



Simplifying Commercial Property Management

A practical guide to consolidating
technology, automating workflows,
and building more scalable operations



WELCOME

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Introduction

Commercial property management didn't get complicated overnight.

As portfolios grew, delivering a consistent tenant experience at scale got harder. Most properties now run separate solutions for leasing, fraud detection, tenant communication, maintenance, contract execution, rent collection, utilities management, and marketing. That's too many tools for site teams to navigate, and it's just as frustrating for tenants, who have to remember where to pay rent, request maintenance, or engage with the property.

Fragmentation didn't happen all at once. It happened one reasonable decision at a time.

Eventually, you hit a point of diminishing returns. The more solutions added to a property's tech stack, the harder it is for employees to manage: multiple logins, scattered documents and spreadsheets, and a fragmented view of property performance pieced together from separate systems.

This scenario is common at commercial properties, and it frustrates employees and tenants alike. Modern property management isn't a problem you solve by adding more technology.

New technology helps, but only when properties choose the right solutions. This ebook covers the hidden costs of legacy operating models, what modern commercial property management looks like, why consolidation works, and how to prepare your portfolio for AI.

The hidden cost of legacy operating models

Individual point solutions aren't the problem on their own. Problems start when operators stack too many of them together. Properties often run separate software for NNN and CAM reconciliations, capital improvement budgets, tenant insurance tracking, maintenance, utility billing, and reporting.



Sometimes the technology itself is the problem. Many operators still track rent payments, CAM expenses, or reconciliations in spreadsheets, which take more time and resources than automated tools, even as they look for something better.

Disparate, best-of-breed solutions also cost time and resources to train new team members whenever there's turnover. When employees leave, institutional knowledge leaves with them, a problem that only grows as portfolios scale.

Fragmented systems create another hidden cost: re-entering the same information across multiple workflows. A lease might contain the terms needed for billing, NNN reconciliation, insurance requirements, and renewals, but when those processes live in separate systems, employees end up rekeying the same data multiple times.

That means more work and more room for error. An incorrectly entered rent escalation can throw off billing. Outdated lease terms can create problems during reconciliation. Insurance requirements need

manual comparison against policy information, and renewal dates and terms get re-entered yet again. Any error in these handoffs creates downstream problems that take extra time to find and fix.

A modern operating environment cuts out these manual handoffs by connecting lease information to the workflows that depend on it. Information captured during lease setup can automatically support billing, reconciliation, insurance compliance, renewals, and reporting throughout the lease lifecycle, instead of being re-entered at every step.

The benefit isn't just less data entry. It means more consistent information across the portfolio, fewer opportunities for human error, and less time spent keeping systems in sync.

A single, consolidated solution for commercial, multi-use, and multifamily properties solves most of these issues. The result: easier access to portfolio data, less manual work, faster onboarding for new employees, and a portfolio that scales more efficiently than one built on disconnected tools.



What “modern” commercial property management actually looks like

Owners and operators modernizing their approach should build around six pillars:

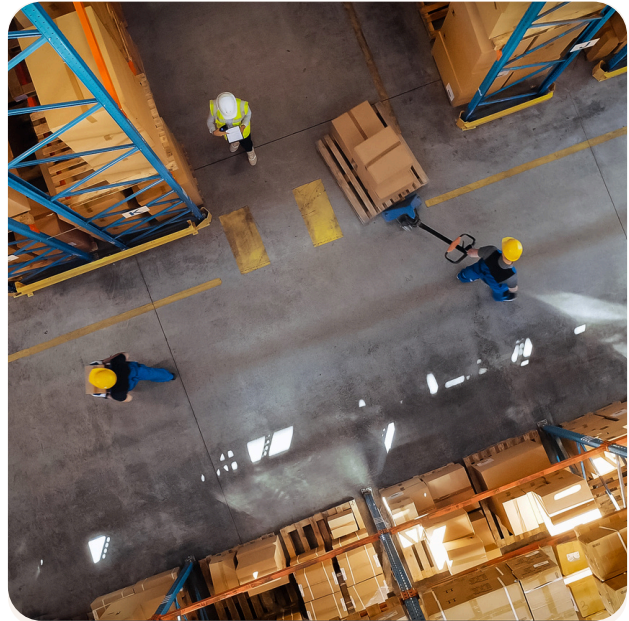
1. **Connected data.** One reliable view across leases, tenants, spaces, transactions, projects, utilities, and properties.
2. **Automated workflows.** Systems handle repeatable processes, so people can focus on exceptions and complex decisions.
3. **Financial control.** Reconciliation, billing, approvals, reporting, and close are built into daily operations, not bolted on.
4. **Tenant self-service.** Tenants handle routine tasks without relying on property staff.
5. **Standardized portfolio management.** Permissions, processes, reporting, and controls scale consistently across every property.
6. **Operational intelligence.** Reliable data becomes the foundation for reporting, analytics, and eventually AI.

Tips for modernizing legacy commercial property management frameworks

Modernizing your approach to commercial property management can feel daunting, especially knowing where to start. Here are nine areas ripe for modernization.

1. NNN Reconciliation

Under legacy operations, NNN reconciliation ran through Excel exports: complex formulas, manual expense allocations, manual review, and no version control to keep everyone on the same page. Each step created room for human error, slowing down the entire process.



Traditionally, NNN/CAM reconciliation means pulling actual expenses from accounting, maintaining tenant allocations and exclusions in spreadsheets, comparing estimates against actuals, calculating each tenant's share, reviewing discrepancies, and generating reconciliation charges. The problem isn't Excel itself. It's that lease terms, expenses, calculations, billing, and reporting become separate steps, with data scattered across different systems.

A modern solution brings this work into the property operating system. Entrata Commercial supports full in-platform NNN reconciliation, with an editable cadence and detailed expense and variance visibility. Modern tools also simplify complex processes like percentage rent by connecting calculations directly to lease and financial information already in the system, saving employees time and keeping tenant rent bills accurate.

Automation takes this further. Instead of manually reviewing every line of a reconciliation, an NNN auto-review process flags potential issues, exceptions, and overages or underages that need attention. Employees spend less time on routine review and more time investigating the discrepancies that actually need their expertise.

