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## July 2025 Resident Retention Tactics that Work (and Why it Matters)

Long-term relationships are especially important when we're talking about the residents living in your rental property.

These aren't just tenants. They're the human link between you and your profitability. We like keeping good residents in place. It means less turnover, fewer costs, lower vacancy stresses, and more stability for your investment. Change can be good sometimes. But, that recurring and consistent rental income is better.

Interested in what we're doing to retain tenants? We thought we'd share some of our best tactics with you so you can see what goes into keeping residents satisfied...and renewing their lease agreements year after year.

- **Responsive Maintenance and Quick Repairs**

Quickly addressing maintenance requests builds trust and satisfaction. Residents are more likely to stay when they know issues will be resolved promptly and professionally. Prioritizing preventative services helps. Staying committed to routine repairs, regular inspections, and communication with tenant allows us to keep up with the needs of your property. That helps us avoid those emergency repairs that are not only expensive but disruptive. Residents appreciate this.

- **Convenience and Trust**

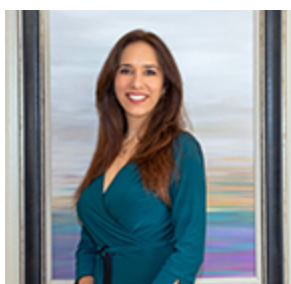
Online rental payments. Portals where routine maintenance can be reported. Fair and considerate pet policies. Flexible lease terms and renewal options. Incentives and loyalty programs. All of these things matter

they're going to be happy to continue in your property. Trust and transparency requires open communication and a willingness to provide support and resources. It's good business.

- **Negotiating Rental Increases**

Raising the rent at lease renewal time is perfectly acceptable and residents expect it. Offering reasonable rent increases and explaining the reasons behind them (typically rising property expenses, market demand, and improvements) helps residents feel respected and valued, making them more likely to renew.

Residents move on for various reasons, but we like it better when they stay. Let's talk more about how good retention policies lead to stronger investment results. This is just one of the ways we provide value to our relationship; avoiding expensive turnovers. Do you know an owner who struggles with this? We'd love it if you recommended us.



Our goal at Marie Hansen Properties is to maximize the return on your investment and to grant you the peace of mind that comes from knowing that your property is in capable hands.



**The Marie Hansen Properties Team**

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### WE LOVE REFERRALS


We hope you love working with us just as much as we love working with you! If you know anyone that needs help with their property, we'd be happy to assist!

### REFER A FRIEND

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## CONTACT US



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"The company with a passion for property management."

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**Contact Us**



(808) 591-1110

**REPLY TO THIS EMAIL**

It is very important that we are able to reach you if we have any questions or concerns about your property. If your phone number, email address or address/contact information has changed, please call or email Cheryl so she can update your file. You can reach her at (808) 591-1110 or [cheryl@mhprops.net](mailto:cheryl@mhprops.net)

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