

## Strength of Relationship with Renewal Likelihood: Rank Order

Each satisfaction score was compared to "how likely will you be to renew your lease when it expires?" Looking at each, there is a direct relationship between satisfaction and renewal likelihood: as the satisfaction score increases the likelihood to renew also increases.

Rank	Strength of Relationship with Renewal Likelihood	Category
1	Moderate-to-Relatively Strong	Office Staff: Promptly returns or responds to phone calls and emails
2	Moderate-to-Relatively Strong	Service Requests: Office staff "follow-up" on completed service requests
3	Moderate-to-Relatively Strong	Office Staff: Responsiveness, dependability
4	Moderate-to-Relatively Strong	Office Staff: Courteousness, professionalism
5	Moderate-to-Relatively Strong	Apartment: Appearance, condition
6	Moderate	Community: Safety, security
7	Moderate	Service Requests: Quality of maintenance work done
8	Moderate	Service Requests: Speed requests handled
9	Moderate	Community: Grounds and landscaping
10	Moderate	Community: Common areas
11	Moderate	Community: Building exterior
12	Moderate	Maintenance Staff: Courteousness, professionalism
13	Moderate	Community: Recreational facilities
14	Weak-to-Moderate	Community: Parking
15	Weak-to-Moderate	Community: Laundry facilities or in-home W/D

Data: A sampling of random telephone surveys completed in 2006; analysis includes results for over 13,000 residents

Source: SatisFacts Research ([www.satisfacts.net](http://www.satisfacts.net))