The result: less dependence on spreadsheets, fewer manual calculations and reviews, more consistent processes, clearer auditability, and a reconciliation process that scales with the portfolio.

2. Lease setup

Under legacy operations, setting up a new commercial lease is a highly manual process. Teams review the lease, identify the terms that affect day-to-day operations and billing, and enter that information into the appropriate systems, from rent schedules and escalations to charges, NNN expenses, suite information, and other lease-specific billing terms.

The more places that information gets entered, the more chances for errors. A missed escalation, incorrect charge, or outdated suite information can create problems that go unnoticed until a tenant receives a bill or the team starts a reconciliation.

Modern lease setup brings lease, space, and billing information together in one system. Entrata Commercial lets teams manage buildings, floors, suites, square footage, rent escalations, charges, NNN expenses, and lease-specific billing terms in one place.

Centralizing that information creates a stronger foundation for the workflows that follow. Lease setup stops being a one-time data-entry task and becomes an ongoing source of information that supports billing, escalations, NNN reconciliation, reporting, and more.

Modernizing lease setup delivers:

- **Less duplicate entry.** Teams enter and maintain lease information once, not across multiple systems.

LEGACY vs MODERN¹

Legacy NNN
reconciliation
took up to 40+
hours/year

vs

Modern NNN
reconciliation takes only
15 hours (once fully
implemented)

¹ See Appendix

- **Greater accuracy.** Centralized lease and billing information reduces inconsistencies between systems.
- **More reliable billing.** Charges, escalations, NNN expenses, and other billing terms live alongside the lease information that drives them.
- **Better visibility.** Teams get a complete view of how the property, space, tenant, lease, and financial terms connect.
- **Stronger downstream workflows.** Accurate lease setup strengthens reconciliation, reporting, billing, and other processes throughout the lease lifecycle.
- **Scalability.** A consistent process is easier to repeat as properties and tenants are added to the portfolio.

3. Tenant improvements

Requesting and managing tenant improvements gets difficult when budgets live in spreadsheets, approvals sit in someone else's email, documents live in a shared drive, and project status lives in a separate dashboard. With everything spread out, it's hard to know where anything stands, and harder still when employees leave and take that knowledge with them.

Modernizing tenant improvements means bringing budgets, project milestones, documents, approvals, allowances, and expenses into the system of record. That gives employees a clear view of where any project stands, with minimal effort. Modernizing tenant improvements delivers:

- **Visibility.** Teams can see where a project stands without reconstructing the story from emails.
- **Accountability.** Milestones and approvals have a defined workflow.
- **Budget control.** Allowance and non-allowance costs can be tracked alongside project activity.
- **Continuity.** Knowledge lives in the system rather than with one project manager.
- **Scalability.** Teams gain a repeatable approach across properties and projects.

4. Insurance compliance

Under traditional insurance programs, COIs get uploaded and stored on a drive and policy expiration dates get logged in a separate spreadsheet or software program. Team members then manually compare lease terms against policies to confirm coverage, a difficult task when policies and lease requirements live in different systems.

A modern approach stores leases and COIs together in the property management system, enabling centralized verification. Entrata Commercial supports side-by-side comparison of leases and insurance, along with role-based access to information. It also gives teams real-time visibility into compliance and streamlines updates to insurance policy details. Modernizing insurance tracking delivers:

- **Less manual cross-referencing.** People don't have to repeatedly reconstruct requirements from different sources.
- **Better visibility.** Required vs. actual coverage becomes easier to compare.
- **More consistent processes.** Verification follows a standard process.
- **Risk awareness.** Teams have a clearer picture of whether documented coverage aligns with lease requirements.
- **Controlled access.** Role-based permissions control who can view or manage information.

5. Utilities Management

Old systems were highly manual. Properties received utility bills or submeter readings, entered them into a spreadsheet or standalone system, calculated allocations, reconciled charges, and transferred that information into accounting or tenant billing workflows. The biggest weakness was fragmentation: utilities managed at the facility level, billing handled by accounting, tenant allocation tracked in a spreadsheet, and portfolio reporting living in yet another system.

Modern systems track direct meter reads, utility usage, and submeter data within the same

environment that supports commercial reporting and financial controls. The result: less fragmentation, fewer places to look for utility information, less duplicate data entry, portfolio-wide visibility for easier comparisons, faster identification of unusual consumption trends (like an undetected water leak), and better scalability as the portfolio grows.

6. Reporting & financial controls

Reporting under legacy systems was slow. Data was spread across multiple systems, then needed to be exported, uploaded into a reporting engine, and manipulated before a report was complete. By the time that process finished, the data could already be stale, making it hard to make sound decisions from a report that was outdated before it even arrived.

The same fragmentation complicates month-end close. When accounting and operational information live in different systems, teams spend valuable time tracking down discrepancies, confirming transactions, reconciling accounts, and verifying data before closing the books. Delays here carry over into management, owner, and investor reporting.

Modern systems bring operational and financial data into one connected environment. Entrata Commercial supports commercial reporting alongside AR, AP, and GL close periods, locking options, and financial controls built for consistent reporting across commercial portfolios.

With consistent data and defined close controls, finance teams spend less time assembling and validating information each month. A faster close also means finalized financial information reaches management, ownership, and investor reporting sooner.

Modernizing reporting and financial controls delivers:

- **More efficient month-end close.** Connected financial information and defined close controls reduce the manual work required to prepare and finalize the books.

- **Greater financial consistency.** AR, AP, and GL controls standardize processes across the portfolio.
- **Faster access to information.** Teams spend less time collecting and reconciling information before they can begin analyzing it.
- **Better portfolio visibility.** Consistent reporting makes it easier to understand performance across properties.
- **More timely stakeholder reporting.** A more efficient close delivers finalized financial information sooner for owners, investors, and other stakeholders.
- **More time for analysis.** Finance teams spend less time assembling reports and more time understanding what the numbers mean.

