



2022

Employee Engagement Risk Report

In today's competitive labor market, attracting, retaining, and promoting employees is at a premium. Rental housing owners and operators must be mindful of the factors that drive employee decisions regarding their future with their employers. Employee attrition is a key operational challenge. Overall average tenure has decreased 14% since Q1 2021. For some key positions such as On-Site Leasing, average tenure has decreased by an alarming 33% in just one year. Current and prospective talent is being recruited not only by competing rental housing operators, but other industries that may offer more generous compensation packages and greater flexibility including remote work options. Read on to discover what matters most to multifamily employees and where the greatest risks lie in recruiting, retaining, and promoting talent.

Overview

The intersection of high productivity and high satisfaction is what's known as employee engagement. Swift Bunny's analysis of confidential employee survey responses reveals high performing, highly satisfying company culture does not occur by accident. It is achieved when multifamily leaders intentionally define and nurture a work environment that meets team members' needs and enables them to be successful in their roles.

Key Successes

Rental housing employees identify several aspects about their work and workplaces which they find universally satisfying. These are areas that recruiters and hiring supervisors should showcase when courting prospective employees.

According to Ingage by Swift Bunny™ survey respondents, here are the factors that make multifamily work highly rewarding:

- 91% agree they have positive working relationships with coworkers and colleagues
- 91% say they feel confident and competent in their roles
- 90% report they respect their organization's leaders
- 84% have an optimistic outlook regarding their company's future

Key Risks

Multifamily employees are also forthcoming about aspects of their work experience that are less than satisfying and may lead to turnover.

According to Ingage by Swift Bunny™ survey respondents, here are the greatest opportunities for improvement for rental housing employers:

- Balancing employees' workloads
- Improving internal communication
- Clearly defining career development opportunities
- Improving compensation

This report provides more detail on each of the key risks including overall topic scores, distribution of responses by position, recommended actions for leaders, and candid comments excerpted from employee surveys.

Rating Scale

Data was gathered through a two-dimensional approach, which included respondents' level of agreement with each of the topics, as well as how important each topic was to them. Respondents submitted answers based on the following 5-point rating scales:



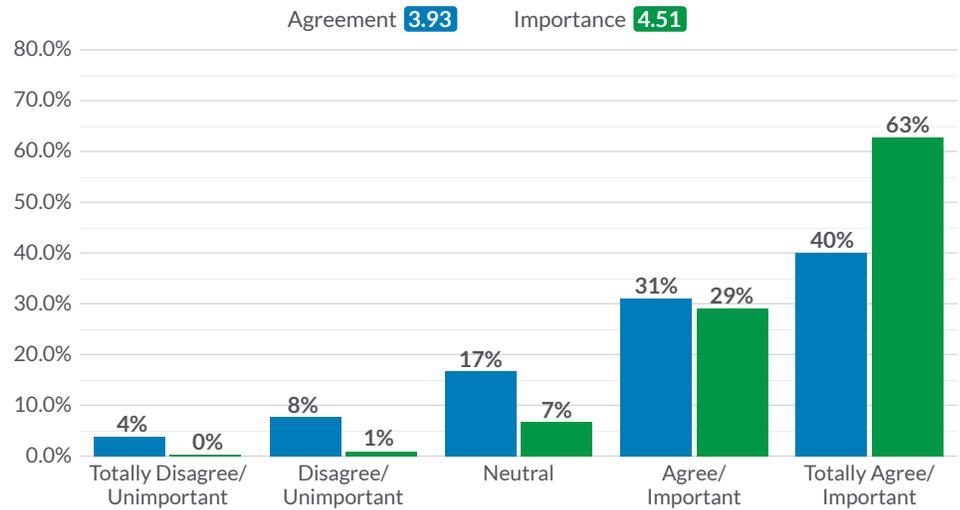
CATEGORY	AGREEMENT	IMPORTANCE	TOPIC
Workload	3.93	4.51	My work can typically be completed in the time allowed
	3.98	4.41	Policies and procedures are consistently enforced
	4.03	4.65	I have the necessary resources, tools, technology, and support to do my job well
Communication	3.91	4.45	I am satisfied with the amount of internal company communication
	3.98	4.51	Issues I raise are responded to within 24 hours by my supervisor, peers, or other departments
Professional Development	3.40	4.47	The role I have today is my ideal long-term role
	3.73	4.48	Employees are notified of all advancement opportunities
	3.88	4.61	I have a clear understanding of my career and/or promotion path
Compensation	3.62	4.60	Compensation for my job is fair
	3.67	4.38	Current performance incentives motivate me
	4.00	4.58	The benefits package matches my needs

Workload

Topic

My work can typically be completed in the time allowed

Score and Distribution



Summary

As competition for talent has increased, rental property employees are experiencing the strain of increased workload and decreased staffing with 12% disagreeing that they were able to complete their work in the time allowed. An additional 17% were unsure or unwilling to agree or disagree. Regional Operations employees are most affected, with 28% expressing some level of disagreement with this statement, and an additional 1 in 5 unsure or unwilling to agree or disagree.

Leaders can take this opportunity to evaluate opportunities to redefine, streamline, or centralize tasks such as reporting or leasing functions. Dramatic improvements in technology and the customer’s willingness to adapt during the pandemic provides a unique opportunity to evolve and re-distribute responsibilities.

