Real Estate Business Analytics
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Top Data-Driven Multifamily Questions
Drive Profitability via BI Insights

Here are examples of great questions that leaders can start asking about their business today to increase profitability and growth for their multifamily portfolio this year.

Your questions should align with your organization's Critical Success Factors (CSF) to ensure you're focused on the areas of the business that executives have identified as mission-critical.

Operations Leaders

- Do I have a “make-ready” problem?
- Why is my leasing velocity different between Tower A and B?
- How does resident satisfaction impact my occupancy?

Marketing Leaders

- What is the value of a 10 point improvement in our survey scores?
- Can I reallocate my portfolio marketing dollars to focus on higher vacancy properties?
- How does my CPL compare to last year? To the pandemic? To pre-pandemic?

Asset Management Leaders

- Can I quickly see my worst-performing properties regardless of client?
- Why is there a cluster of maintenance requests at this property?
- Am I missing a revenue optimization opportunity with trade-outs?

Financial Leaders

- How much money are we leaving on the table with renewals?
- How do collections compare to last month?
- How are we performing against budget? Against reforecast?

We can’t wait to hear how you’re approaching a multifamily challenge or opportunity in a way that is unique to your company culture and goals. Be sure to share your questions with us!