

2025 New Hire Risk Report



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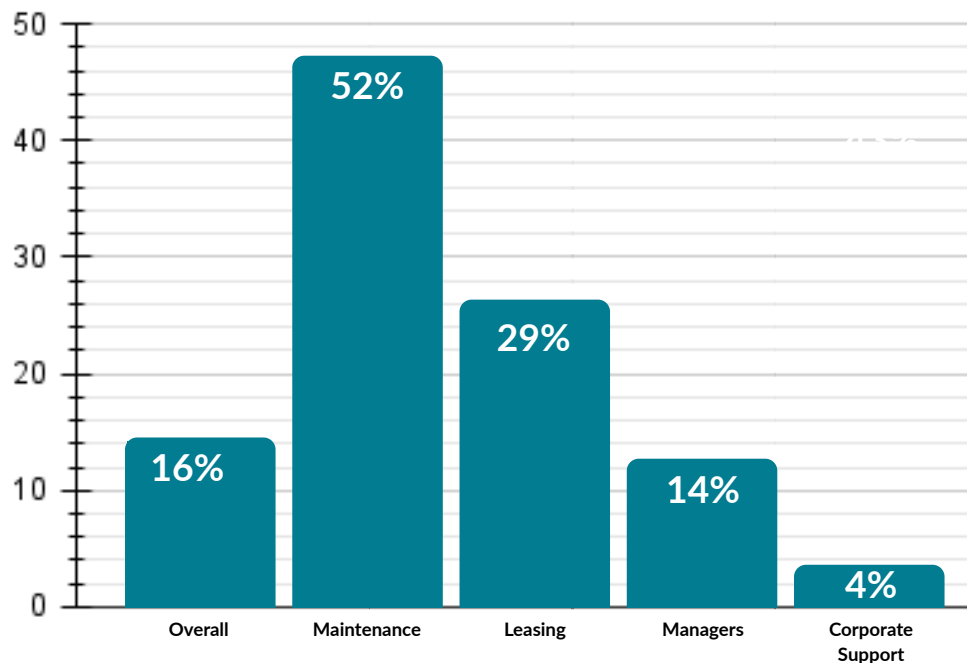
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Introduction

New hire turnover is more than just a staffing challenge—it's a growing concern that organizations can't afford to ignore. In 2024, 16% of all new hires left before Day 90—that's 1 in 6 employees walking away before they've had a real chance to contribute. In the rental housing industry, where staffing remains a top operational challenge, early departures strain already lean teams and drain time, energy, and morale.

Hiring a promising candidate only to lose them within days or weeks is not just frustrating—it's avoidable. Through research with thousands of employees, we've identified the most common missteps in the new hire experience. Read on to learn what's going wrong—and what you can do to turn it around.

Early Exit Employee Breakdown



With employee *turnover expenses* estimated to cost an employer a minimum of 34% of the employee's salary, this is a line item that must no longer be dismissed as uncontrollable.



Bumpy Starts, Early Exits

The Shocking Truth: 16% of new hires left their job before reaching 90 days of employment



Resulting In:

- Employees leaving before they have even been in place long enough to make a positive difference.
- Premature departures putting employers in a tough spot.
- On-site teams getting stuck short-staffed yet again.
- Coworkers and residents becoming disillusioned and disgruntled at the personnel churn.
- A challenging problem becomes even more difficult.

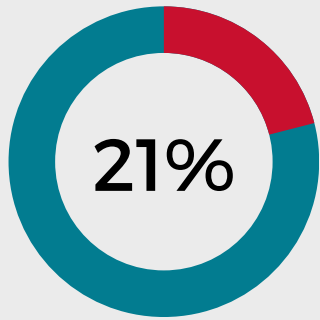
What You Can Do

Read on to discover the top contributors to new hire turnover. Learn what you can do differently to improve newly-hired employees' experiences and boost your chances they stick around through the 90-day mark—and well beyond.

