

# Your Ops Targets

Metric Name	Median Target	Your Target	Definition
SESSION 1: Maintenance & Turnover Metrics			
Maintenance Metrics			
Speed to Repair	6		Days from Mgmt Start Date to Final Assessment Approved
Speed to Owner Approval	2		Days from Maintenance Request Submitted to Owner Approval
Technician Utilization Rate	n/a		Percentage of total paid tech hours spent working on the job
Billing Efficiency Rate	n/a		Percentage of billable tech hours that were actually billed
Other			
Turnover Metrics			
Turnover Speed	14		Days from Transfer of Possession to Final Assessment Approved
Owner Approval & Funding Speed	2		Days from Estimate Sent to Owner to Owner Approval & Funds Received
Other			
#1 Metric & Challenge:			
SESSION 2: Marketing & Renewal Metrics			
Marketing Metrics			
Days without Revenue	34		Days from Management Start Date or the last resident's Lease End Date, to the new resident's Lease Start Date
Rent Ready to Revenue Speed	19.5		Days from Final Assessment Approved to Lease Start Date

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Metric Name	Median Target	Your Target	Definition
Days on Market	16		Days from Ready to Show Unit to Lease Executed & Deposit Received
Ancillary Revenue Per Lease	n/a		Sum of recurring Other Resident Paid Fees per month, per lease
Other			
Renewal Metrics			
Renewal Decision Lead Time	59		Days from Renewal Decision to Lease End Date
Renewal Rate	n/a		Percentage of renewal decisions that result in a signed renewal agreement
New Ancillary Revenue Per Renewal	n/a		New recurring Other Resident Paid Fees per month
Other			
#1 Metric & Challenge:			
SESSION 3: Communication & Onboarding Metrics			
First Reply Time (in business hours)	2.5		Business hours from first contact received to first reply sent
Average Response Time (in business hours)	4		Hours from contact received to reply sent
First Month Resident Inbound Contacts	n/a		Average count of inbound resident calls / emails in the first 30 days of the lease period
First Month Owner Inbound Contacts	n/a		Average count of inbound owner calls / emails in the first 30 days of management
Other			
#1 Metric & Challenge:			