7. Permissions, approvals, and operational governance

Legacy operations depended heavily on organizational memory, with processes that were never documented. As portfolios grow, new employees have to learn not just the business, but the organization's entire collection of workarounds. A modern approach configures role-based access to specific parts of the platform and documents, and automates approval workflows. Benefits include:

- **Consistency.** Processes don't change simply because employees change.
- **Governance.** Access reflects someone's actual role.
- **Faster onboarding.** New employees inherit processes instead of learning workarounds.
- **Greater scalability.** Processes repeat consistently across teams and properties.

Legacy commercial property management depends on people to connect systems, data, and processes. Modern commercial property management lets technology make those connections, so people can spend more time managing properties, improving the tenant experience, strengthening financial performance, and handling leasing exceptions.

8. One solution for commercial, multifamily, and mixed use

Commercial and multifamily properties have different operational needs, but that doesn't mean they need to be managed in completely separate technology environments.

Under a legacy approach, operators with diverse portfolios often use one property management system for multifamily, another for commercial, and additional point solutions for individual workflows. As portfolios grow or expand into new property types, that approach creates disconnected data, inconsistent reporting, multiple logins, added training requirements, and more systems for teams to manage.

A modern approach consolidates commercial, multifamily, and mixed-use operations onto a single platform while preserving the purpose-built workflows each property type requires. Entrata lets teams manage both commercial and residential properties within the same operating environment, with consistent data, reporting, permissions, and operational controls across the portfolio.

Instead of moving between separate systems, teams manage different property types from one platform and get a consistent view of the entire portfolio. Consolidation also reduces the need to maintain multiple systems and integrations, creating a common foundation for reporting, financial controls, permissions, and other shared processes.

Consolidation delivers:

- **Fewer systems to manage.** Consolidating property types onto one platform reduces reliance on separate property management systems and point solutions.
- **Greater portfolio visibility.** Centralized data makes it easier to understand what's happening across commercial, multifamily, and mixed-use properties.
- **More consistent reporting.** Teams get a common reporting foundation across the portfolio instead of piecing together information from separate systems.

- **Simpler training and onboarding.** Employees have fewer platforms, logins, and processes to learn.
- **Consistent permissions and controls.** Operators get standardized governance across property types while still supporting each one's unique workflows.
- **Easier expansion.** As portfolios grow or diversify, operators can add new property types without adding another property management system.

Consolidation doesn't mean treating every property the same. Commercial and multifamily operations require different workflows. The goal is to give teams purpose-built tools for each property type while keeping the data, reporting, controls, and day-to-day management connected through one operating environment.

9. Tenant experience

When tenant engagement, such as making a payment, reporting a maintenance issue, updating insurance, or asking a question, is handled manually or with only simple automation, delays are inevitable: an employee can only take one call, write one email, or respond to one text at a time. That friction frustrates tenants and can hurt satisfaction.

A modern approach puts as many self-service options as possible directly in tenants' hands. From a centralized tenant portal, tenants can check balances, make payments, submit maintenance requests, check or update insurance information, and ask general questions. For team members, having all tenant engagement in one place makes it easier to stay on top of conversations, track maintenance request status, and maintain visibility into insurance compliance. Benefits include:

- **Convenience for tenants.** Everyday services are accessible through the tenant portal.
- **Less administrative work.** Staff don't need to be in the middle of every routine interaction.
- **Better transparency.** Tenants have direct access to relevant information and can request status updates.

- **More consistent service.** The tenant experience is platform-supported, not dependent on individual property staff.
- **Scalability.** Tenant growth doesn't require a matching increase in routine administrative work.

A strong tenant experience pays off at renewal time. Maintaining occupancy is one of the most effective ways to protect NOI: replacing a tenant costs 15–40 per square foot (see Appendix).

