



# MID-YEAR 2025: RENTAL HOUSING EMPLOYEES REPORT

New Data, New Insights



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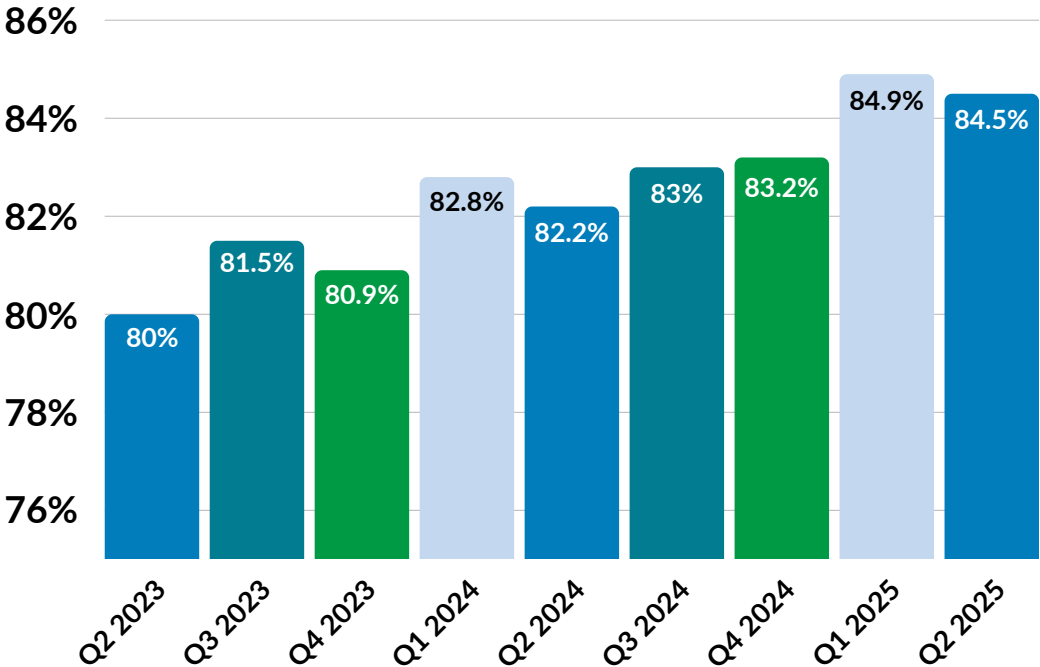


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# Introduction

The rental housing industry remains committed to strengthening employee engagement and improving retention, which is an essential focus during an unpredictable labor market. That commitment is yielding results. Employees are increasingly reporting that they feel valued by their organizations, and levels of optimism about their companies' future have grown. Most notably, the average likelihood of employees remaining with their current company over the next 12 months has risen from 80% to more than 84.5%, signaling a meaningful shift in both sentiment and stability across the workforce.

Likelihood to Remain for the Next 12 Months



The rental housing industry thrives on human connections, and employees continue to highlight the strength of the relationships that shape their everyday work experience. Across engagement surveys, the most consistent areas of positive feedback reflect a deep sense of trust in leadership, mutual respect among colleagues, supportive relationships with supervisors, and genuine enjoyment of their roles. Even as other aspects of the employee experience shift with changing conditions, these core relationship-based themes have remained strong and steady. These findings reinforce that a culture rooted in respect, trust, and connection is not just appreciated, it's essential to employee satisfaction and long-term engagement in the industry.



**Key Takeaways:  
The Highs and Lows**

# What Employees Appreciate Most

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**91%** have a good working relationship with their peers

**89%** respect executive leadership

**85%** agree their supervisor shows faith in their judgment

**85%** enjoy their current job

**84%** are treated with respect

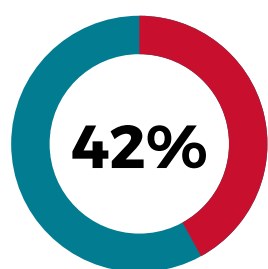


## What Leaders Can Do

To sustain and build on these strong engagement indicators, leaders should continue to foster a culture of trust, recognition, and open communication. Prioritizing respectful interactions, demonstrating confidence in employees' judgment, and maintaining visibility and authenticity at all levels of leadership will help reinforce what employees already value and ensure those positive sentiments remain strong.

