

APARTMENTLIFE Return on Investment

What is Apartment Life?

Apartment Life provides trained coordinators who act as an extension of the onsite team, driving resident engagement, strengthening relationships, and supporting residents in ways that improve retention, reduce staff workload, and enhance community performance.

According to our annual property management survey, Apartment Life produces an estimated \$214,200 in annual value per community — a 5.6x–9.1x return on investment.

How is the value created?

LEASE PERFORMANCE

Apartment Life influences an average of 142.8 leases annually per community.

- 87.6 annual lease renewals = \$131,400 retained revenue
 - 55.2 new leases annually = \$82,800 new revenue
- Total estimated annual revenue impact: \$214,200

OPERATIONAL EFFICIENCY

Apartment Life reduces workload for onsite teams.

- 12.4 staff hours saved weekly
- 645 staff hours saved annually

This allows leasing teams to focus on leasing, operations, and resident care rather than community programming.

RESIDENT SERVICES IMPACT

For communities using the Resident Services program:

- 39 residents supported weekly
- 36 delinquencies addressed annually

Relational support helps stabilize residents and reduce operational strain.

90%

Client Satisfaction

- Happy with their Apartment Life program
- Say Apartment Life increases resident satisfaction

Program Investment vs. ROI

ONSITE PROGRAM

Annual cost: \$38,400
Estimated return: 5.6x

Program Investment

\$23,400–\$38,400 annually

Net Positive Impact

\$175,000+ per community per year

Average Cost

\$850/\$950 a month
x 12 months =
\$10,200 - \$11,400 annually

Conceded Unit
~\$1,600 x 12 months =
\$19,200

Event Budget
\$2 per door (~350 doors)
\$700/mo x 12 = \$8,400