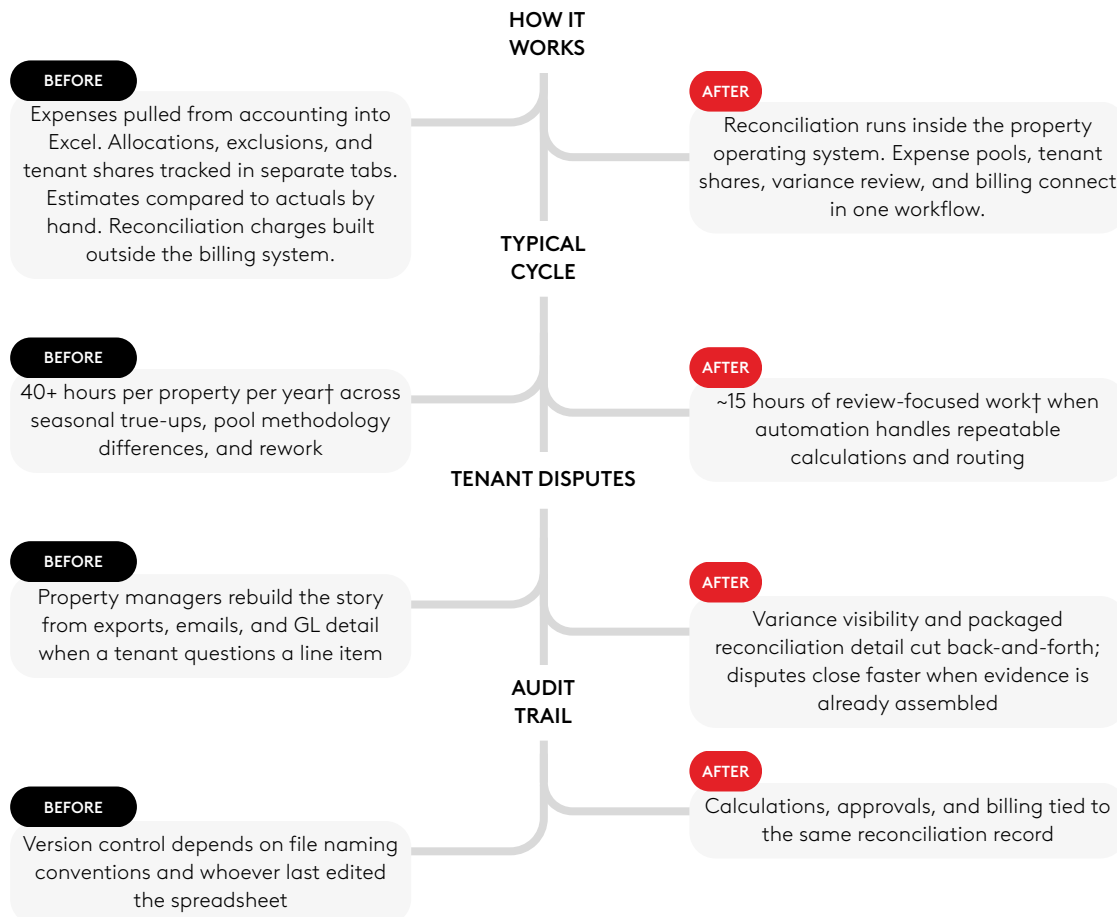
What modernization actually changes

Fragmented operations don't fail in one

dramatic moment. They fail in small, repeatable delays: another spreadsheet export, another email thread, another reconciliation question that takes three systems to answer. The shift to a consolidated operating model isn't theoretical. Operators who centralize commercial workflows report measurable changes in cycle time, error rates, and team capacity, even before AI enters the picture.

Below are five common workflows. The “before” column reflects how many commercial teams operate today. The “after” column reflects what becomes possible when lease terms, financial workflows, documents, and tenant interactions live in one system of record².

Workflow 1: NNN / CAM reconciliation³



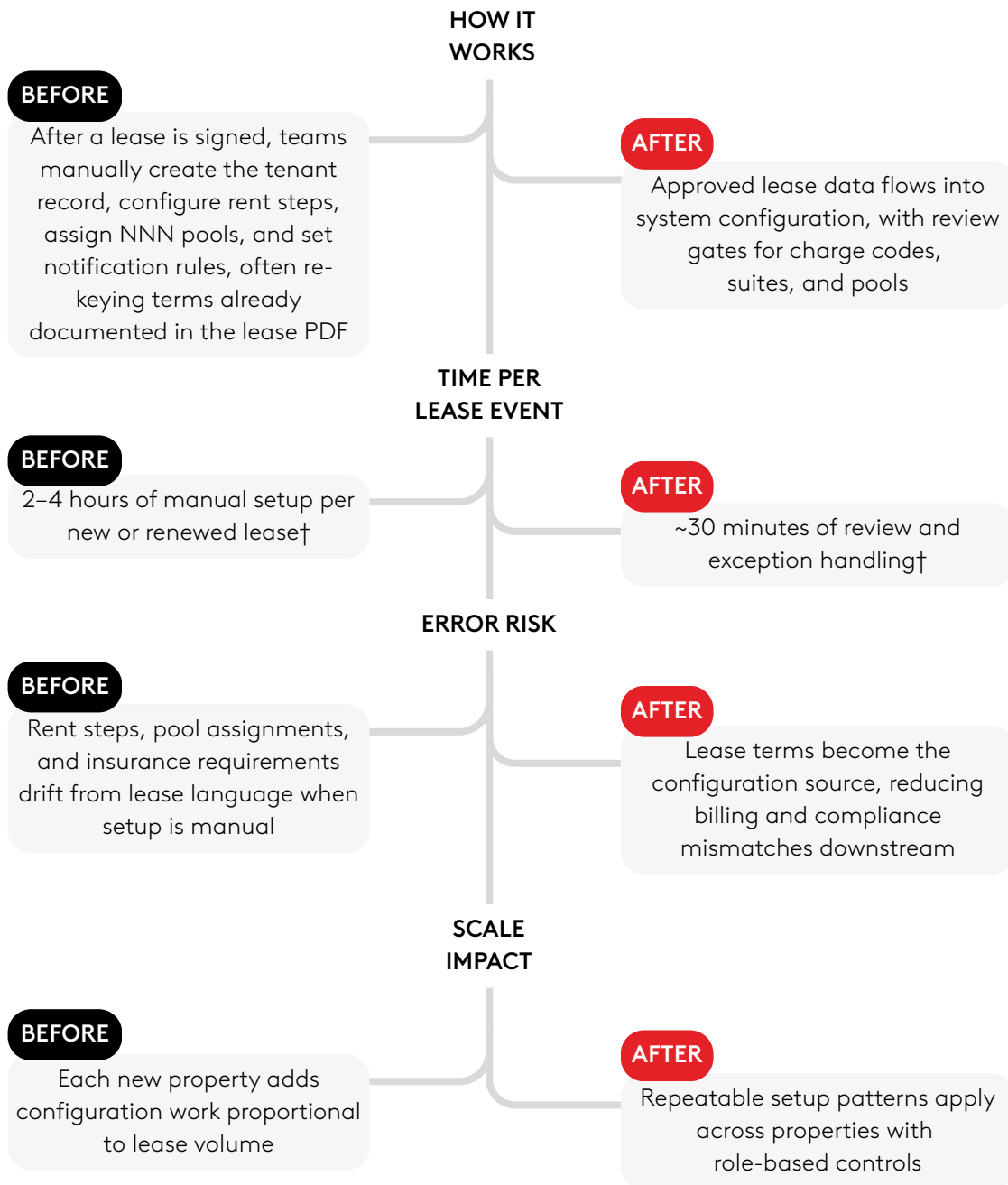
² Note: Outcomes vary by portfolio size, property type, and adoption. Figures marked with † are modeled benchmarks from Entrata operator research and product ROI analysis, not guarantees. Figures marked with ‡ are third-party industry data.

