenance issue. A resident who's ready to renew can quickly turn into someone eager to move out if a repair goes wrong—or takes too long. While maintenance may not be the deciding factor in choosing a community, it's one of the top reasons residents choose to stay or leave. In fact, Entrata research shows it's the second most important factor influencing resident retention—right behind the cost of rent.

Perfect execution isn't always possible, but smart processes and the right technology can dramatically reduce errors and improve satisfaction.

Start by ensuring residents have a simple, reliable way to submit maintenance requests—ideally through the same platform they already use to pay rent and communicate with your team. But the real value starts once the request is submitted.

Today's top property platforms incorporate AI into maintenance workflows. Using natural language processing and smart chatbots, these tools can read, route, prioritize, and even respond to maintenance requests automatically. Work orders are prioritized in real time, and the right technician is dispatched the first time—saving time, reducing repeat visits, and resolving issues faster.

> **"**
> **The second greatest impact on resident retention is attributed to maintenance.**

AI also keeps residents in the loop with automatic updates: when to expect service, when the issue has been resolved, and even a request for feedback once the job is complete. Automating these touchpoints takes the burden off your team and creates a more streamlined, reliable experience for residents.

And what if you could go a step further—eliminating the need for residents to submit requests in the first place?

With predictive maintenance, that's possible. By leveraging data from smart appliances and IoT sensors, you can identify potential issues before they become actual problems. This proactive approach uses machine learning to flag when equipment is likely to fail or need servicing—preventing breakdowns, reducing emergency calls, and keeping everything running smoothly. When everything in a unit just works, resident satisfaction naturally follows.

SECTION III
Delivering Value

For most residents, rent is their largest monthly expense—and in today's competitive rental market, they expect real value in return. Properties that go beyond the basics by offering added services and simplified experiences can stand out, drive loyalty, and boost long-term retention.

The good news? Many of these value-adds can be delivered seamlessly through your resident app. Here are just a few examples:

Rent Credit Reporting
While rent is a significant financial commitment, it typically isn't reported to credit bureaus like mortgage payments are. This puts renters at a disadvantage when building or repairing credit. By partnering with the right property management platform, you can offer credit reporting for on-time rent payments—often for a small fee. It's a win-win: residents get the credit they deserve, and your property generates ancillary revenue.

Offer Insurance Directly
Offering renters insurance directly through your app saves residents time and adds a layer of protection for your property. But it doesn't have to stop there. With the right platform, residents can bundle and manage all of their insurance needs—renter's, pet, auto, and more—in one place. It's a convenience they'll appreciate, and another revenue opportunity for your property.

Provide Deposit Alternatives
Security deposits can be a source of tension at move-out—and a deterrent at move-in. Offering deposit alternatives reduces upfront costs for residents and removes the hassle of holding deposits long-term. At the same time, your property remains protected against damages, and residents enjoy a smoother, more flexible leasing experience.

Create Loyalty Through Rewards
Reward programs are a powerful way to boost engagement and build resident loyalty. Offer points for actions like signing a lease, renewing early, paying rent on time, or enabling autopay. Those points can be redeemed for gift cards, rent credits, or travel perks. Rewarding positive behavior not only attracts high-quality residents but also encourages them to stay longer and pay on time—helping reduce vacancy and marketing costs.

SECTION IV
Conclusion

Today's renters are accustomed to seamless online experiences—and they expect the same level of convenience and efficiency from their multifamily communities. But many property management companies, especially those operating without a digital-first foundation, struggle to meet these rising expectations.

This ebook explored three core areas where residents frequently experience friction:

- **Engaging with the property**

- **Managing maintenance and repairs**

- **Getting the most value from their rent**

At the heart of these challenges is often the technology itself. Many properties rely on disconnected systems for communication, maintenance, and payments. The result? A disjointed experience marked by forgotten logins, inefficient workflows, and resident frustration.

The solution lies in consolidation. By adopting an integrated, end-to-end platform, property teams can simplify operations, enhance responsiveness, and create a resident journey that feels modern and effortless.

A forward-thinking approach includes:

- **Omnichannel communication powered by AI**
- **and automation**

- **Streamlined maintenance processes with**
- **built-in smart routing**

- **Proactive, value-added services like rent credit reporting, insurance, deposit alternatives,**
- **and rewards**

By delivering this kind of holistic experience through a single platform—like Entrata's new Resident Experience Platform (RXP)—you not only meet expectations, you exceed them. The outcome? Happier residents. Stronger retention. Long-term success in an increasingly competitive rental market.

> ❝
>
> When renting feels effortless, residents stay longer—and happier. Integrated technology is the key to making that happen.

SECTION V

How Entrata Can Help

Let us introduce you to the **Homebody Resident Experience Platform** (RXP). Homebody is an all-in-one app designed to bring everyday resident workflows into a single, seamless experience, from move-in to move-out.

Gone are the days of juggling multiple logins and third-party apps. With Homebody RXP, residents can pay rent, submit maintenance requests, message your team, renew their lease, and more—all from one intuitive platform. It also enables you to offer a suite of value-added services, including:

- **Identity Theft Protection**

- **Rent Credit Reporting**

- **Renters Insurance**

- **Resident Rewards**

- **Deposit Alternatives**

- **Exclusive Offers**

But Homebody isn't just built for residents—it also streamlines life for your site teams. By consolidating processes into a single platform, teams can manage workflows more efficiently and focus on delivering high-touch service where it matters most. Key benefits include:

- **One centralized platform for all**
- **resident interactions**

- **Full control over branding and app customization**

- **Self-service tools that reduce support**
- **volume and free up onsite staff**

- **An elevated experience that drives resident satisfaction and loyalty**

Homebody delivers the simplicity residents want—and the efficiency your teams need.

Ready to transform the resident experience?
Request a demo today.