Workload

My work can typically be completed in the time allowed

Agreement by Position

	Totally Disagree	Disagree	Neutral	Agree	Totally Agree
Overall	4%	8%	17%	31%	40%
Acquisitions/Development	1%	11%	21%	33%	34%
Corporate Operations	2%	12%	21%	38%	27%
Corporate Support Services	3%	10%	23%	28%	36%
On-Site Leasing	2%	5%	13%	29%	51%
On-Site Maintenance	1%	4%	14%	32%	49%
On-Site Management	5%	10%	18%	32%	35%
Regional Operations	10%	18%	20%	31%	21%

What employees are saying:

“There is not enough time or resources to complete daily tasks, there’s a disconnect with the onsite and offsite teams. Overtime is not approved, and sites are doing more work during the pandemic and having to adjust the way we operate - this creates massive work without proper time or compensation.”

“Many processes, whether needed or outdated, are very set in their ways. [Leadership] doesn’t want to hear that there may be a better way to do things with less burden and less work and less triplicate of duties or communication. This would be a great time to look at the myriad of requirements from various departments and really look at the effect it has on site teams.”

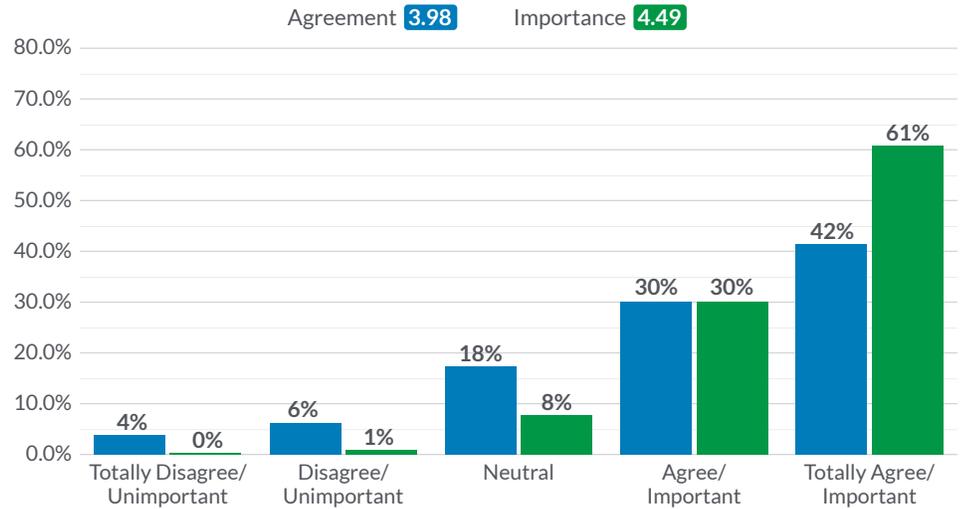
“The last 2 months alone have been the hardest causing me to fall behind on many things as I was juggling covering all aspects of the office. I felt as if I couldn’t reach out for help since our area manager was helping train new managers and was constantly busy. Now that my work has shown that I am drowning, I am being offered help—but it is too late. I hate feeling like I have failed my supervisors, but I have been working non-stop and exhausting myself to try and get everything accomplished as best as I can.”

Workload

Topic

Policies and procedures are consistently enforced

Score and Distribution



Summary

With only 72% of rental housing employees agreeing with this statement, this is a significant area of opportunity. While all position categories expressed similar levels of frustration, 15% of Corporate Support Services disagreed and an additional 25% were unwilling to agree or disagree that policies are enforced consistently. This topic experienced additional volatility due to the nature of COVID-19-related mandates that frequently changed.

As restrictions continue to be reduced, leaders can use this opportunity to redefine and re-communicate current policies and procedures to ensure that all team members understand what is currently valid. Consistent and frequent communication and reinforcement will aid in ensuring all employees understand the expectations and business practices

Workload

Policies and procedures are consistently enforced

Agreement by Position

	Totally Disagree	Disagree	Neutral	Agree	Totally Agree
Overall	4%	6%	18%	30%	42%
Acquisitions/Development	0%	11%	18%	38%	33%
Corporate Operations	3%	9%	26%	37%	25%
Corporate Support Services	6%	9%	25%	31%	29%
On-Site Leasing	4%	6%	13%	25%	52%
On-Site Maintenance	2%	4%	13%	28%	53%
On-Site Management	4%	7%	19%	30%	40%
Regional Operations	2%	8%	24%	43%	23%

What employees are saying:

“Changes in policy are occasionally learned via the compliance audits, rather than communicated in a ‘Policy Update’ email.”

“Policy and procedures are anything but consistent. Things change and we never learn about them until something is done incorrectly. Then you are bashed, and everyone is copied.”

“When it comes to policies and procedures being followed it would be better if it were on a consistent basis. Sometimes it can feel like we are called out for something that should have been corrected office-wide before someone is singled out for what the entire or majority of the office does.”

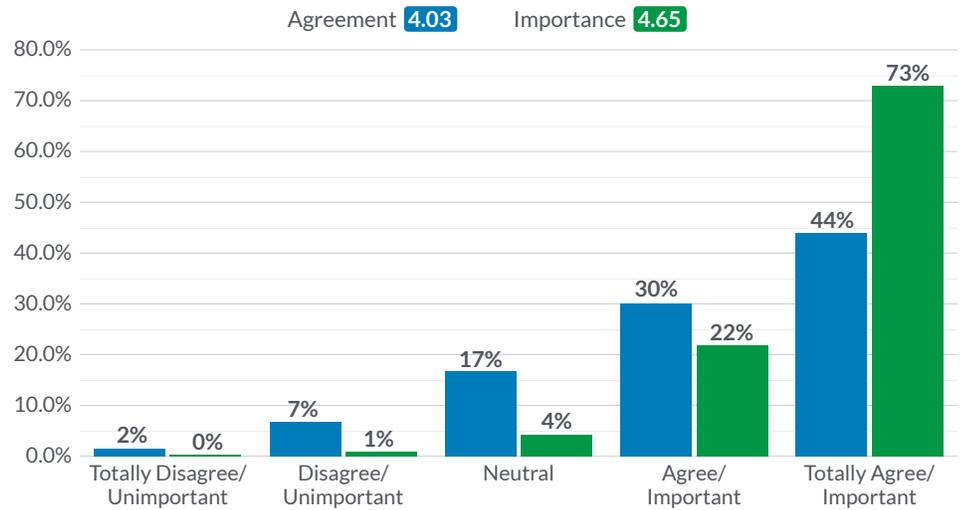
“The constant policy changes make it hard to keep up with instructions rather than help in certain situations.”

