

A man with dark hair and glasses, wearing a white button-down shirt over a dark t-shirt, is sitting on a wooden bench outdoors. He is looking down at a smartphone in his hands. The background shows a green lawn and a wooden fence. The text "Why Renters Are Frustrated with Your Tech" is overlaid in large white letters.

Why Renters Are Frustrated with Your Tech

10 ways your tech stack is letting renters down, and how to make sure your investment is working for you and your residents



WELCOME

Table of Contents

Introduction

Problem #1:

Too many apps and logins

Problem #2:

Your property is hard to find online

Problem #3:

Poor website design

Problem #4:

Communication Issues

Problem #5:

Scheduling a tour is harder than it should be

Problem #6:

A complicated application process

Problem #7:

Stressful move-in and move-out experiences

Problem #8:

Maintenance that misses the mark

Problem #9:

Rent payments aren't simple enough

Problem #10:

A complicated lease renewal process

How Entrata helps



Introduction

Investing in new property management software can feel like a gamble. There are many boxes to check to ensure the investment pays off. The solution should drive efficiency, save time and money, and increase revenue—all while meeting the needs of both residents and prospects.

Too often, new systems come with unintended consequences. Instead of simplifying experiences, they add friction for residents and prospects trying to engage with your community. That friction can lower resident satisfaction and cost you valuable leads.

According to Zendesk, more than half of consumers will switch to a competitor after just one bad experience—and that number increases with each additional misstep¹. While moving apartments isn't as easy as changing a streaming service, each negative interaction raises the likelihood that a resident won't renew their lease.

There are countless moments along the resident journey where technology—or the lack of it—can create a poor experience. This ebook highlights 10 common frustrations residents and prospects may face, along with practical steps your team can take to alleviate them.

Note: These pain points are listed in no particular order.

Problem #1: Too many apps and logins

In a perfect world, it might make sense to use best-in-class software for every part of your business. But in reality, many of those tools don't integrate with your property management system.

That means residents often need separate logins to message the onsite team, pay rent, manage renters insurance, or submit maintenance requests. The average consumer already manages 168 personal logins—and another 87 for work². That's a lot of passwords, and it leads to one thing: password fatigue³.

¹ [Zendesk Benchmark data](#)

² [People have around 170 passwords on average, study shows](#)

³ [What Is Single Sign-On \(SSO\)?](#)

To avoid adding to that frustration, aim to minimize the number of apps or portals residents need to access. Look for an all-in-one or fully integrated property management solution that streamlines these interactions.

It might seem like a small change, but removing even a few login barriers can make a lasting impression. When it's easy to engage with your community from day one, residents take notice—and remember it.

Problem #2: Your property is hard to find online

If prospects can't find your property in an online search, they'll never get the chance to choose it. Missing out on a potential resident is one thing—not even getting the opportunity to make your pitch is worse.

One of the biggest culprits? A lack of investment in SEO. To compete online, your digital marketing strategy needs to account for three types of search engine optimization: **paid**, **organic**, and **local**.

Paid search is exactly what it sounds like—you pay for top placement on key search terms. These sponsored listings appear above organic results and offer a quick way to boost visibility. Paid search delivers immediate traffic and builds brand awareness by increasing impressions when prospects are actively looking for an apartment.

Organic search focuses on optimizing your website's content, structure, and technical elements to earn top rankings naturally. While there's no cost per click, staying competitive requires ongoing effort. Search algorithms are always changing. Ranking high in organic search builds long-term trust—many users view organic results as more credible than ads. The numbers back that up: the top organic result earns a **40% click-through rate**, compared to just **1–2%** for sponsored listings⁴.



Local search ensures your property appears in tools like Google Maps and the Local Pack—especially during “near me” searches. This relies heavily on your **Google Business Profile**. Just like organic search, visibility matters: businesses in the top spot of the Local Pack see an average **17.6% click-through rate**, with the next two spots close behind at **15.4%** and **15.1%**, respectively.

A strong reputation helps too. Encouraging residents to leave Google reviews after move-in can boost your local presence and establish trust before a prospect even contacts your onsite team. But don't stop there—**recency, frequency, quality, and quantity** all matter. That means you'll need to keep the reviews coming. Outdated feedback doesn't reflect your current resident experience—and both consumers and algorithms know it.

Optimizing for all three types of search might sound intimidating, especially if you're not a seasoned marketer. The good news? Many property management platforms offer services to help you dial in your strategy and make sure your online presence is working as hard as your onsite team.



**Before they see your property,
they have to see you online.**

⁴ [Google Click-Through Rates \(CTRs\) by Ranking Position in 2025](#)

Problem #3: Poor website design

Driving prospects to your website is only half the battle—your site also needs to convert. If your community website isn't optimized for lead generation, all that effort and ad spend may be going to waste.

Because many communities don't have an in-house web developer, it's smart to choose a property management operating system that includes customizable, SEO-friendly website templates. These templates should reflect your brand identity while supporting your lead-to-lease workflows.

