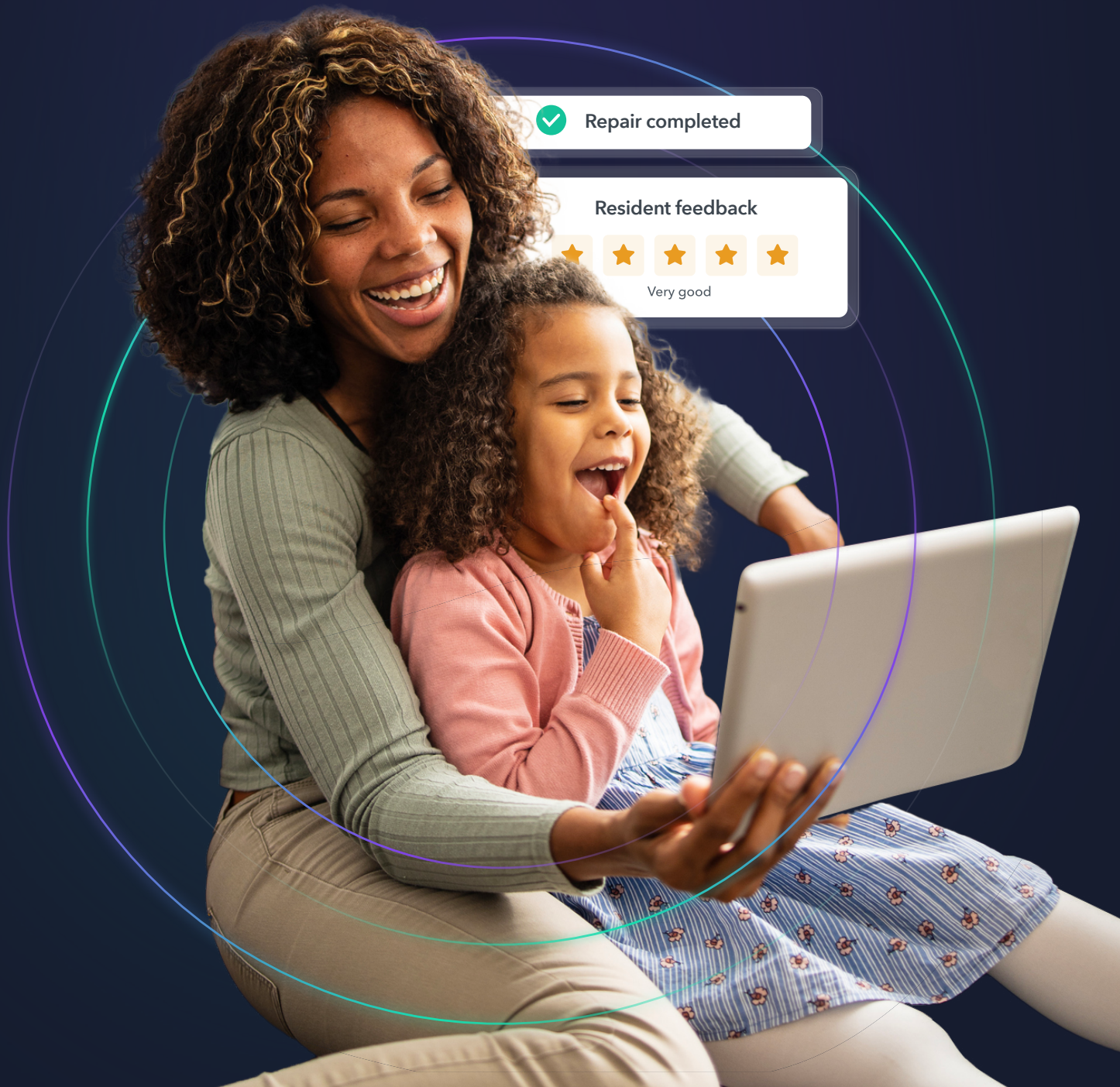




# Experience is Everything.

Resident satisfaction and wellbeing



Repair completed

Resident feedback



Very good

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# Foreword.

Given the macroeconomic and political shocks of the past few years and their impact on household savings, many households across Europe, the US and beyond are finding it increasingly difficult to make ends meet.

The ongoing housing and cost-of-living crises, which are pressuring the finances of renters and homeowners across the world, has prompted a re-evaluation of those extraneous costs which, however avoidable, are troubling so many families.

It is against this background that Plentific, which provides an end-to-end property operations platform connecting owners, operators, service providers and residents, conducted a survey of 1,000 residents in the UK, US and Germany to explore their concerns, priorities and preferences with regard to the maintenance and upkeep of their homes.

The UK, US and Germany are three of the most advanced real estate markets in the world, with interesting and nuanced variations in their respective attitudes to home ownership and renting.

By analysing each country's population of residents, we were able to develop a deeper understanding of their various concerns and identify opportunities to deliver joined-up solutions which create a more cost-effective residential property market experience across continents.

*Experience is Everything* explores the macroeconomic context which has created a crisis for so many families and individual residents, analysing the various home ownership and rental models favoured in each market and how people across Europe and the US are adjusting their lifestyles to make their money go further.

The report goes on to explore in more depth the maintenance issues most frequently affecting households and asks important questions about the time and money spent resolving these problems.

We expand on the varied quality of property management services across the three markets and look in detail at the ramifications for residents and, just as importantly, landlords and property managers.



**Cem Savas**  
CEO and Co-founder of Plentific

This data uncovers some harsh truths about the state of the residential property market across these core regions. However, there are opportunities and bright spots for enterprising landlords who are willing to innovate within their property management functions.

Our data reveals a clear preference among residents, particularly those in their 30s and younger who are most embracing of technology in their daily lives, for the digitalisation and centralisation of property management tools.

This unlocks new ways in which technology can facilitate more positive relationships between landlords, property managers and residents, improving overall satisfaction levels and easing the strain on household finances.

This research comes at an important time for the sector, as families grapple with rising expenses and landlords strive for new ways to differentiate themselves from peers.

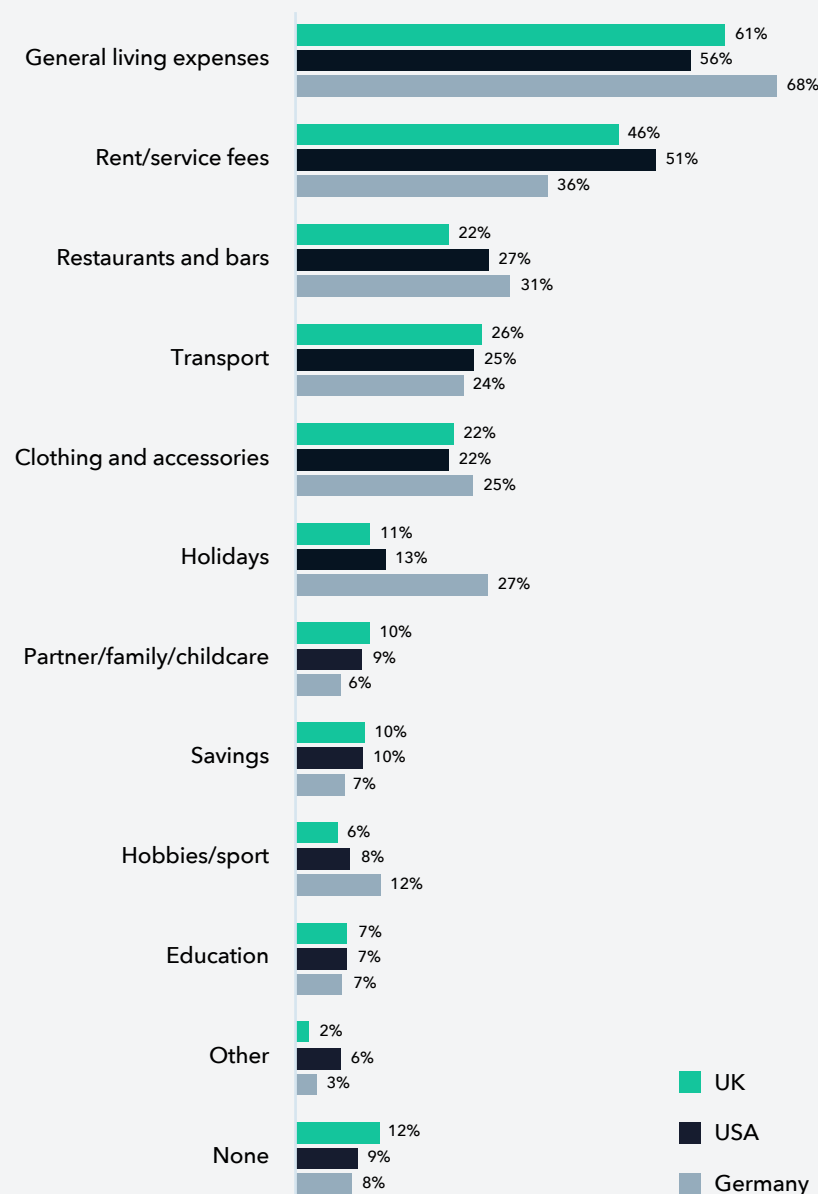
Tech-led property management tools offer a solution, and forward-thinking companies need only grasp the opportunity in order to benefit both themselves and their customers.

# State of the Market.

Successive macroeconomic shocks have touched all corners of society. The Covid-19 pandemic, as well as the energy crisis and geopolitical turbulence of the past decade, has squeezed household incomes and exacerbated everyday costs faced by families and individuals across the world.

