

Larkspur Lane Property Management

SYNTHETIC SAMPLE: invented company, owners and data

Tacoma, WA · 312 doors · 141 owners (synthetic)
Week of Mon Oct 12 – Fri Oct 16, 2026 · delivered Fri 7:30 AM PT
Every figure computed from your scheduled reports; a person checked each item

Five owners with **32 doors** show churn signals this week, worth about **\$85,248/yr** in fees (about \$53,312 to replace at the industry's average acquisition cost). Seven owner emails are waiting, and two deposit statements are due before Friday. Every reply below is already drafted in your inbox. Nothing has been sent.

OWNERS AT RISK
5
32 doors · \$85,248/yr

OWNER EMAILS WAITING
7
3 waiting 2+ business days

VACANT 21+ DAYS
4 of 11
2 past 30 days

LEGAL DEADLINES, 14 DAYS
5
2 deposit statements

DRAFTS READY FOR YOU
19
~25 min to review (est.)

Do these 3 things Monday

- Send the 3 waiting owner replies** (Okafor, Pine & Vale, Lindqvist). Owners rank response time as their #1 performance measure, and poor communication is the #1 reason they switch.
- Finish the 819 Larch Ave deposit statement by Mon Oct 19.** Miss the 30-day deadline and the full deposit is owed, up to 2x if intentional (RCW 59.18.280). Two invoices are still missing from the file.
- Approve the Pine & Vale vacancy plan.** A first-year owner with 2 vacancies past 25 days. Investors cite "more than 30 days to place a tenant" as a top reason to switch.

Churn radar					signals from owner email, reports and tenure · revenue at RPU \$222/mo (NARPM avg)	
OWNER	DOORS	WITH YOU	SIGNALS FOUND	FEES/YR	DRAFTED ACTION	
R. Okafor (synthetic)	6	7 mo · year 1	3 owner emails unanswered (oldest 3 business days); asked 'why is my payout \$412 short?'	\$15,984	Payout explainer + apology drafted; call-free: 4-line email with the ledger math	
Pine & Vale Holdings LLC (synthetic)	9	4 mo · year 1	In first 12 months; 2 vacancies at 38 and 26 days; tone shift in last email ('considering options')	\$23,976	Vacancy plan with 2 price options + weekly showing tally drafted for approval	
D. Marsh (synthetic)	2	31 mo	\$2,140 furnace replacement approved above the \$500 owner limit with no prior email found	\$5,328	Draft: invoice, 3 photos, why it couldn't wait, and the limit policy going forward	
A. Lindqvist (synthetic)	1	15 mo	Asked twice about the lease renewal; renewal offer not yet sent; lease ends Jan 31	\$2,664	Renewal recommendation + tenant offer drafted (WA cap check included)	
Harborline Trust (synthetic)	14	52 mo	No owner-facing message in 47 days besides statements; 3 large work orders closed this month	\$37,296	Proactive 'what we did this month' note drafted	

Owner inbox: waiting on you					business days (bd)	
IN	OWNER	SUBJECT		WAIT	STATUS	
Tue Oct 13	R. Okafor (synthetic)	Payout question (3rd email)		3 bd	Draft ready	
Wed Oct 14	Pine & Vale Holdings LLC (synthetic)	Still vacant? Considering options		2 bd	Draft ready	
Wed Oct 14	A. Lindqvist (synthetic)	Renewal for 14th St unit?		2 bd	Draft ready	
Thu Oct 15	M. Ruiz (synthetic)	1099 address change		1 bd	Draft ready	
Thu Oct 15	K. Patel (synthetic)	Can I see the move-out photos?		1 bd	Needs photos from field app	
Fri Oct 16	J. Brandt (synthetic)	Insurance renewal: are you additional insured?		0 bd	Draft ready	
Fri Oct 16	Harborline Trust (synthetic)	Q4 capex budget		0 bd	Draft ready	