# Employees' Greatest Frustrations

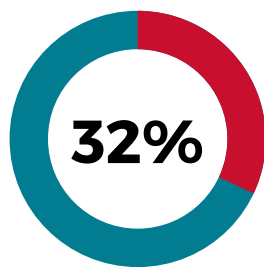
Despite strong workplace relationships, employees report ongoing challenges with communication, consistency, and growth opportunities. Concerns about unclear expectations, limited feedback, and staffing shortages are contributing to stress and inefficiencies. Addressing these gaps is essential to strengthening engagement and ensuring employees feel supported, informed, and set up for success.



42%



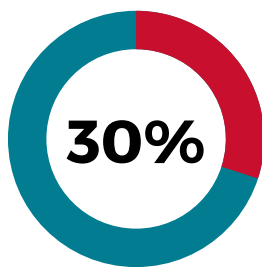
do not agree  
compensation  
for their job is  
fair



32%



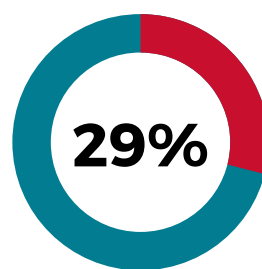
are not satisfied  
with the amount  
of internal  
company  
communication



30%



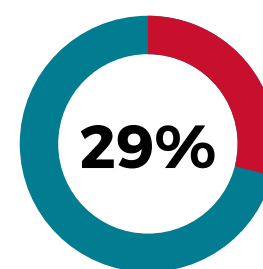
do not agree  
that policies and  
procedures are  
consistently  
enforced



29%



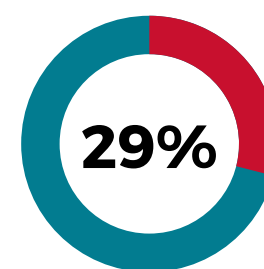
do not have  
a fully staffed  
workplace



29%



do not receive  
timely feedback on  
their work  
performance



29%



do not have  
a clear  
understanding of  
their career and/or  
promotion path



## What Leaders Can Do

To make meaningful progress, leaders should identify one key area—such as improving internal communication or providing more consistent feedback—and focus their efforts there, as targeted improvements in one area often create a ripple effect that strengthens overall engagement and reduces employee frustration.

# Emerging Risk:

## First Impressions – New Employees



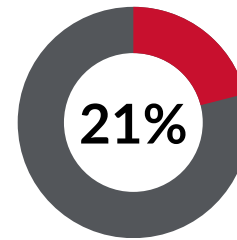
**1 in 6**  
new employees

A staggering 1 in 6 newly hired employees depart before Day 90, revealing the greatest opportunity for employee retention is focusing attention and resources on the onboarding experience

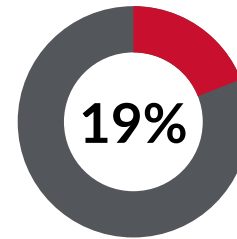


**1 in 10**  
new employees

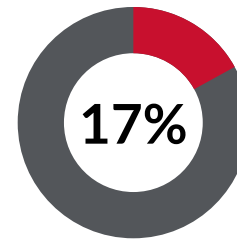
A shocking 1 in 10 newly hired employees disclosed their supervisor was not present or prepared for their arrival



21% were not given adequate time during office hours to complete required training



19% did not receive a training plan



17% did not feel their first week at work was well organized

## What Leaders Can Do

To improve new hire retention, organizations should invest in a structured, well-paced onboarding process that includes a clear training plan, accountability, and active supervisor involvement, ensuring new hires feel supported, prepared, and welcomed from day one. [Introduce by Swift Bunny can help.](#)



# Opportunities for Improvement by Position

# On-Site Leasing

**34%** don't agree their benefits package matches their needs

**27%** don't feel their efforts are recognized and appreciated

**26%** don't feel encouraged to collaborate with other departments

## What Leaders Can Do

Every employee brings a wealth of life experience with them to their role. Inviting employees to join committees or cross-functional task forces is a powerful way to recognize their unique experience while fostering collaboration, connection, and a sense of shared purpose across departments.