³ Evidence anchor: Entrata Financial Intelligence initiative benchmarks NNN reconciliation at 40+ hours/property/year in legacy operations, with a modernization target of ~15 hours of intelligent review at full adoption.†

† Modeled benchmarks

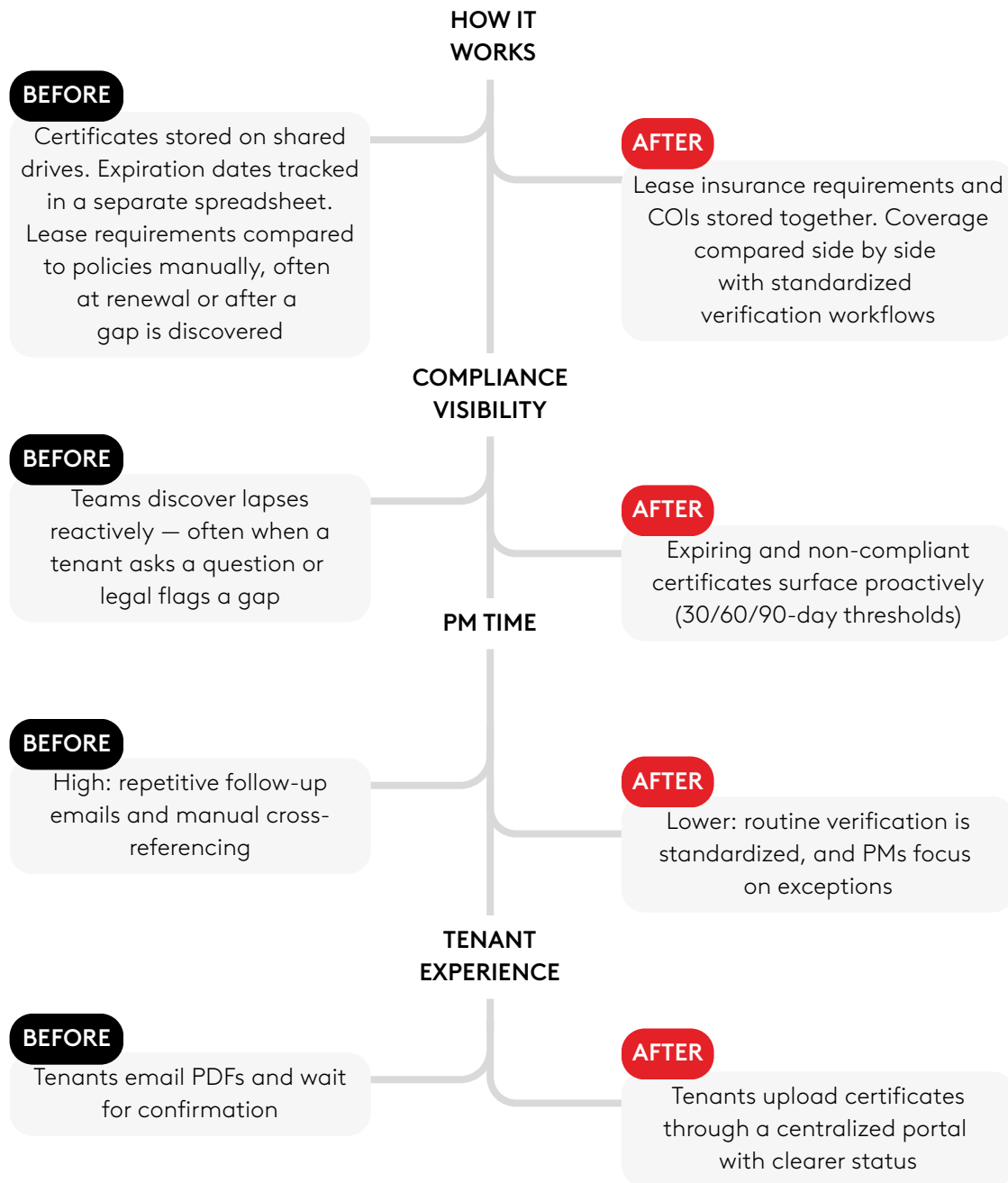
‡ Third-party/measured data. See Appendix

Workflow 2: New lease setup & configuration⁴



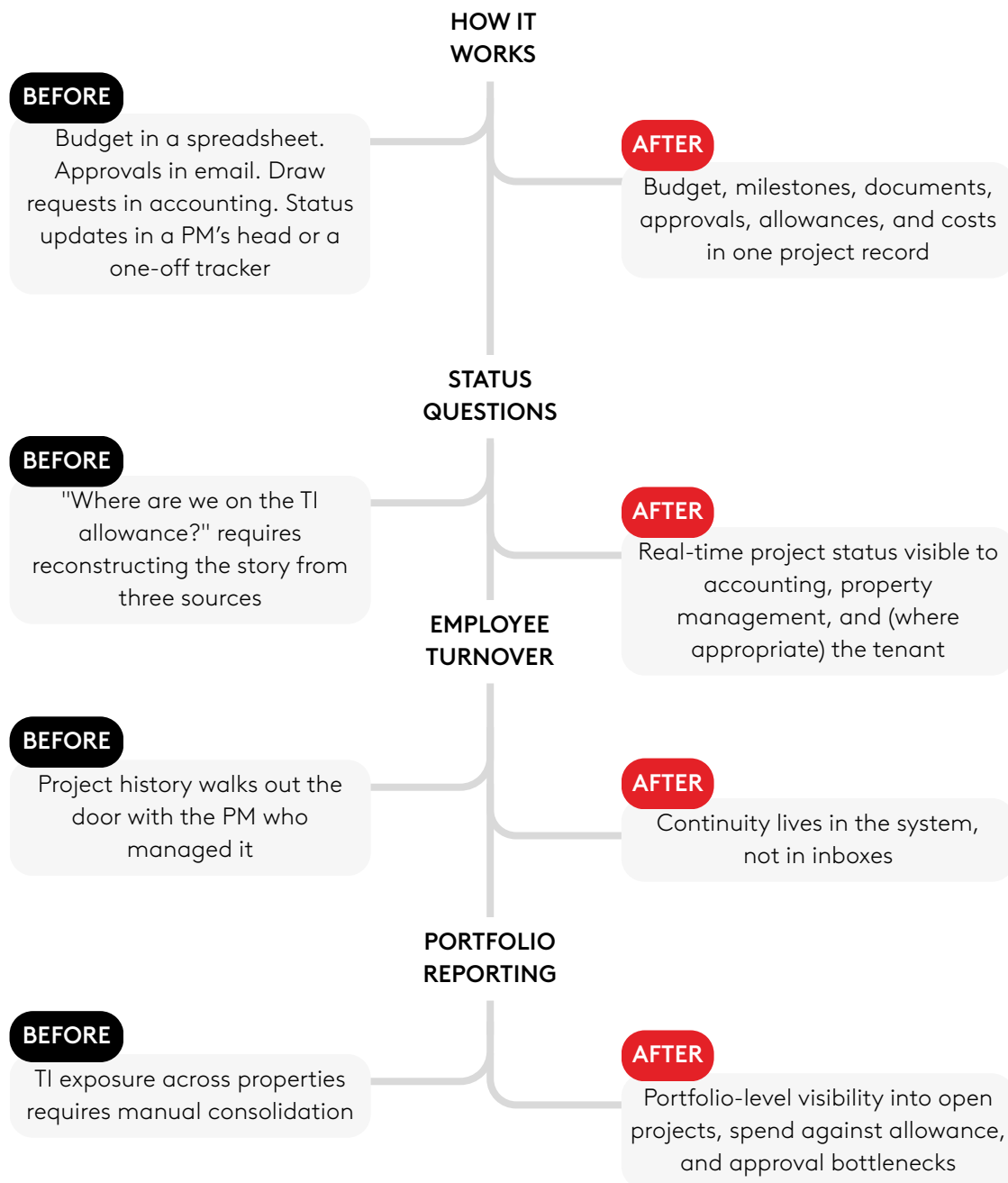
⁴ Evidence anchor: Entrata product ROI modeling assumes ~2.5 hours saved per lease configuration event (midpoint of a 2–4 hour manual baseline vs. ~30 minutes assisted review).† At ~20 lease events per property per year, that compounds quickly across a portfolio.