More than two thirds (68%) of German residents report that their general living expenses have significantly increased in the past 12 months. The same is true for more than half of British (61%) and American (56%) residents. **[Figure 1]**

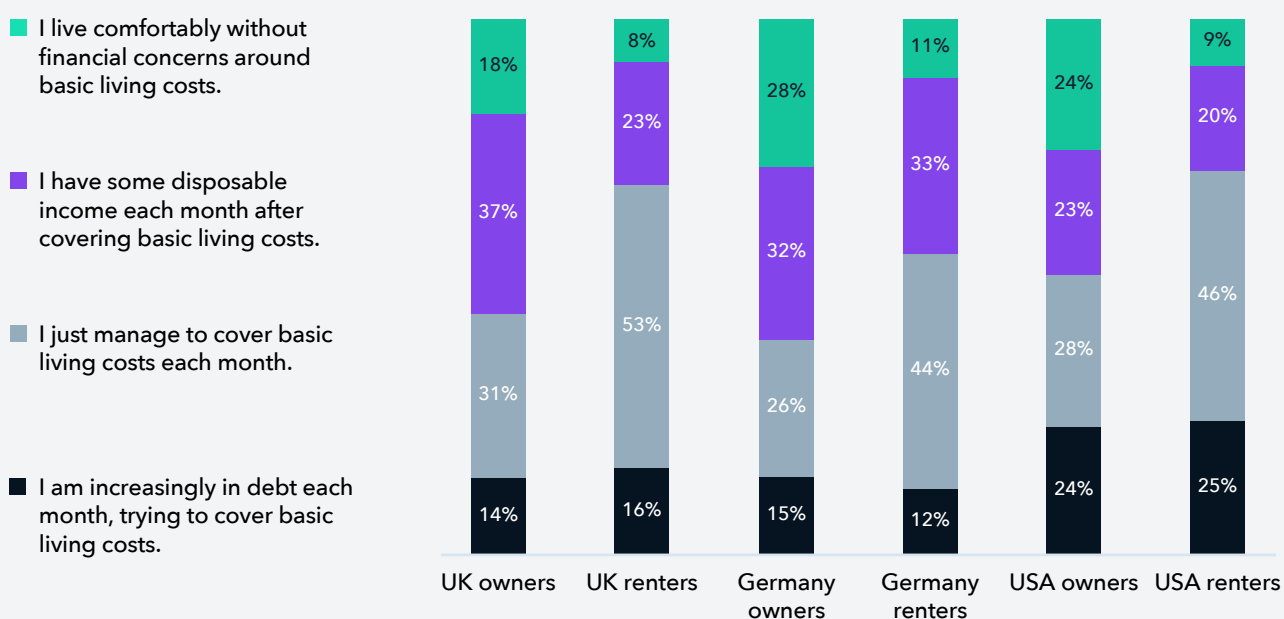
Figure 1. Spending that has significantly increased compared to 12 months ago





Though almost all adults across various living situations are likely to be feeling the squeeze, financial hardship is not spread equally. In all three markets, renters – who account for between 56-58% of each country – are less financially secure than homeowners [Figure 2]. Meanwhile, those living with a partner but without children are more likely to be accruing savings each month than those living alone or with a partner and children.

**Figure 2. Typical monthly financial situation**

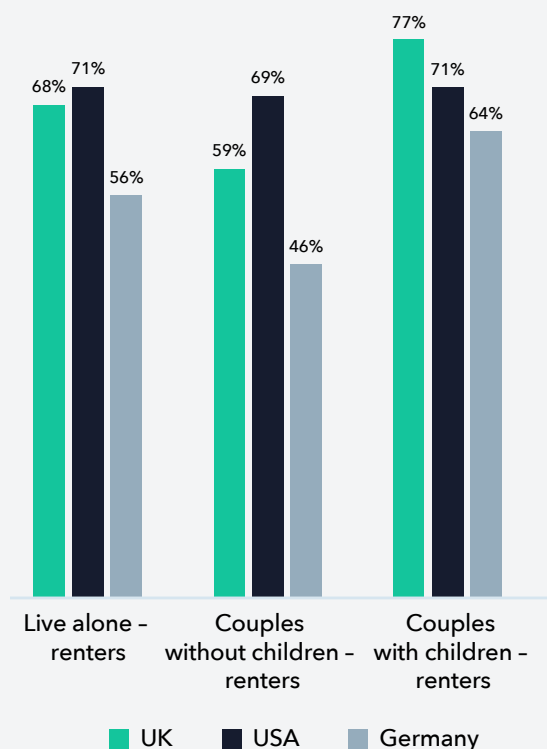


Overall, couples with children who rent their homes are suffering the most from the spiralling cost of living. In the UK, 77% of this group are either falling increasingly into debt each month or are left with no disposable income after covering basic living costs. The figure is almost as stark in the US (71%) and Germany (64%). **[Figure 3]**

This highlights the rising precarity of household incomes in all three markets. Against this backdrop and in anticipation of further hardship in the year ahead, households are more concerned than ever with lowering their discretionary expenditure. In many cases, they are also cutting back on essentials such as heating and groceries, even where doing so may create risks to their health and wellbeing.

For example, 3.8 million British renters over 60 years old planned to turn their heating on later in the year due to cost increases. The same is true for 10.3 million German renters over 60 and a staggering 18.2 million American renters over 60.

**Figure 3. Proportion of each life stage increasingly in debt or breaking even**



“

“We have an extremely tight housing market in the US with fewer homes being built and existing homeowners unwilling to sell because of rising interest rates. The resulting squeeze in supply is producing a whole new cohort of renters who may have previously been able to purchase a home but are now unable or unwilling in the current market.

These renters are often more likely to settle for a period of time in a rental home and, because of this, they seek community, engagement with their building manager, event programming, and high-end amenities, particularly if they pay rent at a higher price point. These renters range from empty nesters to young professionals.

The adoption of technology is crucial to engaging these renters, and for landlords, this is a huge opportunity. With communications with the concierge and building managers tracked on an app, you can learn about your residents’ personal preferences. Just like any other B2C relationship, the more you know about your customers, the more you’re able to provide them with a higher level of service.

Moreover, in the next 24 months we anticipate about a million units coming to the market. This will make the sector more competitive and, as we are already starting to see now, there will be a direct correlation between the success of landlords who actively work to engage their residents and those that do not.”



**Scott Rechler, Chairman and CEO of RXR**

# Market snapshot: US.

A close analysis of household expenses in the US reveals the extreme burden felt by its residents as a result of recent macroeconomic shocks. Its population is showing acute marks of financial stress stemming from rising household expenses.

Despite the relative financial security of homeowners when compared to renters across all markets, a galling 52% of US homeowners are either falling into debt or left without disposable income after covering basic living costs. This is seven percentage points higher than British counterparts and a full 12 points above the German equivalent. **[Figure 2]**

American renters, of whom just 9% report living comfortably without financial concerns around the basic cost of living, also put a higher average proportion of their income toward rent than renters in Germany or the UK. Even the comparatively secure 'double income, no kids' (DINK) group are spending 28% of their income on rent in the US, compared to 24% and 25% in the UK and Germany respectively. More than half (51%) of American renters say that the cost of their rent has significantly increased in the last 12 months. **[Figure 1]**

## 52%

of US homeowners are either falling into debt or left without disposable income after covering basic living costs

## 9%

report living comfortably without financial concerns around the basic cost of living in the US

## 28%

share of income spent on rent by the 'double income, no kids' (DINK) group in the US

## 51%

of American renters say that the cost of their rent has significantly increased in the last 12 months.





As *Experience is Everything* will explore, the insecurity of households across the UK, US and Germany is exacerbated by persistent issues with the maintenance and upkeep of their homes. A significant additional drain on time and resources, these issues are driving a rising number of residents deeper into financial hardship.

The implications for families and individuals are obvious. However, there are meaningful consequences for other stakeholders as well; particularly landlords, who are also forced to contend with the rising cost of energy, construction and maintenance.

The macroeconomic challenges each group faces add a greater urgency to the need to quantify, systematise and address the perennial property management concerns shared by residents and landlords across markets. This report will now explore these concerns, and their effects, in greater depth.



“

“Whilst the UK is known as an owner occupier market, the reality is that for a very long time lots of people have been renting. In recent years that pool has been growing around the edges as more people rent for longer due to the cost of debt and the house price inflation.

The number one challenge in the UK is availability of suitable homes in the locations that people want and need to live in. And this is across all levels and tenures of housing and in almost all locations, particularly urban ones.

Renters have often been exposed to a ‘mom and pop’ style landlord, providing ill defined experiences and services rather than a professionally managed product. There’s no doubt the absentee landlord is another challenge for renters so the built-to-rent sector is aiming to take that friction out and provide tenants with high quality housing stock and a transparent, efficient and responsive landlord that they deserve.

Rightly, regulation in the UK commands a very high standard and landlords are held to account on maintaining safe and well-managed properties. That’s a very good thing both for landlords and residents but whilst it’s important to see that increased regulation raises the bar for the sector, it also raises costs. Inevitably those costs are borne by investors or by customers. The challenge for us as an investor and operator is to get that balance right.

Given the cost of rent, residents and renters will inevitably become more discerning and more demanding from their landlords over time and we really respect and value that. It provides opportunities for operators to build scale and brand around delivering a consistent, reliable rental experience. It also has implications for the era of the absent landlord, which ultimately, I think will be history in the next decade.”