# On-Site Maintenance

**26%** don't have someone at work who encourages their development

**24%** don't agree their benefits package matches their needs

**23%** aren't able to complete their work in the time allowed

## ➔ What Leaders Can Do

Maintenance team members are essential to community success, and supporting their growth begins with listening. Ask what skills they're interested in developing and what barriers may be getting in their way. Identifying obstacles together creates a path for solutions and shows that you value both their contributions and their future potential.



# On-Site Management

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**30%** are not able to complete their work in the time allowed

**29%** are not encouraged to suggest better ways of doing things

**29%** don't have someone at work who encourages their development

## What Leaders Can Do

The risk of burnout is real. In addition to feeling like the to-do list is never ending, managers feel as if no one is interested in their suggestions of how to do things better or more efficiently. Because this feeling of overwhelm appears to be universal, consider forming a task force of on-site managers to define their greatest obstacles, and encourage them to find solutions. These professionals have seen and done a lot, both in current and previous roles. Take advantage of that knowledge and experience to improve your own business practices.



# Regional Operations

**42%** are not able to complete their work in the time allowed

**32%** don't receive timely feedback on their work performance

**29%** don't feel their efforts are recognized and appreciated

## What Leaders Can Do

When more than four out of ten Regionals are crushed by their workload, it's time to wave the red flag. Regionals play a uniquely important role in a portfolio's success and require support, feedback, and recognition from executive leadership. Consider streamlining the sites managed, adding administrative help, and reducing responsibilities to prevent burnout and employee attrition. Add in a monthly 1:1 meeting to provide that much-needed face time with leadership.



# Corporate Support

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**31%** are not able to complete their work in the time allowed

**31%** don't know what they need to do to be successful in their role

**29%** don't feel encouraged to collaborate with other departments

## What Leaders Can Do

Corporate Support personnel's role is to assist the on-site team members, but their responses indicate that they need support of their own. Of particular concern is the nearly one in three who don't know what is required to be successful. Add clarity around both individual's and the team's mission and goals to improve confidence, performance, and satisfaction.



# Corporate Operations

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**32%** are not able to complete their work in the time allowed

**28%** don't know what they need to do to be successful in their role

**24%** don't feel encouraged to collaborate with other departments

## What Leaders Can Do

Like their Corporate Support colleagues, Corporate Operations team members would benefit from greater clarity about their contributions. Revisit job descriptions to ensure they match what's needed in today's workplace and adjust accordingly. Schedule stay interviews with top performers to uncover more specific drivers of dissatisfaction. Create opportunities for collaboration between departments to improve communication and connection.



# Conclusion



The rental housing industry has made meaningful strides in strengthening employee engagement, with rising retention and a deepening sense of value among team members. But to sustain this momentum, leaders must stay focused. While strong relationships remain a foundation, lingering frustrations around communication, consistency, and career growth can erode trust over time. Closing these gaps requires ongoing, intentional alignment between what employees need and how organizations operate. Leaders who prioritize both connection and clarity and who pair respect with responsiveness will be best positioned to retain talent, improve performance, and build workplaces where people feel supported and motivated to stay.



# How We Can Help

Swift Bunny empowers property management companies to reduce employee and customer turnover, strengthen team performance, and increase profitability. Through our three integrated solutions—Ingage for continuous employee feedback, Introduce for streamlined, automated onboarding and offboarding processes, and Intouch for resident satisfaction insights—we help companies manage the complete employee and customer experience. By providing actionable data and expert guidance, Swift Bunny enables operators to make smarter decisions, improve service delivery, and build thriving communities. Learn more at [swiftbunny.com](https://swiftbunny.com), [contact@swiftbunny.com](mailto:contact@swiftbunny.com), or 888.896.2933

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