



In a time when there are numerous incentives for renters to purchase homes vs. renting, retaining quality tenants can be challenging.

The general nature of renting is transient and many tenants rent as a short-term solution to a bigger plan, i.e. purchasing a home. However, there are some that are content being long-term tenants as long as they feel their needs are being met.

In an effort to keep these tenants and avoid the expense of a turnover and the risk of placing a new tenant, CPM Real Estate Services follows these simple rules:

- **Timely responsiveness** – Quick responses to tenant communication is imperative even if a resolution is not yet available. Tenants need to know that their issue is a priority and appreciate an acknowledgment.
- **Efficiently address maintenance and repair items** – Not only is it important that we quickly dispatch service calls but we must also work with vendors who have proven to be quality professionals. Despite the fact that vendors are not our employees, tenants associate their performance with our services.
- **Maintain community quality and property condition** – Tenants want to enjoy their homes – whether located in a complex or a single property on a private lot. Regular maintenance and basic improvements are imperative in maintaining the appearance and quality of the living environment.
- **Staffing consistency** – Tenants like to know who they are dealing with. CPM focuses on team building, education, and quality staff retention.
- **Prioritizing Customer Service** – CPM cannot grant all tenant requests. However, we can provide friendly customer service and professionally, diplomatically deliver information – even if it's not the answer the tenants were hoping for.

Ultimately there is no sure-fire way to avoid tenant turnover. However, CPM strives to keep it at a minimum by sticking to these 5 rules. When successful, it's a win-win for everyone.