Ailish Christian-West,  
COO of Get Living

# The maintenance malaise.

Against this macroeconomic backdrop, residents are facing a slew of maintenance and property management issues which threaten to exacerbate financial strain and create other, less tangible, knock-on effects.

Maintenance issues and delays in their resolution are emerging as a significant problem impacting residents across the UK, US and Germany. 69% of US renters, equivalent to almost 100 million people, report that they have been faced with household maintenance issues in the past 12 months. The same is true for 70% of British renters and 61% of German renters. [Figure 4]

Of those reporting maintenance issues over the past year, American renters in their 30s were those dogged by the most persistent complaints, facing an average of 6.2 maintenance issues. German renters over 60 years old averaged 2.6 issues, the lowest number for any subset of renters reporting maintenance complaints over the past 12 months. [Figure 5] In general, younger residents across the US, UK and Germany, whose rental accommodation is likely to be cheaper than that of their older counterparts, suffer from the most frequent maintenance issues.

Figure 4. Proportion of renters who have had a maintenance issue in the past 12 months

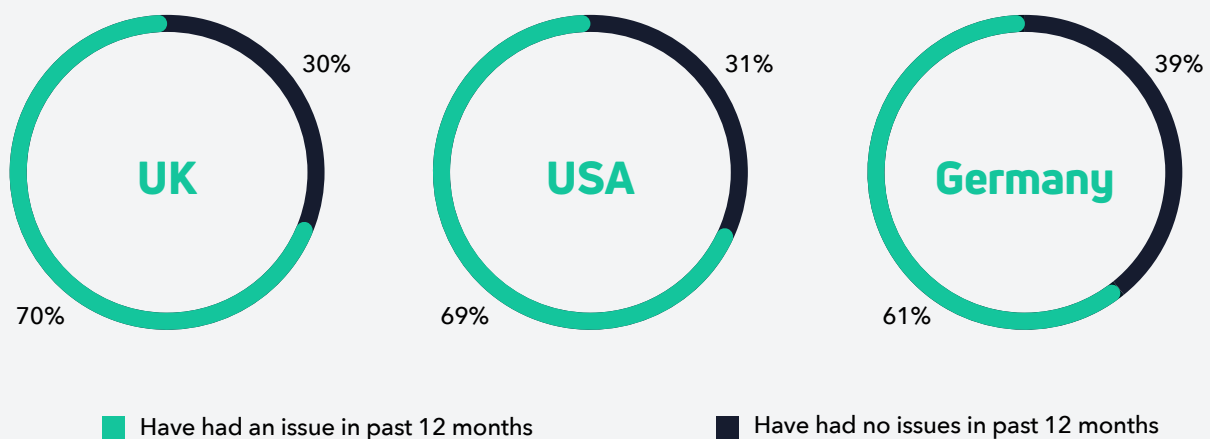
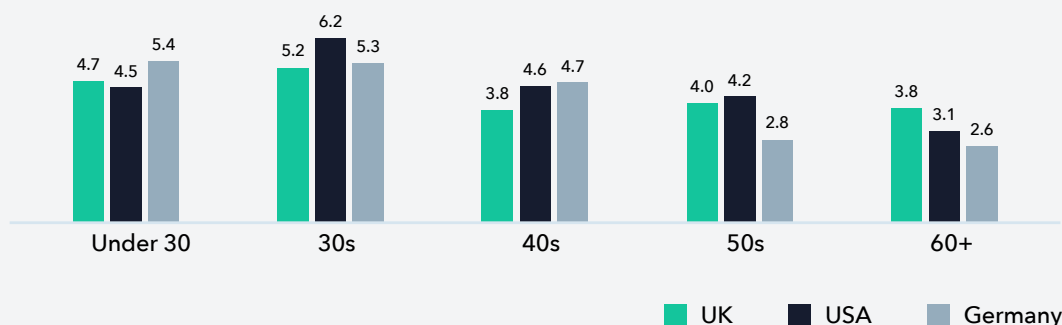


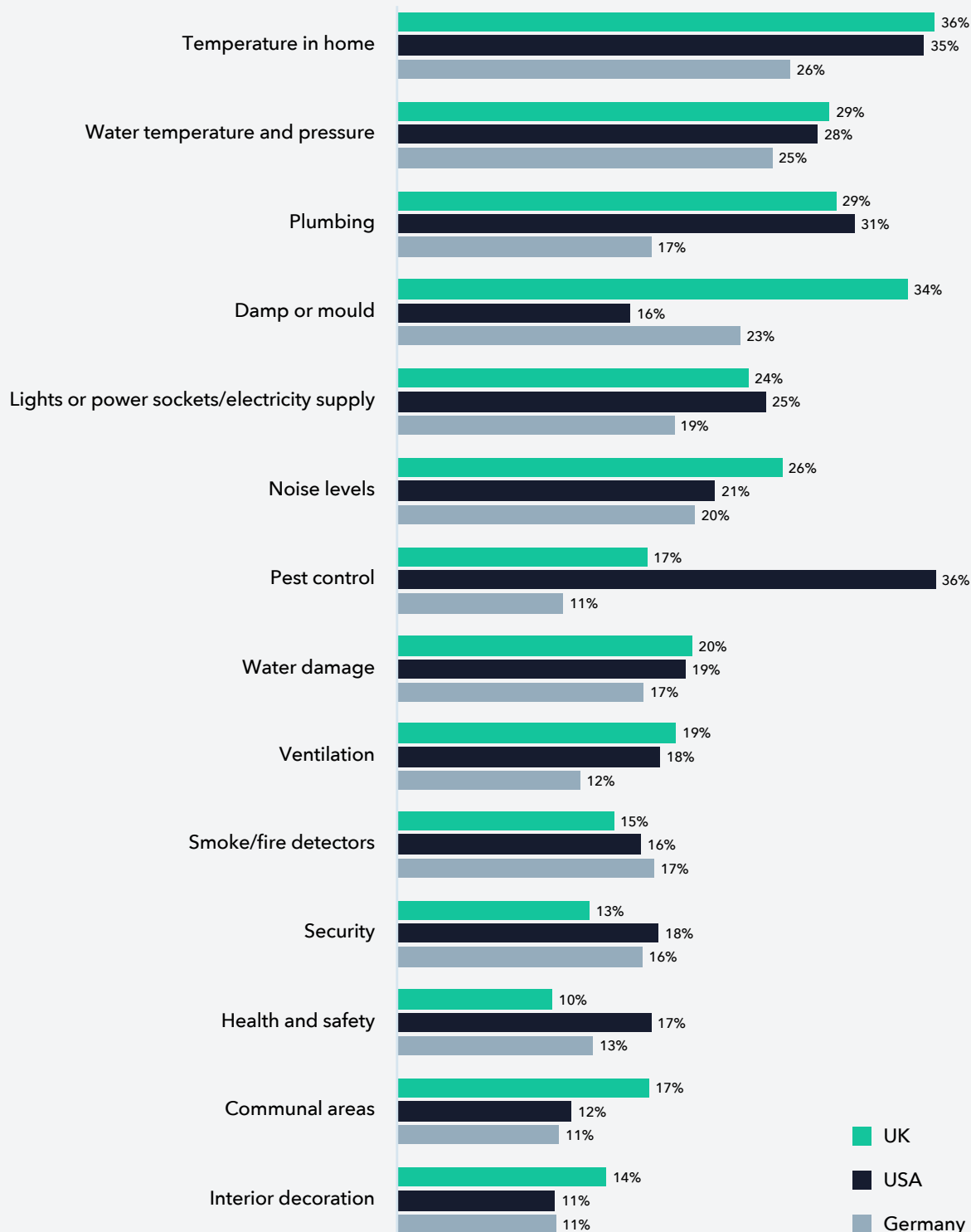
Figure 5. Average number of maintenance issues for renters in each age group in the past year (of those who have had any issues)



A wide range of maintenance issues were reported by residents across all three markets. Household temperature problems account for maintenance complaints for 36% of UK renters, a particular concern given the rising cost of energy and the ongoing cost-of-living crisis for a large number of

British households. Temperature issues are likewise the most frequent complaint for German residents (affecting 26% of renters in the past year), while pest control eclipses all other complaints for US renters, at 36%. **[Figure 6]**

**Figure 6. Maintenance issues experienced in the past 12 months**





Security issues are often reported as the most urgent. Issues related to water damage, health and safety, home temperature and smoke and fire detectors are similarly urgent when they arise.

Despite the frequency and urgency of these concerns, Plentific's polling reveals that the resolution of these issues is, at best, inconsistent.

The US experiences the shortest waiting times for resolution of any of the three markets, with most issues resolved, on average, within a timeframe which renters consider to be acceptable [Figure 7]. Meanwhile, issues in Germany related to electricity supply are taking approximately twice as long on average to be repaired than what is considered acceptable by renters.