Workload

Topic

I have the necessary resources, tools, technology, and support to do my job well

Score and Distribution



Summary

On-site teams, in particular, express an additional need for support, with 12% of On-Site Management and 10% of On-Site Leasing team members disagreeing with this topic. Commonly cited needs include access to existing technology, authorization levels, time allocation for training, and better wi-fi connection.

Leadership can uncover valuable insights by asking employees to share their greatest obstacles to getting work completed. Often, many challenges that employees cite simply require an approval, and doing so can provide an immediate win that improves the team's daily work experience and feeling of productivity.

Workload

I have the necessary resources, tools, technology, and support to do my job well

Agreement by Position

	Totally Disagree	Disagree	Neutral	Agree	Totally Agree
Overall	2%	7%	17%	30%	44%
Acquisitions/Development	1%	7%	22%	34%	36%
Corporate Operations	1%	4%	18%	31%	46%
Corporate Support Services	1%	6%	16%	34%	43%
On-Site Leasing	2%	8%	15%	27%	48%
On-Site Maintenance	2%	4%	16%	28%	50%
On-Site Management	4%	8%	18%	31%	39%
Regional Operations	0%	9%	21%	31%	39%

What employees are saying:

“Systems are constantly down such as rent payment services and others. Too many platforms (have) been added in place that confuse our residents and make our jobs a lot harder than they need to be.”

“I am unable to perform quite a few functions of my job without my Regional finalizing the items in (the system). This creates more work for her and creates friction with residents when they have to wait for adjustments to their ledger. I understand the thought process behind it but being able to run a property means needing to be able to correct things on the fly.”

“More power and decision making should be given to site level associates and (On-Site Managers.) They should be given the respect they deserve and granted the access they need to be efficient in their jobs. Feedback should be encouraged and welcome and also the ability for change to happen as a result of it.”

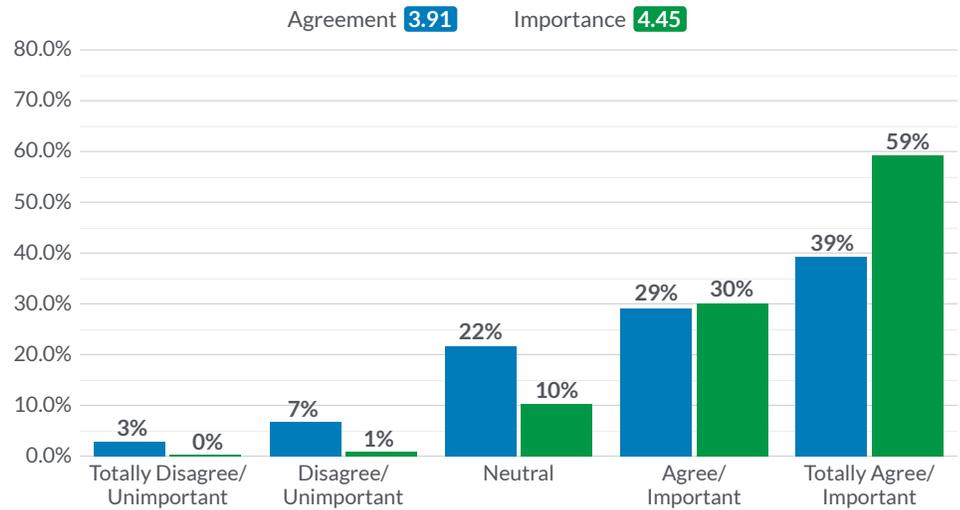
“Our computers and internet are very, very slow. Thankfully, we just received our new monitors but waiting on the modems to get here.”

Communication

Topic

I am satisfied with the amount of internal company communication

Score and Distribution



Summary

Throughout the pandemic, the companies with the highest levels of engagement often experienced the highest levels of satisfaction with internal company communication. With 1 in 10 rental housing employees indicating they are not satisfied with the current amount of internal company communication, this is an area of opportunity that can have an immediate and significant impact on the employee experience.

Employees in every position category are eager to hear from executive leadership regarding company announcements, policy or benefit changes, sales, developments, or acquisitions of properties, as well as employee anniversary announcements and other personnel news. The positive impact of frequent all-hands meetings cannot be overstated.

Communication

I am satisfied with the amount of internal company communication

Agreement by Position

	Totally Disagree	Disagree	Neutral	Agree	Totally Agree
Overall	3%	7%	22%	29%	39%
Acquisitions/Development	1%	10%	23%	36%	30%
Corporate Operations	2%	8%	25%	32%	33%
Corporate Support Services	4%	10%	21%	32%	33%
On-Site Leasing	2%	5%	19%	24%	50%
On-Site Maintenance	2%	7%	18%	28%	45%
On-Site Management	3%	7%	25%	31%	34%
Regional Operations	0%	7%	39%	30%	24%

What employees are saying:

“On-Site (employees) should be able to be as transparent as possible to corporate executives. We are always told that when they are in town to mention nothing negative, but when asked by those people, we are supposed to respond like nothing is wrong.”

“Property Managers (should) be asked to join in on financial review calls regarding their properties. We are the boots operating the assets and should be able to speak to what is happening on site.”