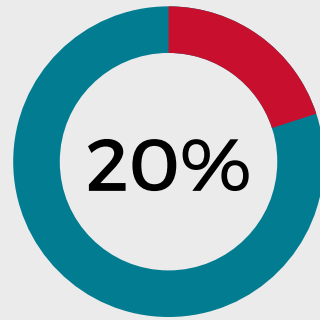
Key Takeaways



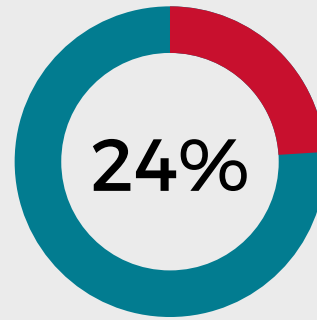
Uninspiring First Impressions



did NOT receive a training plan



did NOT feel their first week at work was well organized



did NOT feel their first day at work was well organized



new hires did NOT feel their first day at work was well organized

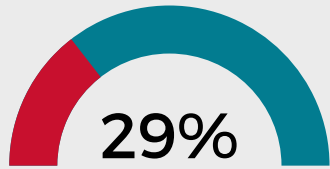
"I felt unproductive with no office space to work in on my first week."
- Anonymous Swift Bunny survey respondent

What You Can Do

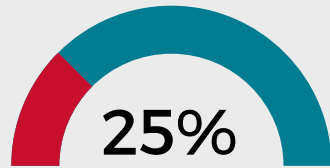
Ensure supervisors know exactly when their new hire is starting so they can get everything ready to give them a great first day. Whether it's putting up a welcome sign with their name, surprising them with a swag package, or maybe even opening the office to the public a little later than usual to allow time for a casual meet-and-greet with the team—thoughtful, personalized touches go a long way to make the new team member feel valued from day one.

Consider mapping out what their first day, week, and month will look like. Think about who they should meet, what they'll learn, when and how they'll be learning, and what milestones they can expect to reach along the way. Sharing a clear plan with new hires will help ease any first-day jitters and set expectations. Plus, you and the team will be in a stronger position to support their training and know exactly how each person can help them settle in and succeed.

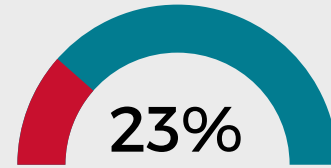
Inadequate Training for the New Role



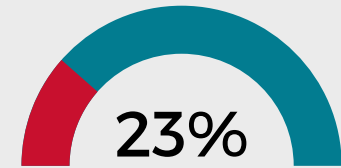
are not given adequate time during office hours to participate in or complete required training



do not feel the training provided helped them become effective at doing their job



do not agree the onboarding process helped them become effective at their job



indicate the onboarding process did not cover all the topics they expected

"I'm two months in and still don't have a clear idea of my job duties or how to do my job confidently."

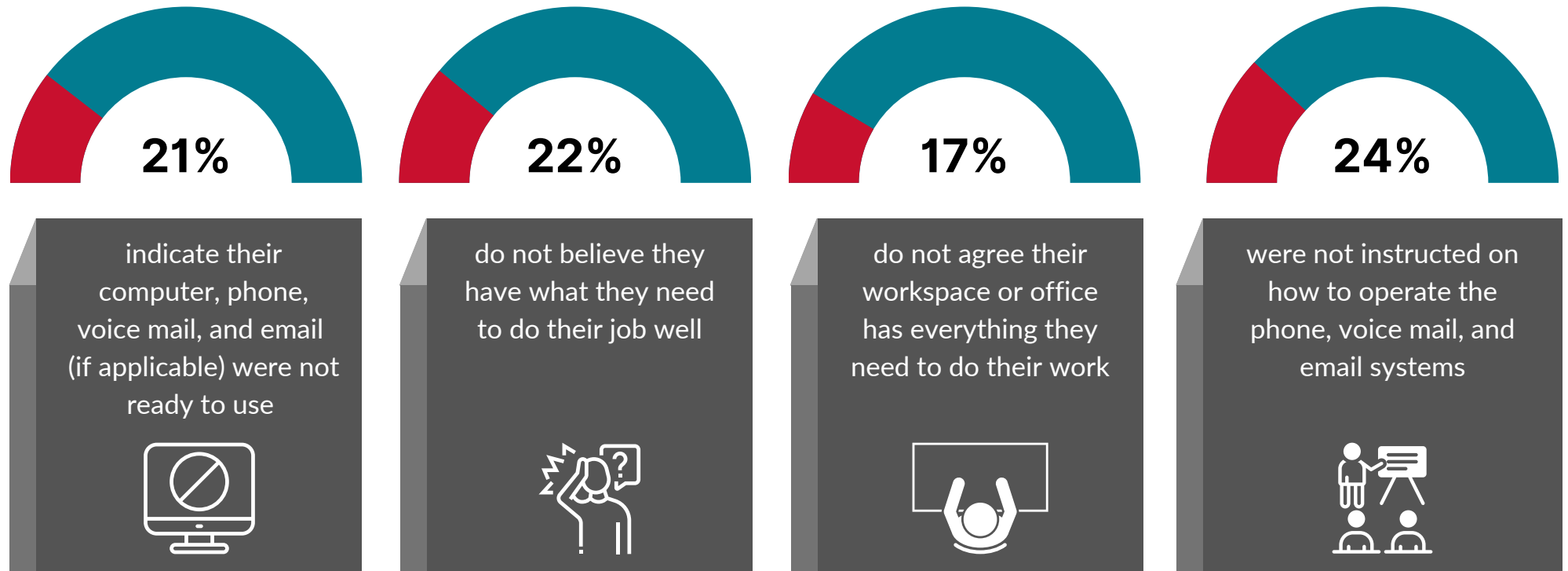
-Anonymous Swift Bunny survey respondent