Here are a few must-haves for any high-performing community website:

Fresh content

Keeping your blog, events calendar, and FAQs up to date can seem time-consuming, but generative AI makes it easy to create relevant content from a simple prompt.

Detailed floor plans and virtual tours

These give prospects a clear view of life at your community—and bring them closer to submitting a guest card, scheduling a tour, or completing an application.

Prominent calls-to-action

Want prospects to take action? Make it easy. Place CTAs strategically on high-traffic pages to guide visitors toward conversion.

Chat or text capabilities

Adding chat or SMS functionality makes it simple for prospects to engage in real time—on the channel they're most comfortable using.

Mobile-friendly design

Nearly half of U.S. web traffic comes from mobile devices—and that number keeps growing⁵. Your site should work seamlessly across all screen sizes.

Real-time pricing and availability

Displaying up-to-date unit information and current rental rates eliminates confusion and builds trust before lease signing.

A well-designed website does more than look good—it supports the entire resident journey, from first click to signed lease.

Problem #4: Communication issues

Today's residents and prospects expect quick, convenient communication—on their terms. Delayed responses or using the wrong channel can create frustration, cost you leads, and even prompt residents to move out at the end of their lease.

The days of relying solely on phones and email are over. To meet modern expectations, communities need an **omnichannel communication strategy**—one that includes text, chat, phone, and email, and adapts to new technologies as they emerge.

But offering multiple channels isn't enough. The real challenge is maintaining **consistent, high-quality service** across all of them. This is where AI makes a big impact.

AI-powered leasing agents can engage with prospects 24/7, offering personalized conversations that feel human—not robotic. Unlike traditional chatbots, they don't rely on canned responses. The result? Higher engagement, more qualified leads, and faster conversions. In fact, Entrata data shows that leads are **9x more likely to convert** when they receive a response within five minutes.

⁵ [What Percentage of Internet Traffic is Mobile?](#)

AI can also support **Autonomous Property Management**, enabling self-service options throughout the leasing journey—something **21% of renters already prefer**, a number that will only grow as comfort with AI increases⁶.

And when AI can't answer a question or it's time to finalize a lease, customizable workflows seamlessly hand off the conversation to your onsite team—ensuring no lead slips through the cracks.

When it comes to resident communication, **proactive transparency** is key. Keep residents in the loop about events, policy changes, rent adjustments, and late payment reminders. These touchpoints build trust and long-term loyalty.

One critical area where communication often falls short? **Maintenance updates**—we'll cover that later in the ebook.

Problem #5: Scheduling a tour is harder than it should be

A common thread across many resident pain points? Communication gaps—and scheduling tours is no exception.

When a prospect submits a form or sends a message to request a tour, they expect a fast response. But that doesn't always happen. Maybe the request came in after hours. Maybe the leasing agent was busy. Whatever the reason, delays create friction—and can cost you the lead.

The handoff from “interested” to “scheduled” should feel seamless. An AI-powered leasing agent can make that happen by instantly confirming availability, booking the tour, sending reminders, and even following up afterward to nurture the lead.

Removing the wait time not only meets expectations—it builds momentum.

Problem #6: A complicated application process

A lengthy or confusing application process is one of the fastest ways to lose a qualified lead. The more friction involved, the more likely a prospect is to abandon the application altogether.

To avoid this, focus on **asking only what's essential** to properly vet applicants. The process should be straightforward, intuitive, and easy to navigate. It should also offer help along the way—whether that's through a smart FAQ, a chat bubble, or a quick link to get answers.

But the experience shouldn't stop at submission.

One of the biggest frustrations prospects face is **silence during the verification and approval process**. Time is critical—residents typically begin their search about three months before their desired move-in date⁷. If they're not going to be approved, they need to know right away. Delayed or unclear communication not only wastes their time—it damages your reputation.

This is where automation can help. **Automated verification workflows** accelerate decision-making and ensure applicants are kept in the loop. Whether the news is good or bad, prompt responses show that your community respects their time—and that makes a lasting impression.

⁶ [The New American Dream Survey](#)

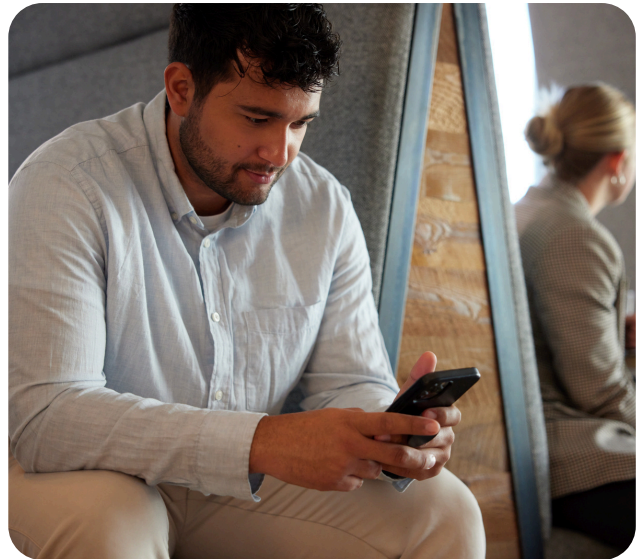
⁷ [Entrata Resident Report](#)

Problem #7: Stressful move-in and move-out experiences

Moving is one of the most stressful parts of the resident journey. Whether it's move-in day or move-out day, there's a lot to remember—and it's easy for things to fall through the cracks.