“Monthly meetings would be helpful so we can all be on the same page. After speaking with coworkers, I learn a policy has changed or there is now a different way of doing something that I was not notified of. I know with COVID things change rapidly but maybe just a Zoom meeting where we are updated on changes and have the opportunity to ask questions even if management is unsure of the answer yet.”

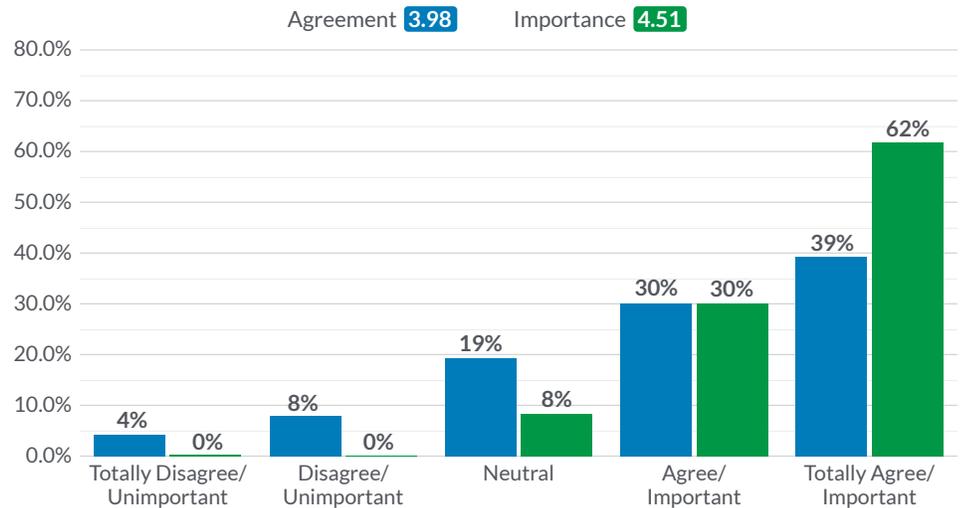
“Do not hear much internal company communication, lately been finding out more via social media. Company happenings good or bad should be communicated with employees.”

Communication

Topic

Issues I raise are responded to within 24 hours by my supervisor, peers, or other departments

Score and Distribution



Summary

With only 69% of employees agreeing that they receive a response from supervisors, peers, or other departments within 24 hours, this is a challenge that significantly impacts all position categories. Lack of response is compounded by the reality that many employees do not feel they can complete their work in the time allowed, which is often due to not receiving the answer, authorization, or approval from their supervisor or colleagues. According to candid survey responses, it can feel like an endless loop of frustration for on-site teams.

As the volume of email has increased, employees are having increased difficulty prioritizing and responding to coworkers. Currently, only 23% of property management companies have a specific policy in place requiring a response to internal emails within 24 hours, and even fewer have systems in place to manage and track resolution of requests. Leaders must provide specific guidance on internal requests and responses and consider other ways to support, manage, and address internal communication to ensure employees have the information they need to complete their work.

Communication Issues I raise are responded to within 24 hours by my supervisor, peers, or other departments

Agreement by Position

	Totally Disagree	Disagree	Neutral	Agree	Totally Agree
Overall	4%	8%	19%	30%	39%
Acquisitions/Development	7%	12%	22%	32%	27%
Corporate Operations	3%	6%	25%	36%	30%
Corporate Support Services	3%	8%	21%	33%	35%
On-Site Leasing	2%	6%	17%	25%	50%
On-Site Maintenance	2%	6%	16%	30%	46%
On-Site Management	5%	10%	20%	32%	33%
Regional Operations	8%	17%	28%	24%	23%

What employees are saying:

“Sometimes it takes (them) weeks or more to get back to us. We are still waiting for approval on some big site issues that have been brought to their attention last fall. It feels like they pick and choose which matters they want to respond to.”

“I find that when we have to put in tickets for problems or issues it is very confusing as to what issue goes where. It’s not always clear cut and makes it difficult to solve problems sometimes.”

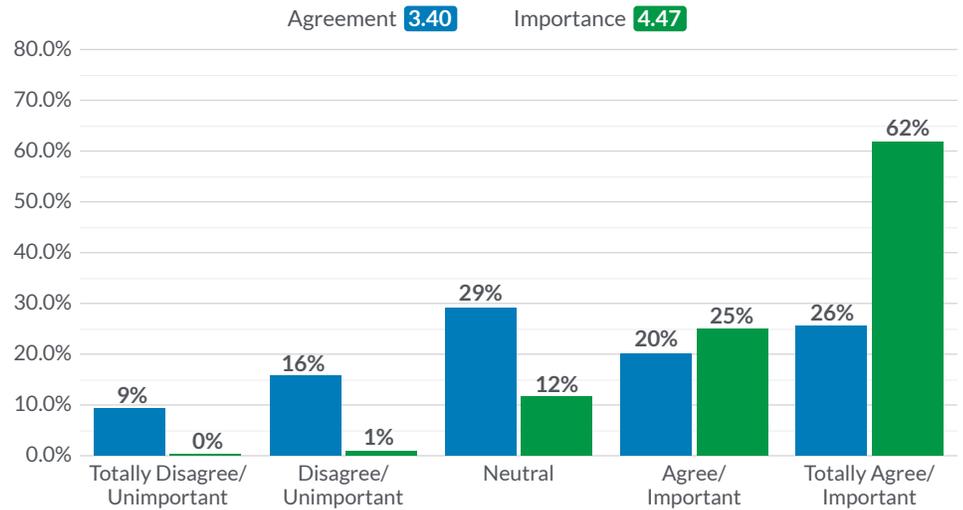
“(Corporate) needs to 1. actually respond to emails, and 2. have those responses be meaningful and conducive to the conversation. Radio silence or snarky comebacks do not help anyone, and if we are ‘one team’ they need to act like it.”