➔ What You Can Do

In addition to scheduling the basic required training, review all the training that your new team member will need. Document the training in an onboarding plan or another internal checklist, or automate and track your new employee's progress with [Introduce™ by Swift Bunny](#). Be aware of the time commitment that is required to complete new hire training and build it into the work schedule. While your team may have been running short-staffed and you may feel pressure to get a warm body in place, understand that your new team member will be able to contribute more effectively when they are given protected time and space to participate in adequate training.

Be sure that the education you provide during the onboarding period covers the essential tasks that often are taken for granted. Walking a tour route, freshening up a model apartment home, filling out a guest card effectively, and taking a service request are all critical responsibilities of a leasing agent, for example, but sometimes are overlooked during onboarding because everyone assumes someone else covered these basics. Focus on instilling competence and confidence, and your new team members will have a much higher likelihood of staying longer.

Insufficient Resources Available



"The training is kind of crazy to me. You host a class that trains us about the company. OK. It's nice to know that. But I've been here for 4 months and I'm just now seeing a course for (software). It would have been better to get that when I first started."

-Anonymous Swift Bunny survey respondent

What You Can Do

Once the employee's first day has been confirmed, initiate the process to gather or purchase the tools and resources needed, such as a computer, email address, and a workspace for office team members, and a vehicle, tool kit, and name badge for service team members. Having the new employee's tools and resources ready for them as they join the team is another great way to provide a positive first impression. It communicates very clearly, "We've been expecting you, and you have what you need to be a successful part of our team!"

Disappointing Workplace Culture

"I have not had a good experience in the few months I have been here. I started touring my second day, staff has been unfriendly, pay breakdown was not clearly stated before I began, I had my company "training" meeting like 3 weeks after I had already been using the system, and mentor "training" almost 4 months in so I had no questions on systems because I already had been doing the job for months."

-Anonymous Swift Bunny survey respondent

Here's what new hires say about the workplace culture they encounter:

23%

are not satisfied with the amount of internal company communication

21%

don't feel their work can typically be completed in the time allowed

21%

don't receive timely feedback on their work performance

21%

don't believe the work environment encourages employees to collaborate with other departments

19%

are not encouraged to suggest new and better ways of doing things

What You Can Do

During the first few days of employment, introduce the new hire to some of the executive team members and department leaders. Prompt leaders to ask the new employee about previous work experience and what they look forward to at your company. Because many rental housing firms have geographically dispersed teams, it may be practical to make these introductions via web conferencing. These initial introductions lay the foundation of connection throughout the organization, and send a signal to your new hire that they are important enough to warrant some of the executive team's time.

Supervisors can make a significant positive impact on a new hire's acclimation by conducting weekly one-on-one meetings with the team member to check in and see how things are going. Ask for their first impressions on processes or team norms. Have they seen a process work better at a previous job? Listen to their feedback and suggestions, if so. This is also a great time to provide encouragement on tasks they are picking up quickly and coaching for areas that may need some additional support.

Case Study



Case Study: RADCO Elevates Onboarding to Boost New Hire Retention

In just one year, RADCO has dramatically transformed its employee onboarding experience—resulting in a 26-point increase in new hires’ intention to remain with the company.

In 2024, 74% of RADCO new employees reported being "Very Likely" to stay with the organization for the next year, up from only 48% the year prior.

This improvement followed a focused investment in onboarding enhancements. The company utilized the Swift Bunny Onboarding Experience survey to identify gaps and implement targeted changes that now show measurable results.