Vacancy clock							from the Vacancy + Guest Card scheduled reports	
UNIT	OWNER	DAYS	INQUIRIES 7D	SHOWINGS 7D	ASKING	READ		
1108 S Fern St #B (synthetic)	Pine & Vale Holdings LLC	38	3	0	\$1,895	Inquiries but 0 showings: check self-showing lockbox / response time		
4420 N Alder Ct (synthetic)	Pine & Vale Holdings LLC	26	9	2	\$2,350	Normal pace; 2 applications pending		
77 Wren Loop (synthetic)	T. Osei	33	1	1	\$2,650	Low inquiry volume: price or photos		
2301 E 14th St #4 (synthetic)	Harborline Trust	22	6	3	\$1,525	On pace		

DUE	WHAT	WHERE	RULE	STATUS
Mon Oct 19	Deposit statement due (30 days after move-out Sep 19)	819 Larch Ave (synthetic)	RCW 59.18.280: miss it and the full deposit is owed; up to 2x if intentional	Itemized statement drafted; 2 invoices still missing
Thu Oct 22	Deposit statement due (move-out Sep 22)	5 Birch Row #2 (synthetic)	RCW 59.18.280	Drafted, ready
Sat Oct 31	Last day for 90-day rent-increase notice for Feb 1 renewals (3 leases)	3 units (synthetic)	RCW 59.18.140 (90 days' notice); 2026 cap 9.683% (RCW 59.18.700)	3 notices drafted at +4.0% (under cap)
Mon Nov 2	Lease ends Jan 31 with no renewal offer sent (4 leases)	4 units (synthetic)	Your policy: offer at 90 days	Owner recommendations drafted
Fri Nov 6	Vendor insurance certificate expires	Rainier Plumbing (synthetic)	Your vendor policy	Renewal request drafted

To R. Okafor · Re: Payout question

Hi Rachel, I'm sorry this sat for three days. That's on us. Here's exactly why September's payout was \$412 less than rent: Rent collected \$1,850 · less management fee (8%) \$148 · less garbage-disposal replacement (work order #4471, invoice attached, approved under your \$500 limit) \$264 · **payout \$1,438**. October should be back to the usual \$1,702. From now on, I'll send a two-line heads-up whenever a repair is going to change your payout. Thanks for your patience. Dana

To Pine & Vale Holdings · Re: Still vacant?

Hi Marcus, straight answer: 1108 S Fern #B has had 3 inquiries but no showings in 7 days, and we found why. The self-showing lockbox code was out of date on the listing. It's fixed as of this morning. 4420 N Alder has 2 applications we're screening now. For Fern #B, two options: (A) keep \$1,895 for 7 more days with the fix, or (B) drop to \$1,850 now. At about \$62 a day vacant, B pays for itself if it fills the unit a day sooner. Reply A or B. You'll get a showing count every Friday until it's leased. Dana

To Harborline Trust · What we did for you this month

A quick look at October so far: 3 work orders closed (roof vent, water heater flush, fence repair; \$1,180 total, invoices in your portal), 2 renewals signed at +4.0%, 0 late payments across your 14 doors, and 2301 E 14th #4 has 3 showings this week. Nothing needs your decision right now.

Scheduled reports	Your PMS's built-in Scheduled Reports (AppFolio and Buildium both offer them) email Rent Roll, Work Orders, Vacancy, Guest Cards, Lease Expirations and Move-outs every morning to a private intake address. No API access or PMS login is shared.
Owner email	Read-only on the label or shared folder where owner mail lands. Replies are saved as drafts only; Auto-review blocks sending.
Churn signals	Unanswered owner emails (1+ business day), payout questions, approvals over the owner's limit, first-12-month owners, vacancies past 21/30 days, renewals not offered by 90 days, silence past 30 days. Weights are tuned to your own past terminations in month 1.
Benchmarks	NARPM 2022 Financial Performance Guide: average churn 19.5%/yr (top quartile 9.6%), revenue per unit \$222/mo, unit acquisition cost \$1,666. Buildium 2026 Rental Owners' Survey: poor communication is the #1 reason owners switch (57%).
Human check	Every number is traced to its report row. Every legal date is checked against the statute text. Nothing reaches an owner or tenant without your OK.

Synthetic sample. Larkspur Lane Property Management, its owners, tenants, addresses, emails and figures are invented to show the format. Statute references are real but simplified; this is not legal advice.