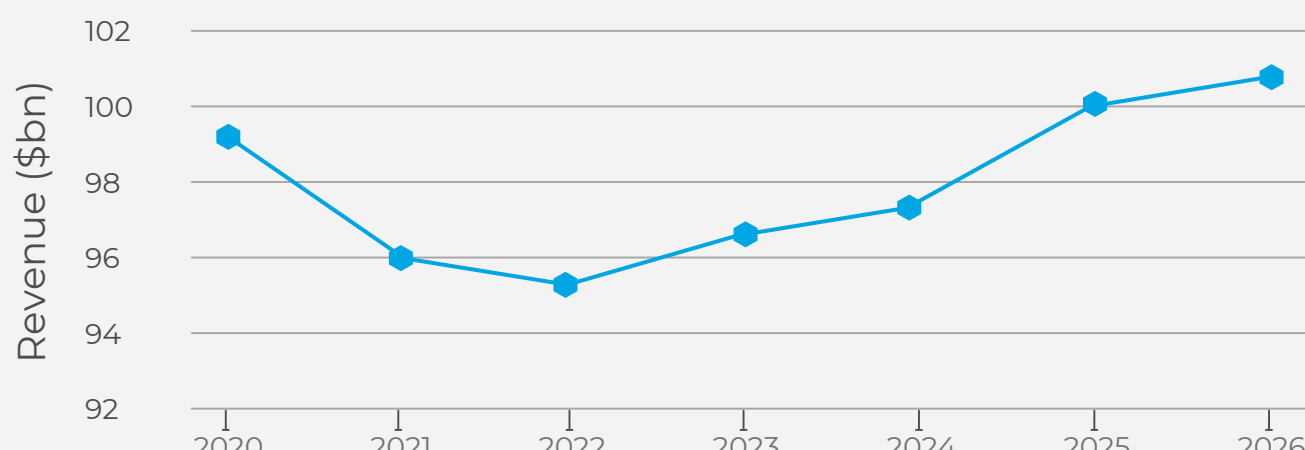


The state of the Property Management Industry



Projected Industry Revenue



Revenue is expected to increase only at an annualized rate of 1.1% to \$101.3 billion over the next five years.

Key Industry Trends

- 1** The U.S. homeownership rate is projected to increase over the next five years, reducing the need for residential property management.
- 2** Competition will increase as real estate brokerages begin to offer property management services.
- 3** Most industry revenue (45.7%) is paid out in wage costs. Thus, a rise in outsourcing activity is projected for property managers.

Key Technology Trends

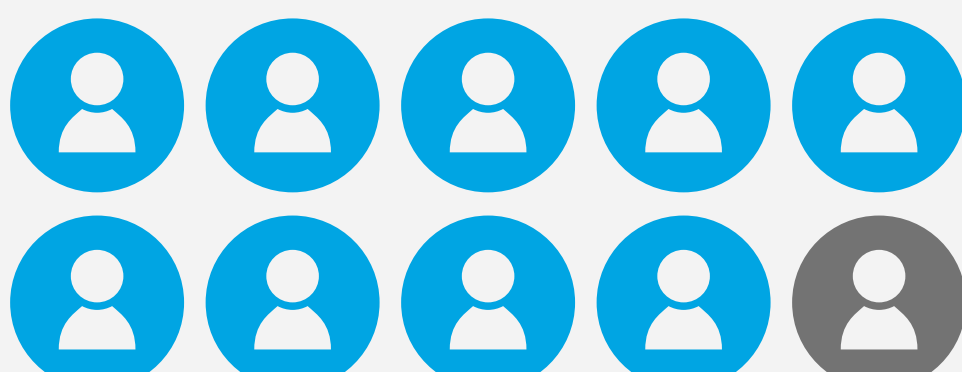


Tenants prefer online and mobile interactions. They expect to be able to pay rent, request maintenance, and sign documents without leaving their unit.



32% of property managers say that efficiency is the biggest challenge in their day-to-day operations.

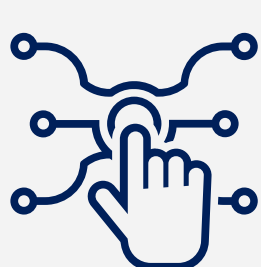
CRM systems improve productivity by up to 34%.



9/10 Millennials

would consider paying higher rent for better amenities or property technology.

Key Success Factors



Ability to adopt technology

Adopting technologies like CRM systems will help organizations meet growing prospect and tenant demands and make property management workflows more efficient.



Having contacts in key markets

Companies must establish contacts within the real estate sector because a majority of property management clientele are gained through personal contacts and business relationships.



Ability to differentiate yourself

In this highly fragmented industry, it is important for organizations to understand what sets them apart from competitors and use that in marketing and sales messaging.



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