**Figure 7. How quickly maintenance issues were resolved in the past year**

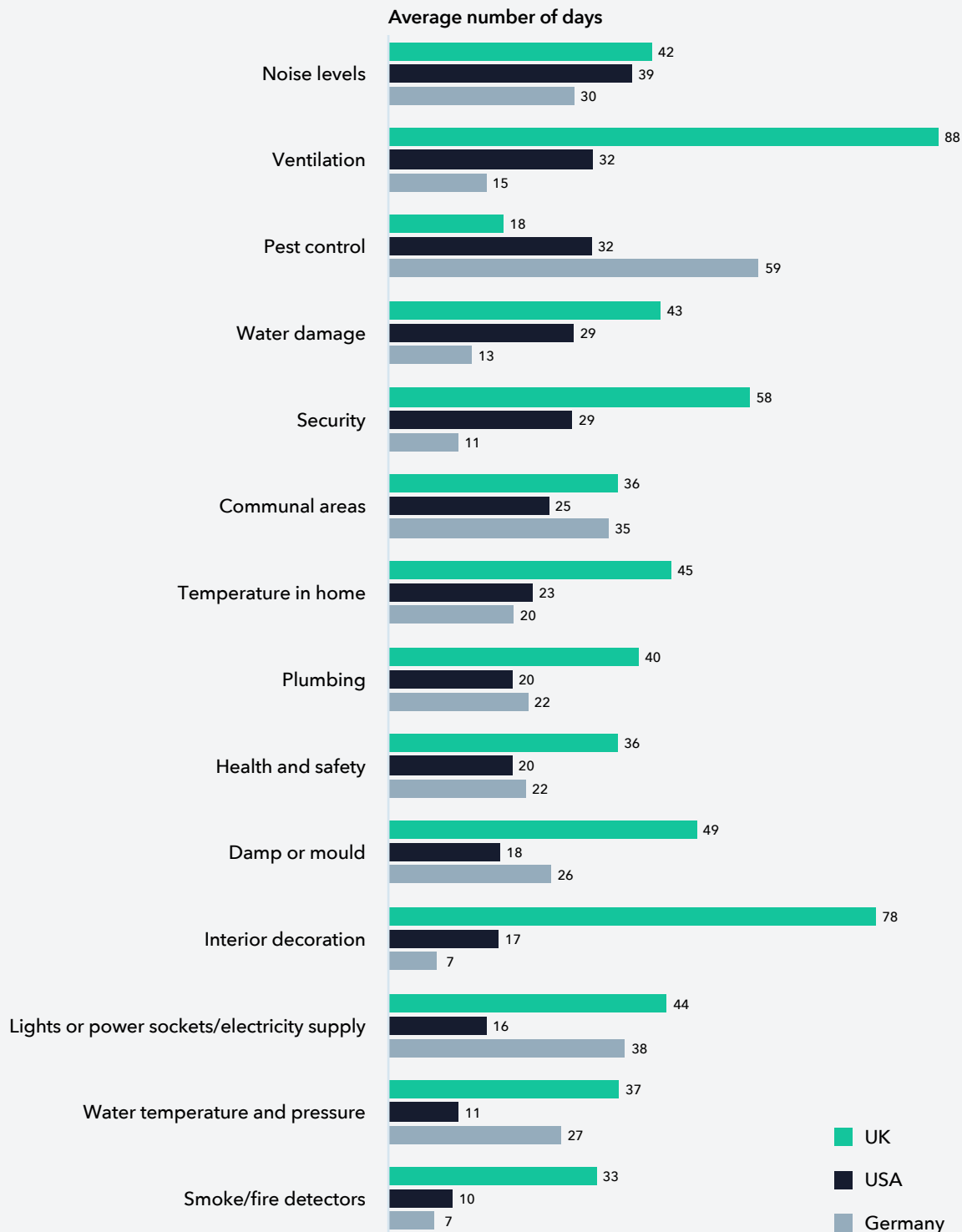
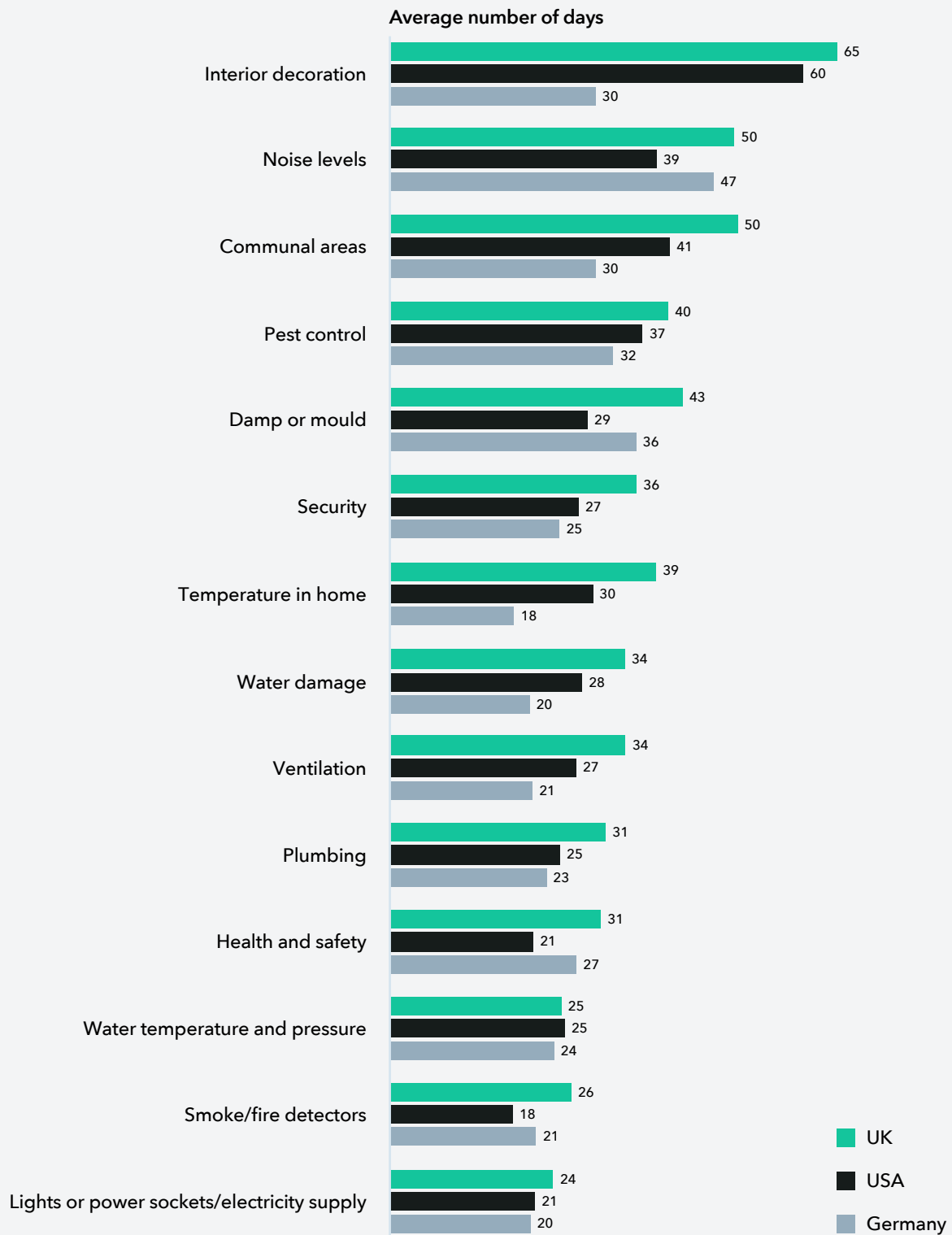


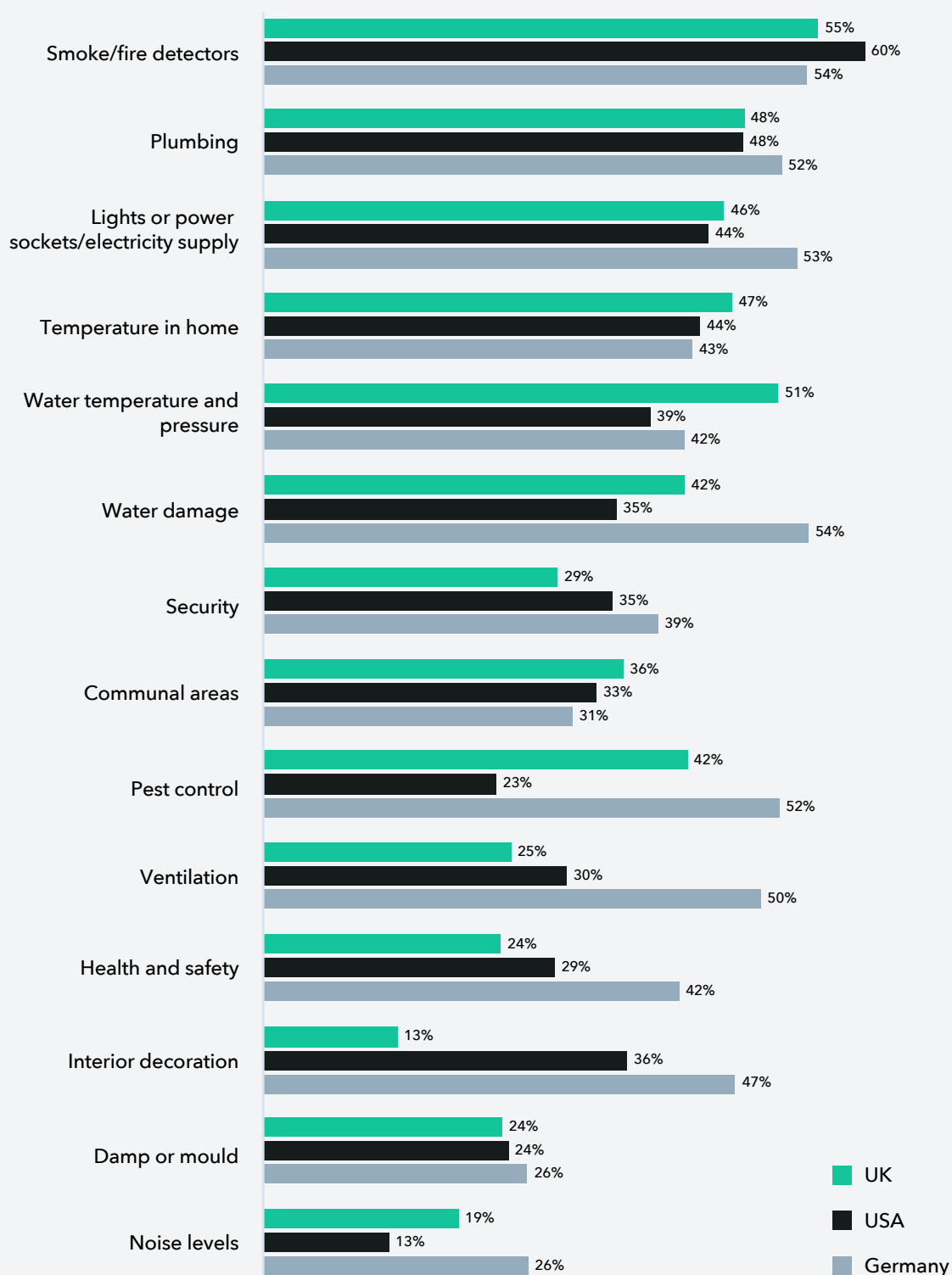
Figure 7. Acceptable amount of time for maintenance issues to be resolved



