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MPM Property Management signs with Survey Advantage to improve tenant satisfaction

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Survey Advantage, a leading provider of full-service online surveys and market research, said that Providence-based MPM Property Management has retained the company for a customized tenant feedback process.

Since 1988, MPM has been providing property, construction and parking facilities management to over 2.5 million s/f of property across southern New England, including One Citizen's Plaza in Providence. To maintain high occupancy rates, Survey Advantage designed a semi-annual email-based survey to solicit anonymous feedback from current tenants on issues such as the appearance and condition of the buildings, amenities and services, the performance of the property management team and maintenance.

Forty-two percent of tenants and owners responded to the first survey, who helped MPM identify its top strengths, weaknesses, threats and opportunities. MPM shared the results with property owners and then met with certain tenants where applicable to review their suggestions.

"Over the past decade, we've experienced increasing competition from large firms with national, multi-property operations, and knew we had to be proactive in meeting tenant expectations to ensure their continued occupancy" said CEO John MacIver. "We chose to partner with Survey Advantage to help us develop a feedback process with a high response rate to capture constructive input on where and how we could improve. The results have been instrumental in helping us maintain more than 90% occupancy at our properties."

"We're proud to help MPM maintain their position in the market," said Mike Casey, president of Survey Advantage. "With double-digit commercial vacancy rates today, tenant retention is critical. MPM wanted to ensure its services and facilities were in line with tenant expectations, and the only way to find out is to ask. With our ongoing feedback process, owners know where and how to invest to make sure leases get renewed every year."

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