By designing an onboarding experience that fosters connection, clarity, and collaboration, RADCO is not only welcoming new hires but setting them up for long-term success. Their results demonstrate how a well-executed onboarding program can directly influence engagement and retention.

Key areas of progress:



Organizational Clarity: 75% of new hires now strongly agree they know how to be successful in their role (up from 64%).



Internal Communication: 58% of new employees expressed the highest level of satisfaction with internal company communication, up from only 36%.



Employee Connection and Respect: RADCO saw increases in positive responses around being treated with respect (81%, up from 70%), feeling valued by the team (71%, up from 43%), and encouragement for departmental collaboration (67%, up from 41%).

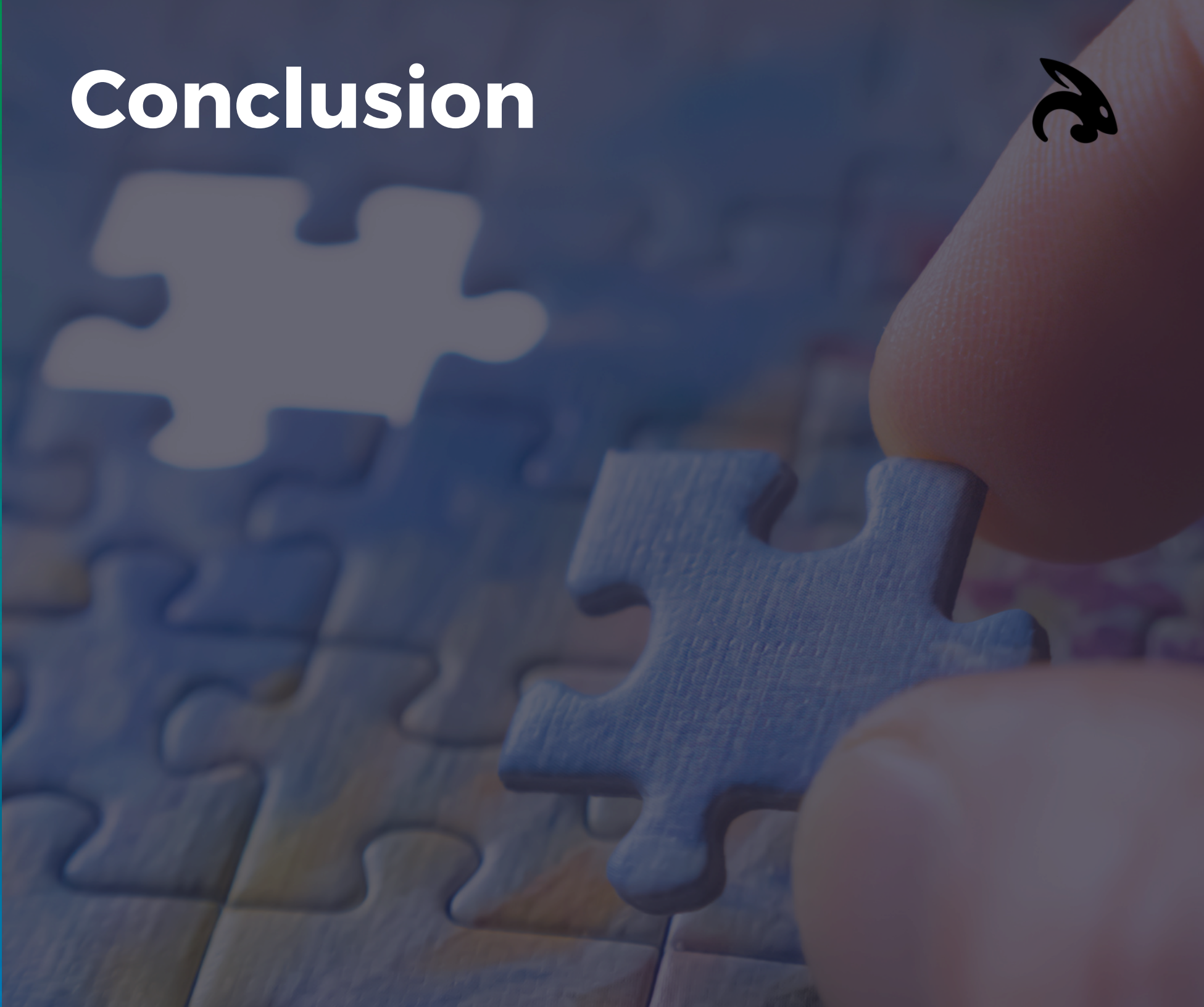


Structure and Coverage: The number of new hires who found onboarding well organized rose from 48% to 71%, and those who felt all expected topics were covered increased from 38% to 67%.