One common issue? **Skipping the move-in inspection.** Without a documented record of the apartment's condition at the start of the lease, it can be difficult for residents to dispute damage claims later on. What starts as a misunderstanding can quickly escalate, turning a potential promoter of your community into a vocal detractor.

The good news? You can take some of that pressure off your residents with one simple tool: **a digital move-in and move-out checklist.** These checklists give residents clear guidance on what to do, when to do it, and how to stay on track—all in one convenient, mobile-friendly format.



Helping residents navigate a stressful time with confidence shows that your community cares about the details. And that level of care builds trust.

Problem #8: Maintenance that misses the mark

Maintenance quality is one of the biggest factors residents consider when deciding whether to renew—second only to rent price⁸. And it often takes just **one bad experience** to turn a satisfied resident into someone who never forgets the frustration.

There are multiple points where maintenance can break down: submitting a request, scheduling service, or getting updates on when the issue will be resolved. A lack of transparency at any stage can erode trust.

To deliver a better experience, start by **centralizing maintenance requests** through your community's app or portal.

This gives residents a clear place to go when something needs attention—and allows you to track and manage requests in real time.

Then, implement **automated workflows** that:

- Acknowledge the request
- Diagnose the issue
- Assign the right technician
- Order necessary parts
- Schedule the service call

This level of automation ensures requests don't get lost, delays are minimized, and residents aren't left wondering when help will arrive. When handled well, maintenance becomes more than a repair—it becomes a moment of trust-building.

⁸ [Entrata Resident Report](#)

Problem #9: Rent payments aren't simple enough



Rent collection is one of the strongest arguments for an all-in-one property management solution. When residents consistently use the same app or portal to engage with your community—whether for maintenance, messaging, or rent—it builds habits and simplifies their experience.

Residents should be able to **save payment details** and **set up autopay** with just a few clicks. These features reduce friction and ensure rent is paid on time without the need for reminders.

That said, **autopay adoption is still low**—only about 30% of residents use it. One of the main reasons? Income fluctuations. Many residents hesitate to schedule automatic withdrawals if they're unsure funds will be available.

To support all residents, offer **multiple payment options**, including one-time payments, credit card support, ACH, and yes—even checks. Giving residents the flexibility to choose how and when they pay puts control in their hands—and helps you get paid faster.

A seamless rent experience reduces late payments, builds trust, and reinforces that your community values convenience.

Problem #10: A complicated lease renewal process

The final challenge in the resident journey is also one of the most important: deciding whether to renew.



Friction at renewal can turn certainty into second thoughts.

If a resident chooses to stay, the renewal process should be **as easy as confirming new lease terms within your app**. Adding unnecessary friction—like printing forms, in-person meetings, or clunky email threads—can lead to hesitation, or worse, second thoughts about renewing.

When you streamline this step, you're not just removing a barrier—you're reinforcing the idea that staying put is the easier, better choice.



How Entrata helps

Entrata's Property Management Operating System is built for the future—turning time-consuming manual processes into fully automated workflows powered by AI. Everything your team needs to operate efficiently—and everything residents need for a seamless experience—lives in one unified platform.

Here's how Entrata helps elevate the resident experience at every stage:

- **One app for everything.** From messaging your team and submitting maintenance requests to paying rent or renewing a lease, everything residents need is in one place: the Homebody RXP app. No multiple logins, no confusion.
- **Smarter communication.** **Entrata Layered Intelligence (ELI+)** automates and personalizes communication across channels—reducing response times, boosting lead conversions, and supporting resident retention.
- **Optimized marketing.** Entrata's **Digital Marketing Services** help you fine-tune your online presence for better conversion rates. Plus, out-of-the-box website templates from

ProspectPortal® give your community a polished, high-performing site right away.

- **Faster, safer application approvals.** **ResidentVerify®** is built into the application workflow to screen applicants efficiently, flag potential fraud, and ensure compliance with your property's criteria—all without slowing things down.
- **Simplified moving experiences.** With **Homebody Move**, new residents receive a guided checklist that covers everything from move-in to move-out—making transitions smooth and stress-free.
- **Maintenance made easy.** Maintenance requests submitted through the Homebody RXP app automatically trigger intelligent workflows—assigning the right technician, ordering parts, scheduling appointments, and capturing feedback post-service.

Ready to elevate the resident experience at your communities? Discover how AI-powered automations and workflows from Entrata can make it happen. [Request a demo today.](#)