Professional Development

Topic

The role I have today is my ideal long-term role

Score and Distribution



Summary

Career development is consistently a top opportunity in the rental housing industry. This topic earned the highest disparity between agreement and importance. With 1 in 4 employees disagreeing that the role they have today is their ideal long-term role, responses underscore the need for leaders to prioritize employee development as an ongoing company initiative. While many employees are eager to pursue new or different roles in the future, be mindful of the 46% of employees who are currently in their ideal role. These individuals may be more interested in deepening their skill set, rather than expanding it.

Leaders can work with human resource professionals to define how to have conversations about roles and skills development. Supervisors at every level should be conducting such conversations with their direct reports regularly.

Professional Development

The role I have today is my ideal long-term role

Agreement by Position

	Totally Disagree	Disagree	Neutral	Agree	Totally Agree
Overall	9%	16%	29%	20%	26%
Acquisitions/Development	3%	11%	50%	25%	11%
Corporate Operations	1%	9%	25%	29%	36%
Corporate Support Services	7%	17%	29%	29%	18%
On-Site Leasing	10%	31%	29%	15%	15%
On-Site Maintenance	5%	13%	24%	15%	43%
On-Site Management	13%	14%	31%	17%	25%
Regional Operations	17%	14%	32%	20%	17%

What employees are saying:

“It doesn’t seem like there’s a position to grow into utilizing my talents and skills, which is my main concern working at the company. I like this company and would rather not be stuck at a dead-end here but could very easily see it happening.”

“In the maintenance role, once you hit supervisor there are not many ways to progress from there besides just (moving to communities with) higher unit counts. Is there a way to move up from this?”

“At this point, I am ready for the promotion. I’ve put in the work and am very unhappy that my career hasn’t moved since starting here.”

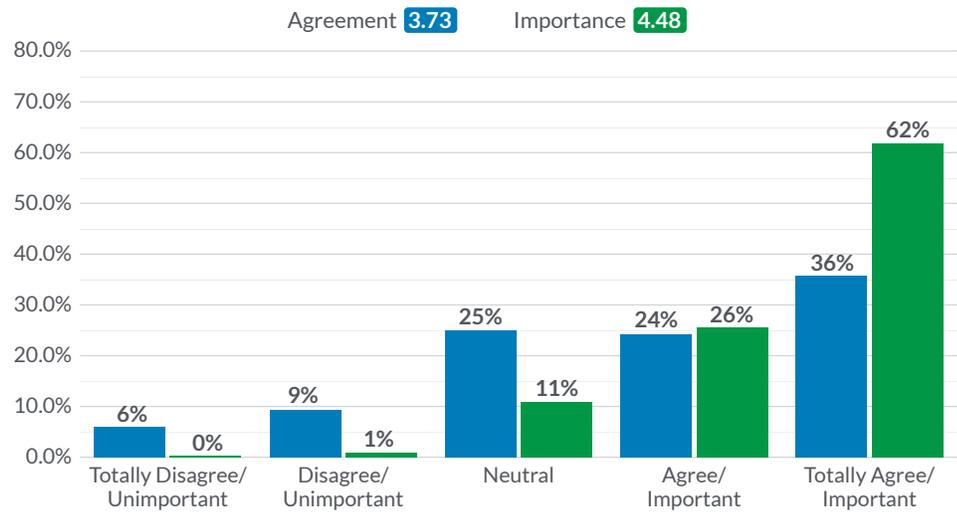
“I would like something to challenge me a little. I fully understand that my job is just a revolving door that has to be done the same way each month, but I need something thrown in there to shake things up a little.”

Professional Development

Topic

Employees are notified of all advancement opportunities

Score and Distribution



Summary

With only 60% of employees agreeing and an additional 25% being unsure, this topic is consistently one of the greatest opportunities for improvement in the industry—and one of the easiest frustrations to remedy. Although 74% of property management companies indicate all open positions are promoted to all existing team members, often this effort is limited to a list of open positions on the company career page. Because employees find and consume company information through a variety of channels, leaders have an opportunity to expand how they promote job openings to reach a wider audience.

Whether via weekly e-letters, monthly town hall meetings, social media postings, or via the employee intranet, post and promote every open position and celebrate when openings are filled internally. Employees want and need to see that growth within the organization is possible.

Professional Development

Employees are notified of all advancement opportunities

Agreement by Position

	Totally Disagree	Disagree	Neutral	Agree	Totally Agree
Overall	6%	9%	25%	24%	36%
Acquisitions/Development	1%	10%	29%	35%	25%
Corporate Operations	5%	11%	32%	23%	29%
Corporate Support Services	7%	9%	27%	30%	27%
On-Site Leasing	6%	8%	20%	21%	45%
On-Site Maintenance	3%	7%	21%	27%	42%
On-Site Management	8%	10%	25%	21%	36%
Regional Operations	9%	16%	35%	20%	20%

What employees are saying:

“Employees that are needed at struggling sites are not informed of promotion opportunities out of fear the struggling property will fail without them.”

“I have never been notified or seen anything for employee advancement. Not sure there is one.”

“A comprehensive, competitive, and equitable way should be created for job promotions where every associate has the same opportunity to be promoted, and not only a select group of associates.”