“We find that if new hires do not receive a strong onboarding experience, they are twice as likely to leave in the first 90 days.”

-Janet Baildon
Vice President of People and Culture, RADCO

Conclusion

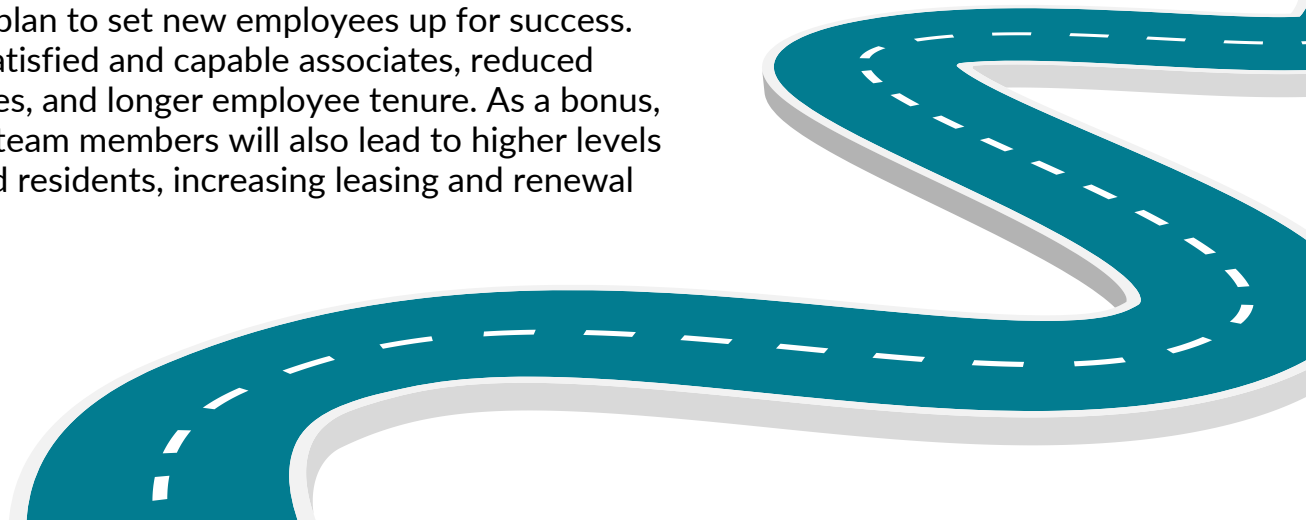


Conclusion



With 1 in 4 new employees indicating they are not satisfied with their company's onboarding process, there is a considerable opportunity for rental housing leaders and managers to improve and positively impact new employee retention.

The first 90 days of employment is a time filled with a lot of change and uncertainty for new employees. Employers should provide organized steps to help new hires understand their role and the expectations of the workplace and offer comprehensive instruction and support to facilitate their competence and confidence in their new role. By understanding where some of the current gaps lie, organizations can focus attention on planning and executing a more structured, thoughtful onboarding plan to set new employees up for success. Doing so will lead to more highly satisfied and capable associates, reduced employee turnover among new hires, and longer employee tenure. As a bonus, developing educated, self-assured team members will also lead to higher levels of service delivery to prospects and residents, increasing leasing and renewal rates and overall performance.





How We Can Help

Swift Bunny offers a suite of multifamily-specific feedback solutions designed to reduce turnover and boost profitability. [Engage by Swift Bunny™](#) is the apartment industry's first-ever employee lifecycle feedback system, pairing meaningful data with personalized insights and planning to solve operators' greatest workplace challenge: employee turnover. [Introduce by Swift Bunny™](#) is a hire-to-retire workflow manager to streamline employee onboarding and offboarding. [Intouch by Swift Bunny™](#) is a multifamily-specific resident feedback solution. [Inquire by Swift Bunny™](#) is a user-friendly custom survey solution for collecting opinions and feedback from any audience. Used collectively, Swift Bunny's solutions provide a cohesive approach to employee and customer service and streamline an operator's tech stack. Focusing on the employee and customer experience will help organizations identify priorities, reduce employee and resident turnover, and improve the bottom line.

Learn more:

