



# TIPS FOR BOOSTING TENANT RETENTION

## WANT HIGHER ROI ON YOUR RENTAL PROPERTIES?

The rental business, by nature, is a volatile one. More than 100 million Americans rent, yet they are outnumbered two to one by homeowners. But as the years go by, the priorities of young Americans (who make up the majority of renters) has changed, causing for a shift in the offerings that successfully attract new residents.

### Know Your Market

#### KEEP YOUR FINGER ON THE PULSE

It doesn't matter what kind of relationship you have with your renter, if your property is outdated, your renters will leave. It's important to know how your properties and amenities compare to you competitors. The trick is to step into the shoes of your renter - Consider what appeals to them. What are their expectations?

### Learn Your Tenants' Improvement List

#### KNOW YOUR TENANTS WANTS

There's no trick to it, your best resource for understanding your renters, is well, getting to know your renters! When you conduct your annual inspections with your tenants, ask them what their dream property updates would be. Compile a list of - Some might be outlandish, but others will be affordable which will ultimately raise the property's desirability for years to come.

### Market Community Opportunities


#### ENSURE EVERYONE IS INFORMED

Send announcements and reminders to your tenants regarding community events, classes and local happenings. Residents will appreciate the touches as reminders are always helpful and schedules often change. This not only promotes an active lifestyle, but community involvement, ensuring the renewal of renters.

### Offer Free Fitness Classes

#### ATTRACT HEALTH-CONSCIOUS RESIDENTS

The fitness center is a required stop on any property tour with new residents. Renters want everything they need, at their fingertips, and that includes facilities and services that make it easier for them to make healthy choices when it comes to exercise. Power for Life Fitness can help attract those prospective, health-conscious residents. With our driven, skilled and seasoned instructors, we're able to offer fitness classes that are new, challenging and adapt over time.



When it comes to acquiring new residents, as diverse as their goals may be, Power for Life Fitness will help peak interest, seal the deal and have your prospective renters signing a lease in no time.

**CONTACT US TODAY TO GET STARTED  
BUILDING YOUR FITNESS PROGRAM**

