

2026 RENEWAL STRATEGY

You can't have a serious conversation about the importance of renewals without acknowledging.....

THE COST OF TURNOVER

Example Operational Costs	Per Unit
Turn Expenses (vendors + supplies)	\$2,058
Trash-Out Labor	\$132
Bulk Item Removal	\$150
Make-Ready Labor	\$220
Marketing	\$366
Vacancy	\$1,366
Concessions	\$1,442
TOTAL LOSS & COST	\$5,734

There's nothing that has the sites working harder than turnover.

FOR EVERY SINGLE MOVE OUT.....

- **Assistant Manager:** Enter notice, move-out walk, final account statement
- **Maintenance Techs:** Walk unit, order parts, trash-out, schedule services, inspect vendor work
- **Make-Ready Tech:** Full turnover process - repair/replace items to make unit market-ready
- **Manager:** Invoice coding, unit inspections, pricing decisions, specials discussions
- **Leasing Agent:** Marketing, showing units, discussing specials, processing applications, lease signing, and move-in coordination



Designed by Asset NOI for the Multifamily Breakfast Club (MBC).

For operational training or development opportunities, visit www.assetnoi.com or contact us at shampton@assetnoi.com.

CROWD-SOURCED RENEWAL PLAYBOOK (NO DISCOUNTS)

Your mission: identify 1 operational move and 1 resident experience move that drive renewals without discounting.

Quick rules:

- No rent discounts/concessions as the solution.
- Choose something your site team can implement.

QUESTION 1: 1 OPERATIONAL MOVE (DRIVES RENEWALS WITHOUT DISCOUNTING)

Brainstorm (list 3 ideas):	Notes / Examples
Idea 1:	
Idea 2:	
Idea 3:	
Chosen Operational Move (pick ONE):	
Why it works (value to resident + NOI impact):	

QUESTION 2: 1 RESIDENT EXPERIENCE MOVE (DRIVES RENEWALS WITHOUT DISCOUNTING)

Brainstorm (list 3 ideas):	Notes / Examples (make it personal + consistent):
Idea 1:	
Idea 2:	
Idea 3:	
Chosen Resident Experience Move (pick ONE):	
Why it works (what problem it solves / what feeling it creates):	