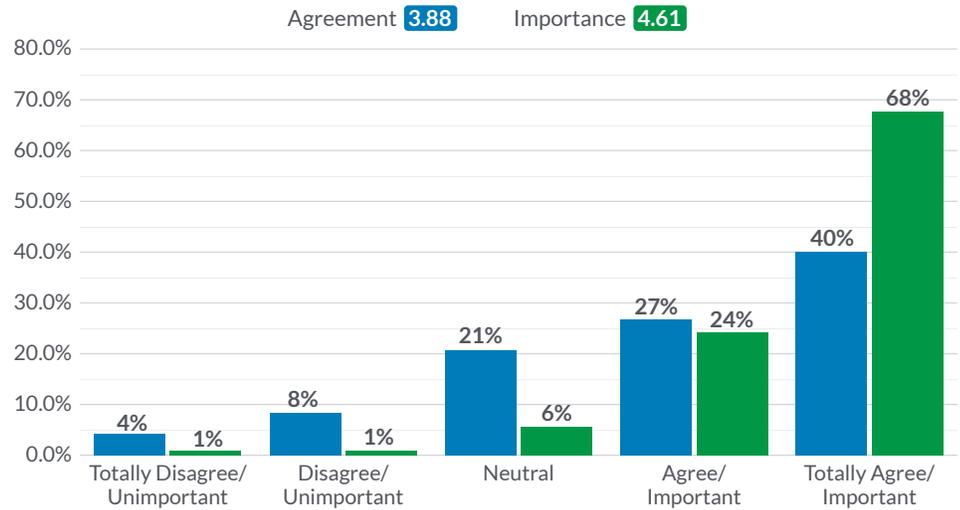
“I’m pursuing property manager opportunities elsewhere, as I feel like I’m ready to grow my career path.”

Professional Development

Topic

I have a clear understanding of my career and/or promotion path

Score and Distribution



Summary

Only 40% of employees totally agree that they understand their career or promotion path. This lines up with the 39% of property management companies who say they have defined career paths to advance within the company. The majority of companies do not, and that leaves most multifamily team members uncertain of their futures. While 12% of both On-Site Management and Leasing indicate a lack of clarity, Corporate Support Services expresses the least amount of clarity regarding their career path.

A first step towards improving clarity is to define the skill set needed for each position in the organization. Clear, thorough job descriptions should also be made available to all team members. Once the skill sets are defined, supervisors can guide and support their direct reports to gain needed skills to prepare for future opportunities.

Professional Development

I have a clear understanding of my career and/or promotion path

Agreement by Position

	Totally Disagree	Disagree	Neutral	Agree	Totally Agree
Overall	4%	8%	21%	27%	40%
Acquisitions/Development	1%	17%	29%	30%	23%
Corporate Operations	4%	9%	25%	29%	33%
Corporate Support Services	5%	10%	28%	31%	26%
On-Site Leasing	5%	7%	19%	24%	45%
On-Site Maintenance	2%	4%	15%	26%	53%
On-Site Management	4%	8%	21%	27%	40%
Regional Operations	2%	8%	26%	30%	34%

What employees are saying:

“I wish the path to promotion would be clearly defined. I wish there would be a process that would not depend on just one person’s choice or opinion.”

“I have worked for the company for three years, doing everything I can to ensure the best quality product comes out of my team. When I first started here, I was told there would be room for growth. Three years later, I am still sitting in the same role rather than leading a team, which was talked about in my interview. And since the management change, I have been treated more like a low-level grunt than a specialist with the qualifications for Director.”

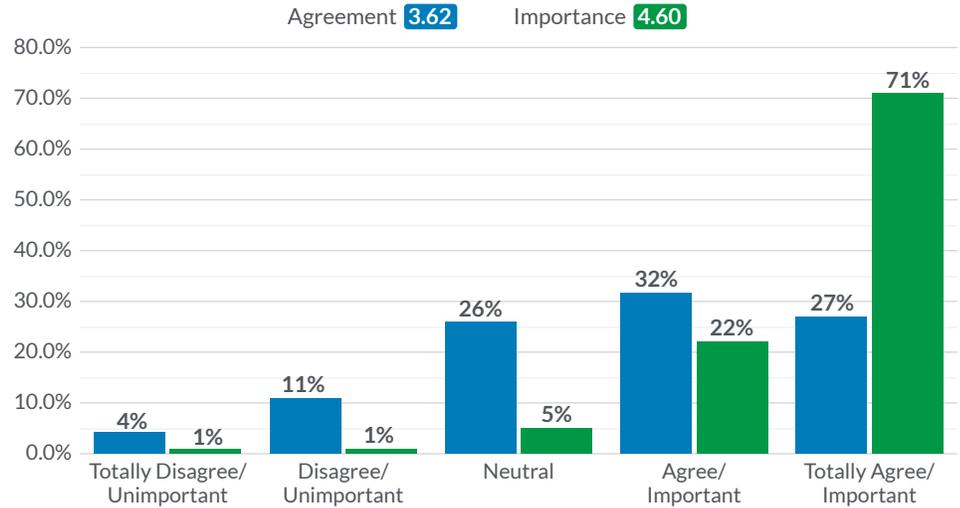
“There is no room to grow for the maintenance supervisors. I’ve been with the company for years now, and I’ve seen several maintenance supervisors fired and I’ve seen even more quit but I’ve never seen one promoted. Maintenance has no real representation in the corporate office. When you’re hired as a Maintenance Supervisor here, that’s the pinnacle of your career if you stay with the company. For me, I just don’t think that’s enough; I’m capable of so much more. Even if it weren’t myself that was promoted, and I saw someone else in my position promoted, it would at least give me something to strive for.”

Compensation

Topic

Compensation for my job is fair

Score and Distribution



Summary

According to the U.S. Bureau of Labor Statistics as reported by the National Apartment Association’s NAA Inflation Tracker, year-over-year **average wages increased 5.2% in 2021**. Despite this, the fierce competition for talent continues. Overall, 15% of rental housing employees disagree that compensation for their job is fair. On-Site Leasing had the highest level of disagreement at 21%. Common themes expressed by employees include a frustration with being paid the same as or less than new, inexperienced employees; a desire to be incentivized or rewarded for covering additional responsibilities while short-staffed; and a sense of injustice when implementing significant rent increases to residents but not receiving a significant raise or cost-of-living adjustment.