Workflow 3: Insurance compliance (COI tracking)⁵

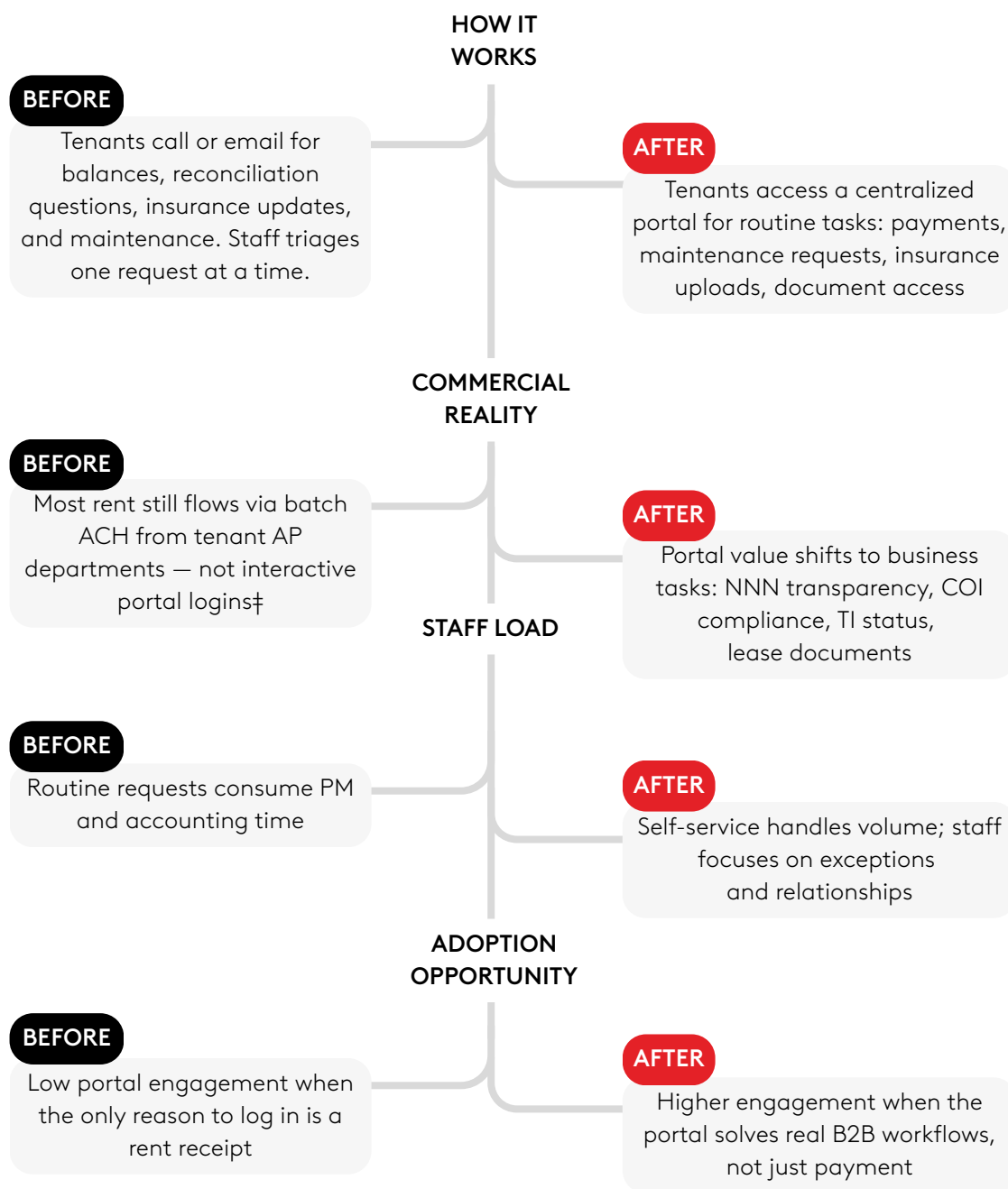


⁵Evidence anchor: Insurance compliance is consistently cited in commercial operator interviews as a high-friction, low-visibility workflow when COIs and lease requirements live in separate systems.† (If you want a number here, use a conservative range only after customer validation — e.g., "operators report spending 5–10 hours per month per property chasing COIs" — or keep it qualitative until you have measured customer data.)

Workflow 4: Tenant improvement (TI) project tracking



Workflow 5: Tenant engagement & self-service⁶



⁶Evidence anchor: Entrata platform data shows commercial Tenant Portal monthly active usage is typically under 2% of tenant contacts when the portal is positioned primarily as a payment channel.‡ Modernization reframes the portal around operational transparency, not rent collection alone.

Portfolio-level impact⁷

When these workflows connect inside a single operating environment, the compounding effect is larger than any one fix:

METRIC	LEGACY/FRAGMENTED	MODERNIZED/CONSOLIDATED
NNN reconciliation labor	40+ hrs/property/yr†	~15 hrs/property/yr†
Lease setup labor	2–4 hrs/event†	~0.5 hr/event†
Systems touched per reconciliation	3–5 (accounting, Excel, email, billing, reporting)	1
Tenant dispute resolution	Days to weeks (evidence assembly)	Hours to days (packaged detail)
New employee onboarding	Learn the business and a collection of workarounds	Inherit standardized workflows and role-based access
AI readiness	Fragmented data → limited impact	Connected data → meaningful automation

⁷Retention context (why this isn't just about efficiency): Commercial tenant turnover costs 15–40 per square foot‡ in vacancy, TI, commissions, and downtime. Even modest retention improvements can outweigh labor savings. Modernization supports retention through faster issue resolution, clearer NNN transparency, and proactive compliance — not just back-office efficiency.

SECTION II

Moving from point solutions to a single operating system

When modernizing your approach to commercial property management, the right question isn't which features a system has, but how much it simplifies and streamlines your workflows. Fragmented systems carry hidden costs: duplicate data, ongoing integration maintenance, manual data reconciliation, inconsistent permissions that give access to people who shouldn't have it, multiple logins to track, complex onboarding for new employees, reporting delays, and poor visibility across the portfolio.

Commercial and multifamily real estate are different, and their workflows should be too. But different workflows don't require different systems. Operators can manage commercial, multifamily, and mixed-use properties from a single operating system, moving between purpose-built solutions built for each property type.



Commercial and multifamily real estate are different, and their workflows should be too.





SECTION III

Ready or not: AI is here

According to the Deloitte Commercial Real Estate Outlook Survey, 27% of respondents indicated they had challenges with implementing AI, 25% have seen mixed results, and 21% have seen a limited impact⁸. This is despite the fact that a large percentage of properties implemented at least some form of AI at their properties⁹ in the previous year.

Several factors likely explain this, including a lack of the unified data AI needs to perform well. That's why choosing the right AI provider matters: one that helps you get the fundamentals right (consolidated data, automated workflows, and so on) and one that's built with commercial real estate's unique challenges in mind.

You don't have to implement AI all at once. Taking it one step at a time avoids the frustration of changing too much before it's proven to work. Below is a roadmap for incorporating AI-driven automation into your workflows.

Stage 1 – Digitize

Move information out of paper files, email inboxes, and standalone spreadsheets. Then take inventory: which solutions you're using, where data lives,

which integrations exist, how often they break, and which ones consolidation could eliminate.

Stage 2 – Centralize & Consolidate

Once data is digitized, centralize it into a single source of truth inside a commercial property management system. Be thoughtful about which solutions to replace: don't replace one because it's old, replace it because it doesn't work.

Stage 3 – Standardize & automate workflows

Map out your processes, such as NNN reconciliation, accounting, leasing, maintenance, and insurance, to identify which steps can be automated (typically repetitive manual tasks), where human intervention is needed, and how to build workflows that move the work forward. For each point of human intervention or escalation, document the owner and what's required of them. Note which activities cause the most friction, and identify what it will take to eliminate it.

When standardizing and automating workflows, weigh the cost to change, the risk of automation, and whether duplicate work is happening. Don't automate for the sake of automating.

⁸ [Commercial Real Estate Outlook Survey Dashboard](#)

⁹ [Real estate's AI reality check: 90% of companies piloting, only 5% achieved all AI goals](#)

Automating a broken process only gets you to the wrong place faster. Auditing every step in every workflow shows you exactly where improvement is possible.

If you want your modernization efforts to succeed, lay the groundwork first. It takes a little longer up front, but pays off over the long run.

Stage 4 – Augment

Automating repetitive, manual tasks frees employees to focus on high-value work, improving both the tenant experience and day-to-day property operations.

Stage 5 – Establish new metrics

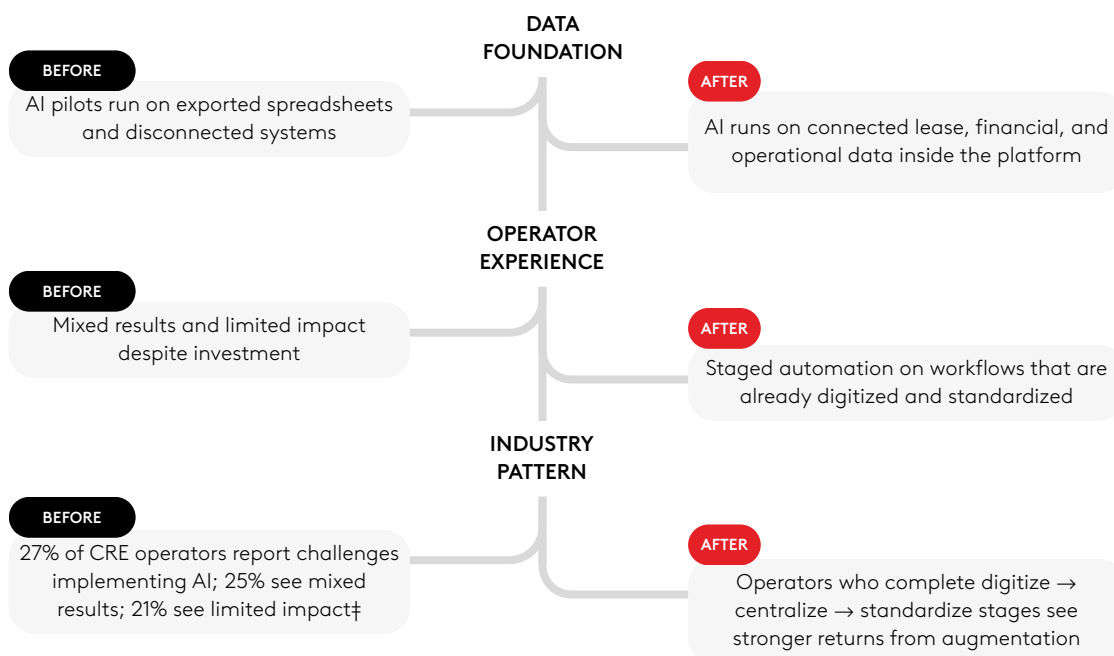
Each new process needs its own KPIs to track. Consider:

- Number of systems used per core workflow
- Spreadsheet-dependent workflows
- Reconciliation cycle time
- Manual touches per process
- Tenant self-service rate
- Insurance compliance rate
- TI approval turnaround
- Days to financial close
- Reporting preparation time
- Training/onboarding time



AI cannot fix fragmented operations if the underlying data and workflows remain fragmented.

AI before/after¹⁰



¹⁰ [Commercial Real Estate Outlook Survey Dashboard](#)

SECTION IV

How Entrata can help



Modernizing commercial property management doesn't mean replacing every process or implementing more point solutions. The goal is to simplify operations by bringing more of the workflows your teams already manage into a single operating environment.

Entrata Commercial provides a unified operating foundation for office, retail, industrial, and mixed-use portfolios. Teams can manage lease data, NNN reconciliation, tenant self-service, payments, maintenance requests, insurance compliance, tenant improvements, utilities, reporting, permissions, and financial controls from one platform.

That consolidation addresses many of the challenges this guide has covered.

Teams manage NNN reconciliations directly in Entrata, with detailed expense and variance visibility, instead of in spreadsheets. Tenant improvement budgets, milestones, documents, approvals, and costs live together instead of scattered across spreadsheets, email, and shared drives. Insurance requirements and policy information sit side by side for easy comparison, while utility information, reporting, and financial controls all run within the same operating environment.

Tenants also get a centralized place to view balances, make payments, submit and track maintenance requests, review insurance status, access communications, and manage access across multiple suites.

One platform for mixed-use portfolios

For organizations managing both commercial and multifamily properties, modernization doesn't require forcing two different businesses into the same workflows.

Entrata provides purpose-built commercial capabilities within the same platform used to manage residential properties. Mixed-use operators can manage both sides of their portfolio with consistent data, reporting, permissions, and operational controls, while keeping workflows designed for each property type.

The result is fewer disconnected systems for teams to manage and a more consistent view across the portfolio.

A more scalable operating foundation

Consolidation also makes it easier to scale. When processes depend on spreadsheets, individual employees, and disconnected systems, adding properties usually means adding more manual work. Bringing those processes into a common operating environment creates repeatable workflows teams can reuse across properties.

The goal isn't to eliminate people from property management. It's to eliminate unnecessary work so those people can spend more time focused on tenants, properties, financial performance, and the decisions that require their expertise.

Entrata Commercial helps operators make that transition, replacing fragmented processes with a connected operating foundation. It gives teams a simpler way to manage the work they're doing today, and a stronger foundation for what comes next.

Conclusion

Commercial property management will continue to become more complex. Portfolios will grow, tenant expectations will change, new technologies will emerge, and teams will continue to be asked to accomplish more.

Your technology doesn't have to add to that complexity. For years, operators have solved new challenges by adding new tools. That approach can solve an immediate problem, but over time it leaves teams managing a collection of disconnected systems, spreadsheets, integrations, and manual processes.

Modernization is an opportunity to simplify that operating model. Start by looking at how work actually gets done across your portfolio. Identify where employees enter the same information more than once, move between systems, maintain spreadsheets, search for documents, manually

build reports, or act as the connection between processes that should already work together.

Then determine what to consolidate, standardize, and automate. You don't have to modernize everything at once. Start with the workflows creating the most friction, and build from there. As more processes and data connect, it gets easier to standardize operations, expand tenant self-service, improve portfolio visibility, and introduce automation.

It also creates the foundation needed for whatever comes next. The future of commercial property management won't be defined by how many technologies an operator can implement. It will be defined by how effectively those technologies, workflows, data, and people work together.

The goal of modernization is to simplify operations, not adding more technology.



Appendix

Evidence & sourcing table¹¹

CLAIM	NUMBER	SOURCE TIER	NOTES FOR PUBLISH
NNN reconciliation labor (legacy)	40+ hrs/property/yr	Modeled — Entrata FI initiative	Use "often" or "up to"; not a measured customer average
NNN reconciliation labor (modernized)	~15 hrs/property/yr	Modeled — Entrata FI initiative	Frame as target at full adoption, not day-one
Lease setup time (legacy)	2–4 hrs/event	Modeled — CM-E11 ROI	"Typical range" language
Lease setup time (modernized)	~30 min review	Modeled — CM-E11 ROI	Requires lease abstraction/config workflow
NNN auto-review time saved	~37 min/review eliminated for auto-approved reconciliations	Modeled — CM-E24 ROI	60–70% auto-approve share is aspirational at scale
Commercial portal MAU	<2% of tenant contacts	Measured — Entrata Redshift (internal)	Confirm PMM is comfortable publishing; round to "under 2%"
Tenant turnover cost	\$15–40/sqft	Market — roadmap/industry	Widely used in CRE; cite as industry range
Deloitte AI survey	27% / 25% / 21%	Third-party — Deloitte CRE Outlook	Verify exact survey year in final footnote
Insurance COI hours	(not included)	Gap	Get 1 customer quote or leave qualitative
TI project time	(not included)	Gap	Candidate for customer interview before publish

¹¹ Outcomes shown are illustrative composites based on Entrata operator research, product ROI modeling, and industry benchmarks. Individual results vary by portfolio composition, adoption, and process maturity. Contact Entrata for a portfolio-specific assessment.