Not all issues are resolved at equal pace. Of all water damage concerns cited by residents, less than half are now fully resolved in the UK (42%) and US (35%). **[Figure 8]** The same can be said for household temperature issues across all markets even though these were the issues most frequently

experienced by residents. On average, household temperature problems take approximately three weeks to resolve in Germany and the US (20 days and 23 days respectively), and an astonishing 45 days in the UK.

**Figure 8. Proportion of issues in the past 12 months that were fully resolved**





# Market snapshot: UK.

For almost all maintenance issues reported by residents, UK renters suffered from the slowest resolution time. Of 14 categories of issues frequently reported, only problems related to pest control – a relatively minor concern for most UK households – were resolved more slowly in other markets. In this occasion, German and US renters suffered from much longer delays.

For all other categories of maintenance issue, including urgent problems related to damp and mould, security and electricity supply, UK renters are forced to wait longer than their American and German counterparts for such issues to be resolved.

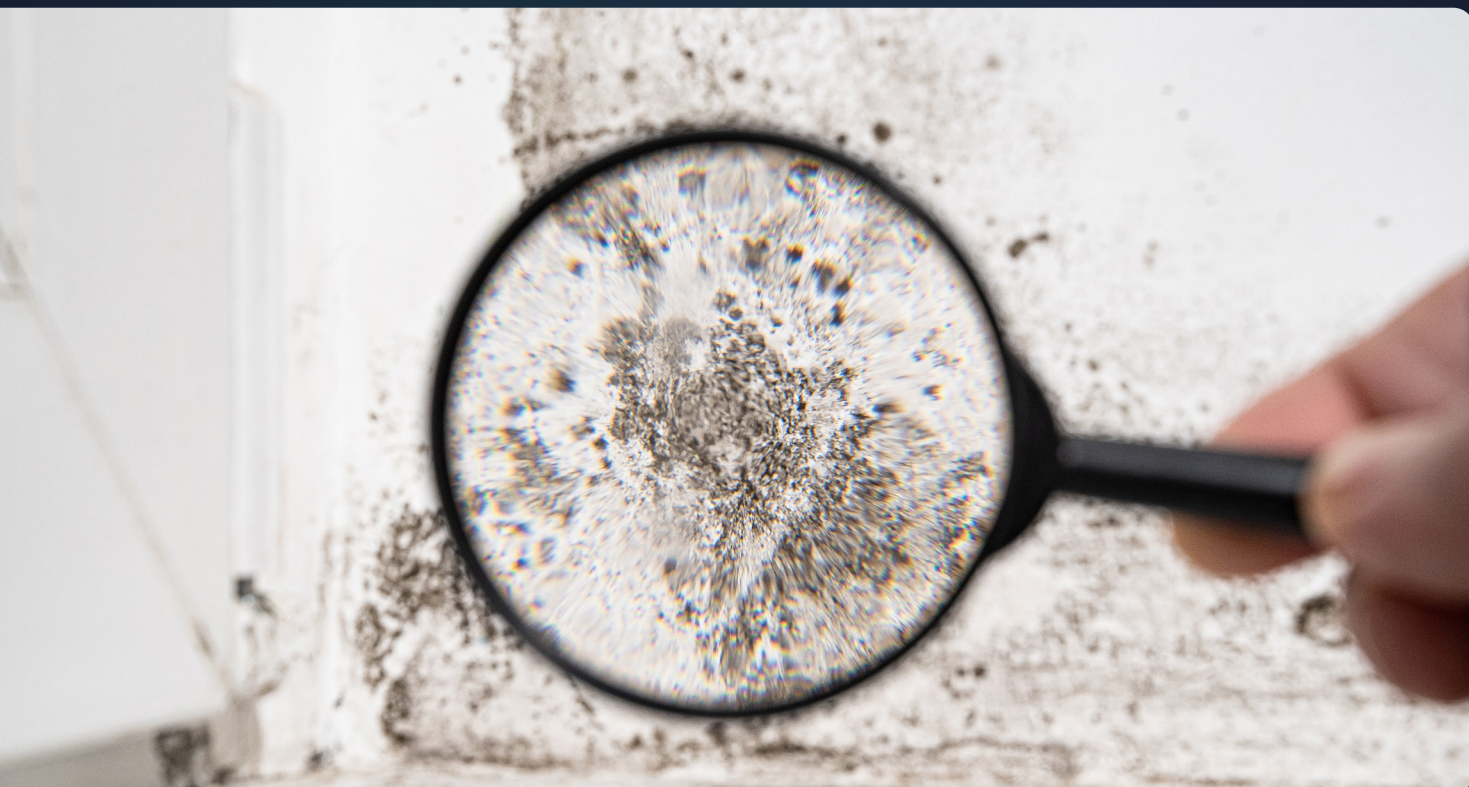
The longest delays are for ventilation issues, which take an average of 88 days to be resolved in the UK, more than twice that of equivalent problems in the US and Germany and, crucially, more than double the length of time UK renters find acceptable for such concerns to be addressed. Security issues, which are typically resolved within 11 days in Germany, take an average of 58 days to be resolved for British renters. **[Figure 8]**

## 88 days

on average for ventilation issues to be resolved in the UK

## 58 days

on average for resolving security issues for British renters



These unresolved maintenance issues are creating a significant financial burden for households across the UK, US and Germany. Across all markets, couples with children are hardest hit by the cost of resolving such maintenance issues. In total, families renting in the UK have spent approximately £230 million and 1.2 million days in the past year resolving issues which they believe should have been paid for by their landlord or property manager. These figures are even higher in the US and Germany, where families renting have spent approximately \$701 million and €276 million respectively on such issues<sup>1</sup>. **[Figure 9]**

Other less tangible impacts stem from unresolved maintenance issues, not least those related to the health and wellbeing of residents. Particularly for

those living with children, unresolved property maintenance issues such as those involving security systems as well as damp and mould cause acute concern for families' wellbeing. In the UK, 50% of UK renters living with their partner and children say that poor maintenance management makes them concerned for the safety of their family.

Residents across the US, UK and Germany are experiencing a frustrating, expensive and time-consuming volume of property maintenance issues. These issues are exacerbated by lengthy delays to their resolution which can inflate expenses and cause significant concern for residents. However, as we will now explore, it is not only residents who suffer as a result of these problems.

**Figure 9. The time and financial burden on family households of unresolved maintenance issues**



1. This is calculated by the average spent by families in each market in the past year multiplied by the number of family households in each market.

# A liability for landlords.

## The consequences of unresolved maintenance issues for renters are clear:

- Avoidable financial strain at a time where household savings are already being squeezed and rents are rising across core markets in the UK, Germany and the US
- Wasted time resolving issues which renters believe should fall under the purview of their landlords
- Negative impacts on health and wellbeing, particularly for families suffering with longstanding damp and mould concerns

However, a failure to resolve and address these issues does not solely create problems for renters. Landlords, too, stand to lose from ineffective property management.

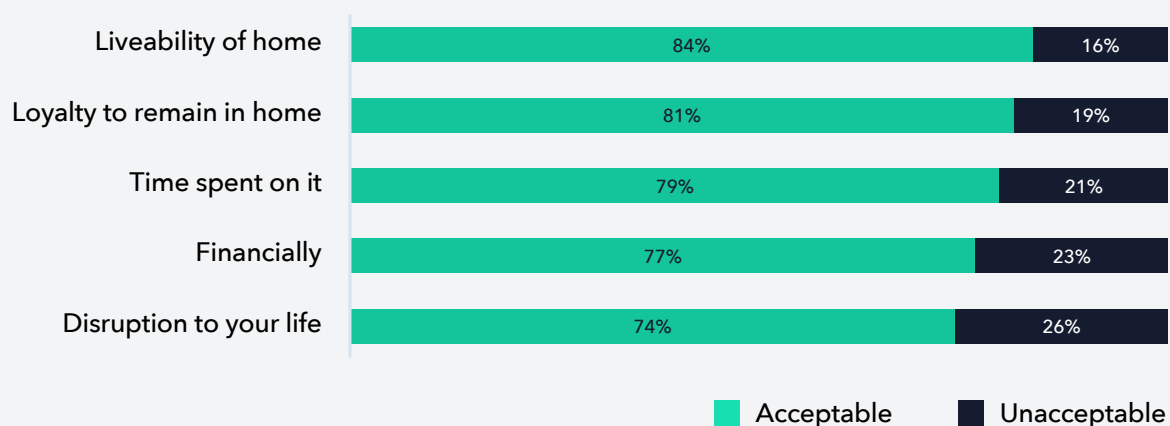
More than a quarter (26%) of renters polled across the UK, US and Germany said that the overall disruption to their life in the past year as a result of unresolved property maintenance issues was unacceptable. More specifically, more than one fifth of renters said the financial (23%) and time (21%) burdens of the resolution of these issues were unacceptable [Figure 10].

This has a knock-on effect for landlords' reputations. Overall, almost half (48%) of renters would likely not recommend their home to others. Likewise, a similar proportion of renters (45%) would specifically not be likely to recommend their homeowner or property manager to others.

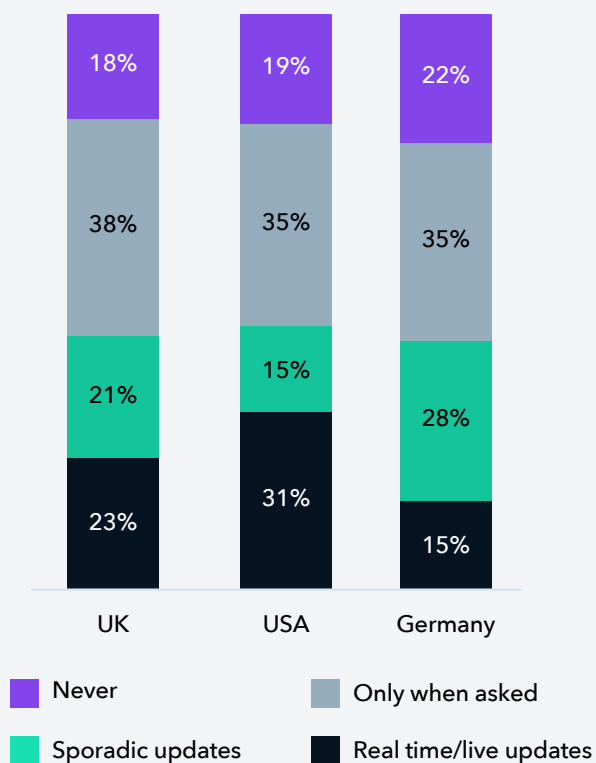
Much of this negative sentiment relates to the efficacy of landlords and property managers' communication with tenants around the resolution of maintenance problems. 19% of renters across these three markets have never been updated on the resolution of issues they have experienced in their home. In Germany, only 15% received real-time or live updates, compared to 23% in the UK and 31% in the US. [Figure 11]

This lack of proactive communication on behalf of landlords and property managers does not tally with the expectations of tenants. 93% of renters surveyed said that owners and managers' responsiveness to reported maintenance issues was important.

**Figure 10. Impact that maintenance issues have had over the past 12 months**



**Figure 11. Frequency of updates on resolution of maintenance issues**



This translates directly into renters' desire to move home. Of UK renters who reported experiencing a poor level of responsiveness from their property manager in the past year, 42% say they will either definitely move or are likely to do so in the next 12 months. Compared to the 28% of renters experiencing a good level of responsiveness who say they will do the same, this 14-point uplift demonstrates the marked impact that property maintenance and effective communication can have on tenant retention. **[Figure 12]**

“

“The German renters' market is polarised between urban centres and non-urban centres, and the quality of housing also differs hugely between East and West Germany. But overall, the rental market is out of control due to rent levels, quality and availability of housing. German urban areas in particular are not prepared enough for the supply of good-quality housing.

This poses challenges for renters who we are seeing prioritising affordability over comfort.

Clearly, the issue of energy costs is currently high on the agenda, whether owners and renters have been hit by rising costs now or are likely to face these in the next couple of years. This is particularly a concern for building stock in the West, where unlike the East, which has seen complete refurbishment in the last 30 years or so, much of the housing stock is outdated and has a completely different building fabric.

This has knock on impacts for owners, who are struggling to refurbish poorly maintained stock whilst renters are already facing high rents. But if rents don't rise, nobody will renovate. In this respect, we face a major conflict of objectives.

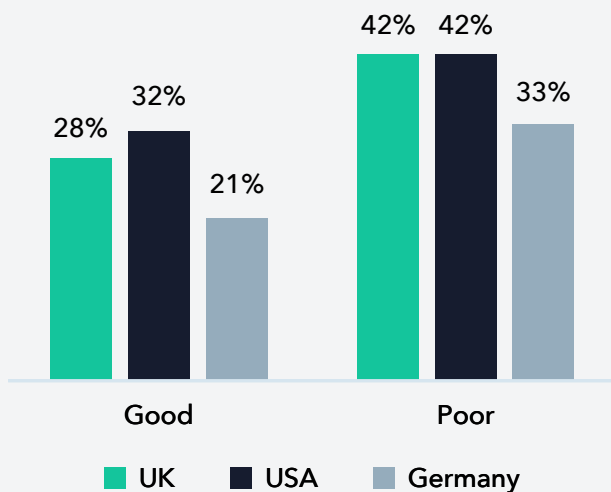
In addition to the current economic pressure, the biggest challenge as an owner and property manager is the lack of skilled personnel to ensure optimal care and management of our properties. We see digitalization as the biggest lever and opportunity. Our task is to establish optimal and fully digitalized work processes in order to optimally exploit economies of scale and increase work productivity. In this way we can ensure the satisfaction of our tenants and the profitability of our company.”



*Stefan Buhl,  
Managing Partner,  
KRASEMANN Real  
Estate Group*



**Figure 12.** Proportion of renters definitely/likely to move home in the next 12 months whose property managers have had good or poor responsiveness in the past year

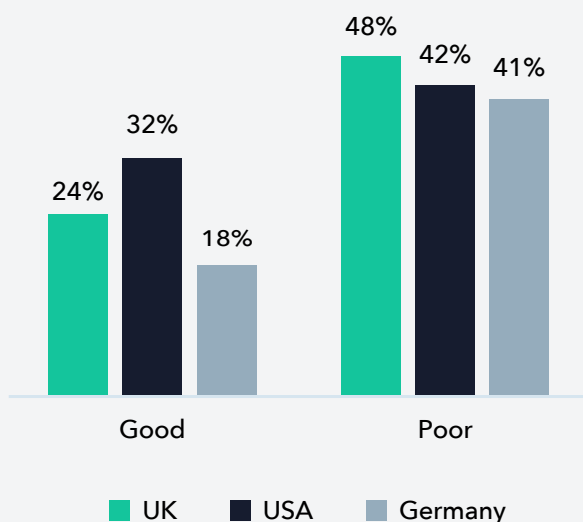


The numbers are similarly pronounced in Germany. 18% of German residents who have a good range of available communication methods with property managers will definitely move or are likely to move in the next 12 months, while 41% of those with a poor range of communication options foresee a move over the next year [Figure 13].

A lack of responsive communications regarding property maintenance from landlords and property managers to renters, as clearly demonstrated by the data, has a direct impact on the likelihood of those tenants to either stay or leave their present accommodation. Paired with the low proportion of renters across Germany, the UK and the US who are likely to recommend either their property or their property manager to others, these figures reveal the urgent need to remodel landlords' communications channels and techniques.

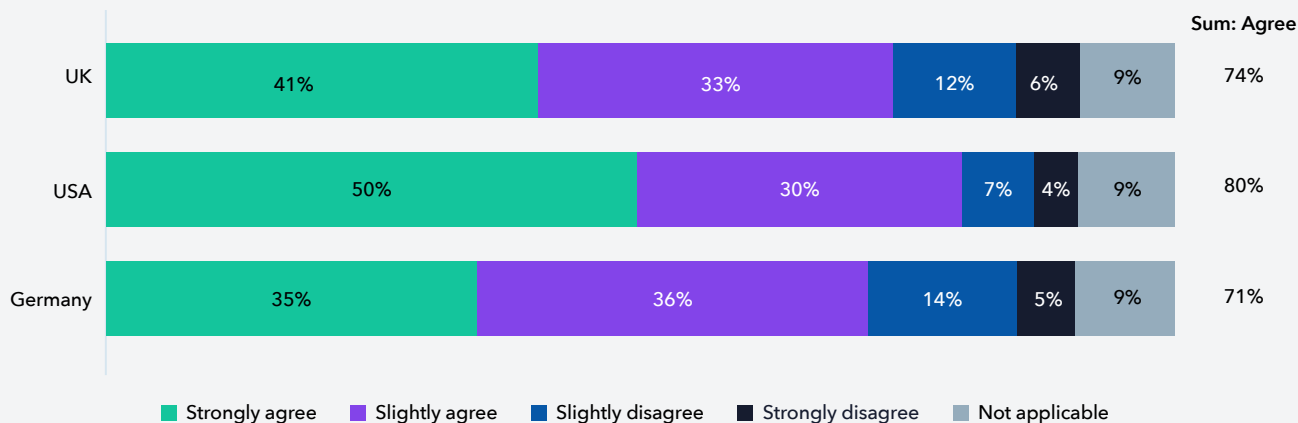
Without a fundamental rethink of property maintenance communications, landlords across core global real estate markets risk losing a significant volume of tenants, as well as bearing meaningful negative impacts on their reputation among customers.

