

What a prospective or current owner can see about you in 10 minutes online, and the 3 fixes that most reduce the chance an owner leaves this year.

PUBLIC LISTINGS

11

on your own listings page

LISTED 30+ DAYS

2

"available" dates in early Sep

OPEN CODE CASES

1

at a listed address (city open data)

OWNER-PROMISE PAGE

No

no stated reply time or report cadence

FEES AT STAKE (EST.)

\$162,078/yr

312 doors × 19.5% avg churn

1. Your vacancies, as owners and applicants see them

source: yourcompany.appfolio.com/listings, read Oct 21

LISTING	AVAILABILITY SHOWN	ASKING	SELF-SHOWING OFFERED	CITY CODE CASES AT ADDRESS
1108 S Fern St #B (synthetic)	Available 9/8 (still listed)	\$1,895	No	1 open city code case (overgrown vegetation, opened 9/30)
77 Wren Loop (synthetic)	Available 9/13 (still listed)	\$2,650	Yes	None found
2301 E 14th St #4 (synthetic)	Available 9/24	\$1,525	Yes	None found
4420 N Alder Ct (synthetic)	Available 9/20	\$2,350	Yes	None found
+ 7 more listings	within 21 days			None found

Code cases from the city's public code-enforcement dataset, looked up by address. Availability dates are what your listing page shows. We can't see days on market or inquiries without access.

2. What your website promises owners

source: your Owners page, read Oct 21

Response-time promise to owners	Not stated	Owners rank response time as the #1 way they judge a manager (Buildium 2026 owners' survey: 43%); 43% expect a same-day reply
Reporting cadence and sample report	"Monthly statements" only	Only 23% of owners say their manager delivers excellent value; transparency ranks among the top reasons owners switch (34%)
Repair approval limit stated	Yes, \$500	Good: surprise repair costs are a leading churn trigger
Leasing-time promise or guarantee	Not stated	Investors cite "more than 30 days to place a tenant" as a top reason to switch (29%, PM Trends 2024)

3. Rules with money attached in your state

Washington, from the statute text

Deposit statement and refund	Within 30 days of move-out; miss it and the full deposit is owed; up to 2x if intentional	RCW 59.18.280
Rent increase notice	90 days' written notice; 2026 cap 9.683% for covered units	RCW 59.18.140, 59.18.700

3 fixes, in order of impact (our read)

1. Publish an owner promise: "Every owner email answered within 1 business day; a plain-English update every month." Free, and it's the metric owners judge you on.

2. Deal with the two 30+-day listings and the open code case at 1108 S Fern before the owner finds them. A first-year owner with a cited, vacant property is the classic termination letter.

3. Put a deposit-deadline calendar on every move-out. One missed statement costs the full deposit.

Want to see this on your real portfolio? The full Doorkeeper Brief reads your PMS's scheduled reports (read-only, set up in about 20 minutes, no calls) and flags at-risk owners, waiting owner emails, aging vacancies and legal deadlines every week, with replies already drafted. Your first 2 weeks are free. Reply "brief" to the email this came with.

Synthetic sample: the company, listings and code case are invented to show the format. A real scan uses only your public pages, public city data and statute text, cites each source with the date read, and is sent only to the company it describes, on request. Benchmarks: NARPM 2022 FPG (churn 19.5%, RPU \$222/mo); Buildium 2026 Rental Owners' Survey; PM Trends Report 2024.