With an eye to transparency and recognizing that wage discussions are common in today’s market, leaders can monitor compensation levels of existing employees to ensure value is placed on experience and long-term performance.

Compensation

Compensation for my job is fair

Agreement by Position

	Totally Disagree	Disagree	Neutral	Agree	Totally Agree
Overall	4%	11%	26%	32%	27%
Acquisitions/Development	3%	12%	25%	31%	29%
Corporate Operations	2%	8%	25%	30%	35%
Corporate Support Services	2%	8%	24%	44%	22%
On-Site Leasing	5%	16%	25%	25%	29%
On-Site Maintenance	3%	9%	24%	31%	33%
On-Site Management	6%	11%	28%	31%	24%
Regional Operations	4%	14%	26%	32%	24%

What employees are saying:

“The pay was a very low wage for the work that you are doing. I could barely afford to live there and work there with what I was making. That includes the discount I received on rent, and I could still barely make ends meet. I thought about leaving to make more money for the last two years of working there. For perspective, a cashier at In-n-Out makes more money than I did working a full-time, stressful, life-consuming job.”

“In the past year I have trained along with my colleague a number of new hires. We love doing this, but find we are never compensated for it or even thanked. This is in addition to our already overfilled plates, but we do it in hopes of helping the company get back to normal and possibly getting a floater, but it never happens.”

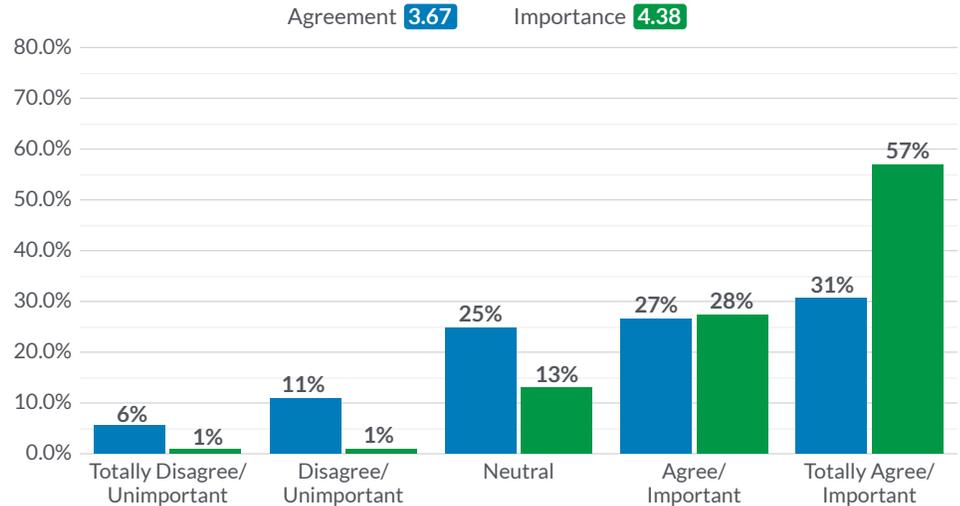
“We went from our listed job duties to now accountants, maintenance, etc., because the company doesn’t want to pay and offer the benefits that a lot of competition is offering. We are losing a lot of employees. We then have to pick up their workload, again with no (added) compensation. What is even better is they offer a sign-on bonus now to new employees and employee referrals for us, but who wants to get someone they know into a job that doesn’t value them? You offer this now, but what about the ones who have stayed and taken on the workload and stayed late and lost time with their family and a majority haven’t gotten paid for it due to being on salary, on top of trying to keep their employees from leaving?”

Compensation

Topic

Current performance incentives motivate me

Score and Distribution



Summary

Performance incentives in the rental housing industry have remained largely unchanged for decades, as noted by many employees in their comments. Only 58% of employees agree that current incentives are motivating. Of note, Corporate Support Services and Regional Operations expressed the highest levels of disagreement with the topic, with 20% and 24% respectively. Confirming that sentiment, while 90% of rental housing companies indicate they provide performance incentives for On-Site team members, only 84% incentivize Regionals and 68% incentivize corporate employees.

To improve satisfaction in this area, leaders should evaluate their incentive offerings. Solicit feedback from teams to uncover specific sentiments and preferences. Be inclusive of all roles so no associate groups feel left out. When considering changes, remember that incentives need not be limited to bonus payments but can include other benefits such as enhanced flexibility or experiences including sporting events or travel. Allowing the employee to choose their reward can be very motivating.

Compensation

Current performance incentives motivate me

Agreement by Position

	Totally Disagree	Disagree	Neutral	Agree	Totally Agree
Overall	6%	11%	25%	27%	31%
Acquisitions/Development	4%	13%	34%	30%	19%
Corporate Operations	6%	11%	29%	30%	24%
Corporate Support Services	7%	13%	32%	28%	20%
On-Site Leasing	5%	11%	19%	23%	42%
On-Site Maintenance	4%	10%	20%	25%	41%
On-Site Management	6%	11%	27%	28%	28%
Regional Operations	6%	18%	29%	25%	22%

What employees are saying:

“As a Manager, I do not know what my quarterly or annual bonus potential is. I may not have gotten it due to my financial performance, but I would like to know exactly what I could get and what the bonus is based on.”

“Taking away the bonus for Assistant Managers was a terrible thing to do and has affected my finances. The incentive to go after previous residents (for past due balances) is not as strong. All major companies offer this bonus incentive for Assistants, and it makes me question [Company] as a company and how much you care for the wellbeing of your employees. Living costs keep going up tremendously and the company decides to then punish its workers by taking away a large bonus structure?”