**Figure 13.** Proportion of renters definitely/likely to move home in the next 12 months whose property managers have had good or poor communication methods available in the past year



# The solution: Time for a better experience.

**Figure 14.** Renter perceptions of well maintained homes creating a better sense of community



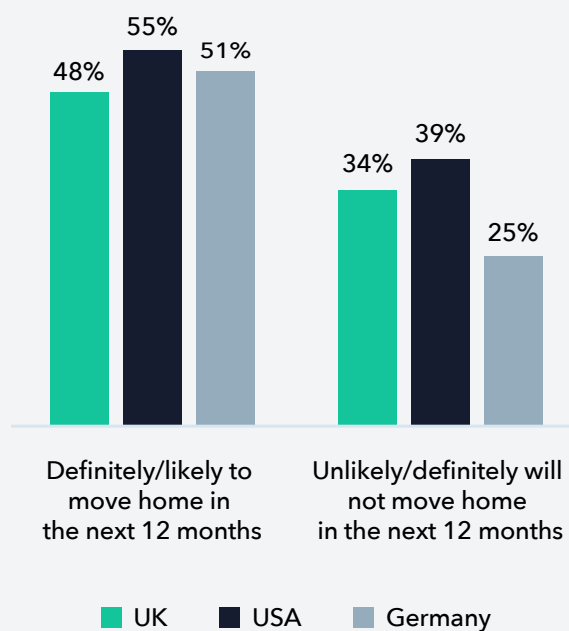
Ineffective property management and poor communication routes between landlords, property managers and renters are hampering the liveability of homes across the UK, US and Germany. This is creating additional financial stress for households and risks negative impacts for property owners.

If poor communication and inefficient property management are the root causes of these negative impacts, the centralisation, digitalisation and overall optimisation of these functions represents a compelling solution.

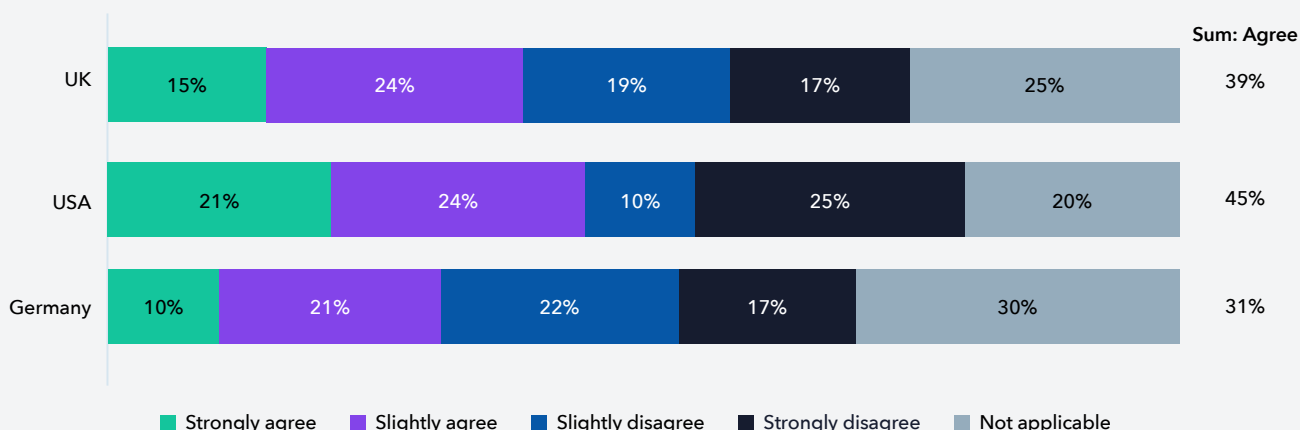
The previous section revealed that unresolved maintenance problems are a significant factor influencing renters' decisions about either remaining in or leaving their current home over the next 12 months, and that communication about these issues plays a major part in these decisions.

80% of US renters agree that well-maintained homes create a better sense of community. This is echoed by British (74%) and German (71%) renters and remains consistent across those who live alone, with a partner and with children [Figure 14]. Clearly, effective maintenance is a significant pull factor helping to retain tenants in their current properties.

**Figure 15.** Renters that say that they would be less likely to leave their current home if communication with the property manager improved



**Figure 16.** Renters agreeing or disagreeing that they would be less likely to leave their current home if communication with their property manager was better



Plentific's polling also revealed that, of those households considering moving home in the next 12 months, approximately half (52%) say they would be less likely to do so if communication with their homeowner or property manager was better [Figure 15]. Over a fifth (21%) of US renters overall strongly agree with this, demonstrating the value of landlord-resident communications in tenant retention [Figure 16].

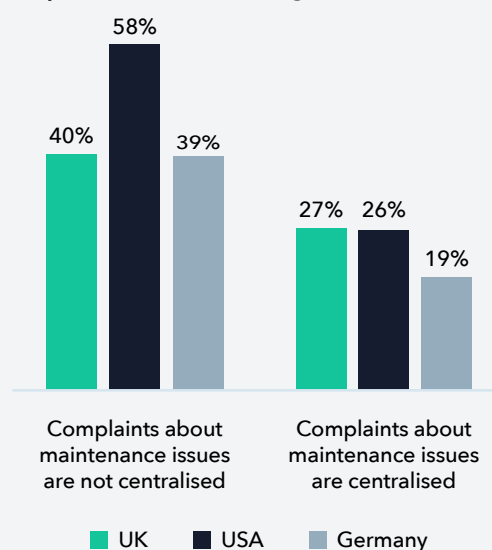
### How can landlords and property managers best meet these demands?

Plentific's research shows a clear link between the centralisation of property management functions and residents' desire to move home. Across all markets, residents are significantly more likely to want to move home if their complaints about maintenance are not centralised. In Germany, of those who have access to centralised maintenance complaints platforms, 19% are considering moving home in the next year, whereas 39% of those who do not have access to centralised maintenance complaints platforms are considering leaving. This divide is even more stark in the US (26% versus 58%) [Figure 17].

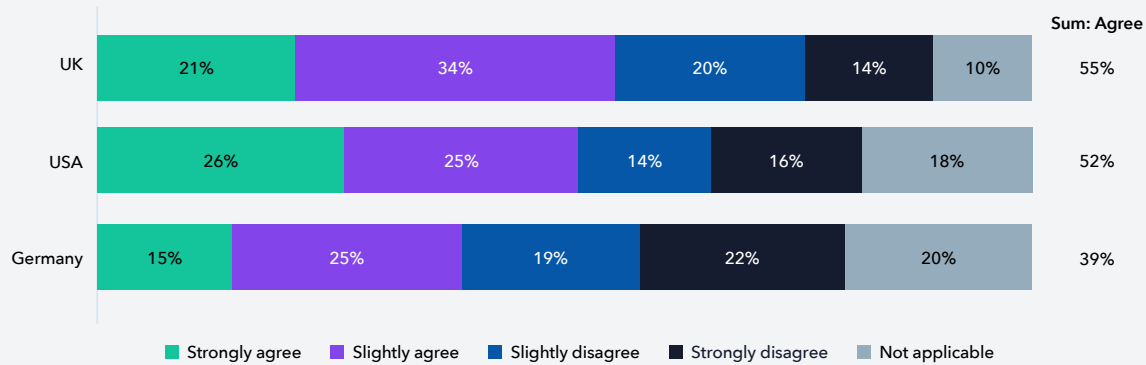
There is also a preference for digitalisation of property management functions, particularly among younger renters. In the UK, more than half (55%) of all renters surveyed said they would prefer to have a dedicated app to report home issues to landlords and property managers [Figure 18]. This figure rises to 72% for those in their 30s and is mirrored by the 71% of US renters in their 30s who report a similar preference [Figure 19].



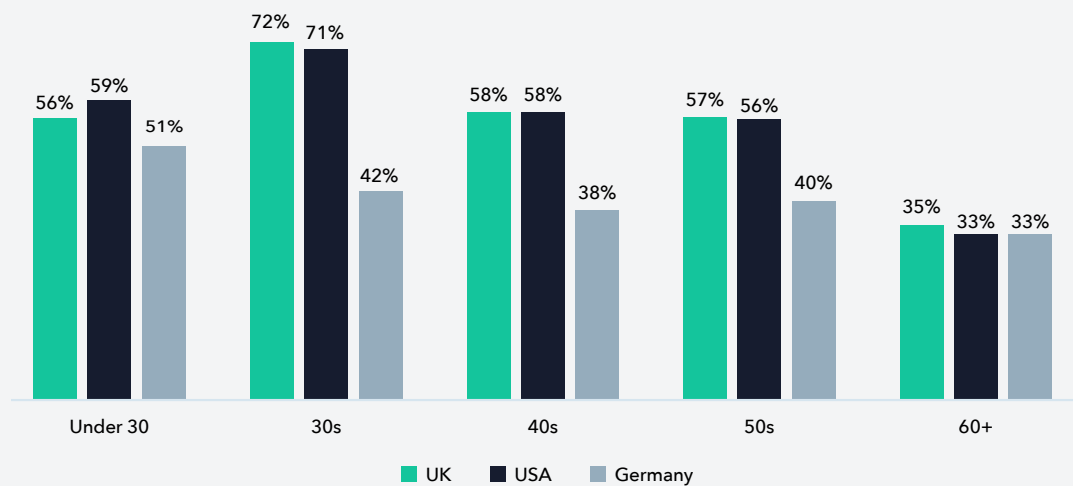
**Figure 17.** Renters definitely/likely to leave based on how their maintenance complaints are managed



