

# INSIGHTS

SMI Family of Companies



**Fall 2026**

Insights for owners, investors, and multifamily professionals.

# Maximizing NOI In Today's Market

In today's softer rental market, apartment owners are facing increased vacancy, longer leasing times, and greater pressure to offer concessions. While market conditions may be outside an owner's control, strong property operations can have a significant impact on Net Operating Income.

## STEPS TO IMPROVE PERFORMANCE

### **Reduce Turn-over Time.**

Track the time from move-out to rent-ready and establish clear goals.

### **Evaluate Pricing and Rent Loss.**

Review competing properties, rental rates, traffic and applications.

### **Review Operating Expenses.**

Evaluate recurring vendor contracts, utilities and maintenance costs.

### **Focus on Resident Retention.**

Address maintenance concerns promptly and begin renewals early.

"Small improvements in collections, vacancies, turn time, and maintenance costs can have a significant impact on NOI."

[ Property photo ]

# Owner Report

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