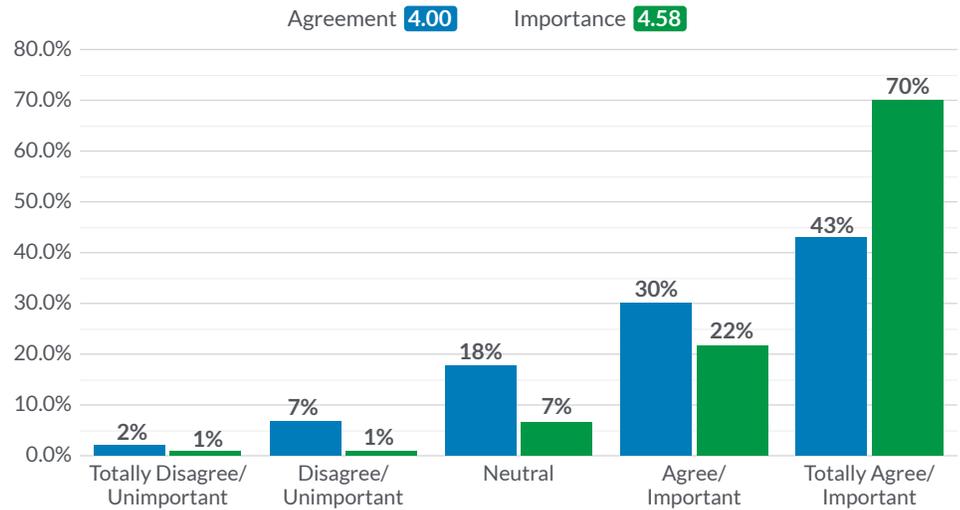
“If you want to see employees stay, I suggest paying them better and offer better incentives at the time of acknowledgment and not just when you hear they have one foot out the door.”

Compensation

Topic

The benefits package matches my needs

Score and Distribution



Summary

While 73% of employees agree that the benefits offered by their employers meet their needs, more than 1 in 10 express some level of disagreement. An additional 18% are unsure or unwilling to express their opinion. Rental housing employees have a wide range of needs, making it a challenge for companies to provide benefits that work well for every individual. However, in today's competitive labor environment, an attractive and accessible benefits package can make or break an employment offer and improve employee tenure.

A first step to strengthening your offering is to conduct an inventory of the percentage of employees who participate in the benefits. Be aware of programs that management level employees may participate in, but few On-Site employees do. Benefits that are financially out of reach for the majority of employees are no longer a benefit; instead, they become a source of dissatisfaction.

Compensation

The benefits package matches my needs

Agreement by Position

	Totally Disagree	Disagree	Neutral	Agree	Totally Agree
Overall	2%	7%	18%	30%	43%
Acquisitions/Development	3%	7%	16%	40%	34%
Corporate Operations	2%	6%	19%	30%	43%
Corporate Support Services	1%	6%	18%	36%	39%
On-Site Leasing	5%	6%	18%	24%	47%
On-Site Maintenance	2%	5%	17%	26%	50%
On-Site Management	2%	8%	18%	32%	40%
Regional Operations	1%	10%	22%	24%	43%

What employees are saying:

“The benefits package is great except for the insurance. I have had better. Most of my doctors are marking me as having no insurance because my portion is cheaper that way versus claiming it on the insurance. Also, a lot of my medication is not covered by insurance even though (it) is medically necessary.”

“Matched 401k retirement plan, life insurance options and affordable health care would allow me to consider longer term employment.”

“Benefits should be cheaper for dependents. It’s extremely expensive when you add children to the cost of health insurance. But perhaps if I were paid a higher wage, I probably wouldn’t feel our benefits were so expensive for dependents.”

“As a single parent with children, I cannot afford to pay \$900/month for insurance and then I make too much money for state insurance. I wish we had better rates for family health insurance.”

Conclusion

In today's highly competitive labor market, retaining talent in the multifamily housing industry is exceptionally challenging. The 2022 Swift Bunny Employee Engagement Report provides valuable insights into areas of greatest opportunity regarding the employee experience. The findings show it is critical for property management companies to build and support a company culture that addresses workload, company communication, career development, and competitive compensation. By making these a priority, employees are enabled to do their best work in an environment of mutual respect throughout all levels of the organization.

Research and Report Design

The 2022 Swift Bunny Employee Engagement Report utilized a two-dimensional approach to assess the importance of employee engagement topics compared to the agreement with those topics based on employee experiences with their current employer. This provides the ability to identify the alignment of importance and agreement, as well as defining significant gaps or imbalances between importance and satisfaction. In addition, a correlation analysis provides a third dimension to identify the drivers of an employee's likelihood to remain with their company in the next year. The report is based on surveys completed by over 6,500 multifamily housing employees nationwide. The study's findings may be shared, with the requirement that all content is sourced as follows: Swift Bunny 2022 Employee Engagement Risk Report, swiftbunny.com.

How We Can Help

Swift Bunny offers a suite of multifamily-specific talent management solutions. Ingage by Swift Bunny™ is the apartment industry's first employee lifecycle feedback system. The solution pairs meaningful data with personalized insights and planning, empowering multifamily leaders to take specific action to solve their greatest workplace challenges. Inquire by Swift Bunny™ is a flexible and user-friendly custom survey solution for collecting opinions and feedback from both employees and residents. Focusing on the issues that matter most to team members can improve satisfaction, retention, and performance across an entire multifamily portfolio. Learn more at swiftbunny.com, contact@swiftbunny.com, or 888.896.2933.