**Figure 18. Renters agreeing or disagreeing that they would prefer to have a dedicated app to report home issues to their property manager**



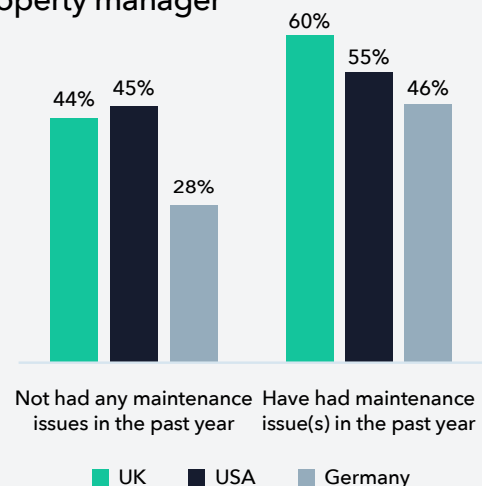
**Figure 19. Renters in different age groups who would prefer to have a dedicated app to reporting home issues to their property manager**



Notably, those who have experienced maintenance issues in the past year generally prefer a dedicated home maintenance app than those who have not, indicating that experience of home maintenance problems reinforces the benefits of centralisation and digitalisation. More than half of renters in the UK (60%) and US (55%) who have recently experienced maintenance complaints would prefer a dedicated app, respectively 16 and 10 percentage points higher than their counterparts who have not recently had maintenance issues [Figure 20].

Overall, 14.2 million British renters would prefer to have a dedicated app to report household maintenance issues to their property manager. 74.9 million American renters and 18.1 million German renters have the same preference.

**Figure 20. Renters that have/haven't had recent maintenance issues who would prefer to have a dedicated app to reporting home issues to their property manager**





# Market snapshot: Germany.

German residents who have recently experienced household maintenance issues feel particularly strongly about the value of centralised and digitalised property management services.

Almost half (49%) of German residents who have experienced recent maintenance issues say that clear and open communication with their landlord or property manager would improve their satisfaction with their present home. This is a higher proportion than in the UK or the US, and this trend holds elsewhere; a higher percentage of German residents who've had recent issues, compared to British or American counterparts, would look more favourably on their current living situation if there were greater transparency with regard to home maintenance costs and if they had more effective feedback routes for contractors resolving household maintenance issues.

The German market for active property management is significant, particularly as it relates to the installation of energy efficient appliances and insulation. German renters across all life stages - including those living alone, couples living without children and families living together - are willing to see their rent rise by a higher percentage than British or American residents if their homeowner or manager were to install more energy efficient appliances and insulation in their homes.

77% of German residents under 30 would be willing to pay more rent if these installations were made,

compared to 55% and 54% of residents in the UK and US respectively. This trend holds through to German residents aged 60+, 52% of whom would be willing to pay more rent for more efficient appliances. This is more than double the proportion of American and British residents [Figure 21].

49%

of German renters say that clear and open communication with their landlord/property manager would improve their satisfaction.

77%

of German renters under 30 would be willing to pay more rent for the installation of more energy efficient appliances/insulation.

52%

of German renters aged 60+ would be willing to pay more rent for more efficient appliances.

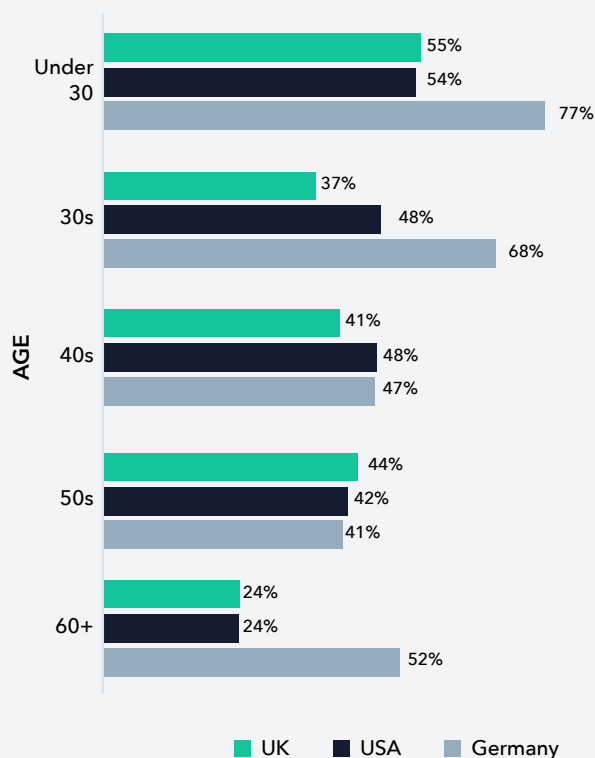


There is a clear argument, both for the benefit of residents and landlords, for the centralisation and digitalisation of property management functions. When asked to rate how valuable various features would be as part of a dedicated landlord-tenant communications app, those surveyed indicated a preference for functions which enable them to log maintenance issues, schedule maintenance visits and remind owners and managers of unresolved concerns.

There is demand, therefore, for a centralised communication platform accessible by residents, landlords and managers, which streamlines maintenance responses and creates more direct and immediate lines of feedback between various groups of maintenance stakeholders.

While increased adoption of these tools is needed, there are ready-made solutions on the market which can be leveraged to improve resident retention and satisfaction. An example is Plentific's data-driven property operations platform that includes inspection and work order management functions, compliance and resident engagement features, and supply chain management tools to streamline operations, unlock resources and enhance resident satisfaction, ensuring property managers have access to a one-stop-shop for maintenance and operations.

**Figure 21. Renters willing to pay more rent for the installation of more energy efficient appliances/insulation to the home.**



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For us, the powerful thing about implementing resident communications technology is that we can mine data from the platform. For example, if we have five residents all complaining about their windows, then it makes sense to renovate them rather than continually fix them, but we need the issue to be flagged to us in the first place.

For residents, a centralised system is also beneficial. It expedites the solution and requires less time and hassle. It also promotes transparency and instils a sense of confidence and trust in the landlord, something that isn't easy to build.

In Germany in particular, we find that residents can be sceptical of technology but once it has been tried out and found to be good then there is significant uptake. Interestingly, we find that millennials are most open to using online platforms because they appreciate the ease of use and that it saves them time during a busy work day.

Ultimately, with a portfolio as expansive as ours, interpersonal connection is important – we have regional offices and people on site – but we can't cover everything through that. Our residents speak too many languages and their demands are too diverse. To be efficient, we have to manage it digitally.”



*Dr Silke Naie,  
Head of Digital  
Customer Solutions,  
ZBI Zentral Boden  
Immobilien Gruppe*

# Effective management for savvy landlords.

*Experience is Everything* has demonstrated that evidently many residents across three of the most advanced real estate markets in the world feel disenfranchised by the time and money they are expending remedying issues they believe should have been rectified by their landlords and property managers. The consequences are severe; financial distress, wasted time and concerns for health and wellbeing.

These impacts bleed into landlords' bottom lines, driving residents to move home and impacting the rent received. To preserve value and improve residents' overall experience, landlords and

property managers should embrace a more tech-driven approach to property management. Reflecting residents' preferences and priorities, landlords need to centralise and digitalise their property management functions into accessible and streamlined platforms which improve communication channels and accelerate maintenance resolution.

By doing so, landlords and managers can not only effectively push back the negative financial and health impacts affecting residents, but also protect their own reputations, increase resident retention and unlock opportunities for rental to benefit from an improved level of service.





## About Plentific

Plentific is a Software as a Service (SaaS) platform and Marketplace developed to connect owners, operators, service providers, and residents in a single place, facilitating real-time property operations. Recognised for its award-winning solutions, Plentific helps streamline operations, unlock resources, enhance resident satisfaction, and ensure asset safety. Users benefit from data-driven insights that prompt action, resulting in tangible impact.

Plentific's solutions include Work Order Management, Resident Engagement, Supply Chain Management, Inspections and Compliance Management.

Committed to building stronger communities where people can thrive, Plentific leverages technology to enhance the lives of 3million+ residents and businesses of 25,000+ service providers worldwide.

## About FTI Consulting

FTI Consulting is an independent global business advisory firm dedicated to helping organisations manage change, mitigate risk and resolve disputes: financial, legal, operational, political & regulatory, reputational and transactional. FTI Consulting professionals, located in all major business centres throughout the world, work closely with clients to anticipate, illuminate and overcome complex business challenges and opportunities. For more information, visit [www.fticonsulting.com](http://www.fticonsulting.com) and connect with us on Twitter (@FTIConsulting), Facebook and LinkedIn.

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## About the research

The research was conducted online from 18th to 24th October 2023 and comprised a survey of n=1,108 renters in the UK (n=352), Germany (n=351) and USA (n=405). Results in each country are represented by population size.

Before they were screened, each country's sample is representative of gender, age, voting behaviour, and region where they live.

With a confidence level of **95%**, the Margin of Error is approximately +/- 1.4%.

For more information on the research methodology, please contact [StratCommResearchEMEA@fticonsulting.com](mailto:StratCommResearchEMEA@fticonsulting.com)