



LUCIDITYCLEAN

Why Clean Buildings Retain Tenants

Save Property Managers Thousands

One powerful and often underestimated lever for reducing turnover and boosting lease renewals

72% of tenants cite cleanliness and maintenance as top reasons for renewing a lease

Structured cleaning programs achieve lease renewal rates 10-15% higher than those without

www.lucidityclean.com
info@lucidityclean.com

941-539-0123

Why Clean Buildings Retain Tenants Longer – And Save You Thousands

Introduction

In the competitive world of property management, tenant retention isn't just a goal—it's a financial strategy. Each time a tenant leaves, property managers face a complex and costly chain of events: marketing, cleaning, repairs, repainting, showings, and often rent concessions. But there's one powerful and often underestimated lever for reducing turnover and boosting lease renewals—cleanliness.

Cleanliness as a Silent Communicator

Tenants form opinions about management and their living environment based on what they see and experience every day. Dirty common areas suggest neglect. Overflowing trash bins imply mismanagement. Unclean gyms or sticky elevator buttons communicate a disregard for tenant health and comfort.

Conversely, a clean property communicates value, care, and respect. It reassures tenants that management is attentive, responsible, and invested in their living experience. A clean building is more than just a visual asset—it's a psychological signal that influences how tenants feel about their home and whether they choose to stay.

A Tale of Two Buildings

Imagine two Class A apartment communities in the same neighborhood. Both offer similar rents, layouts, and amenities. But one stands out for the right reasons.

Building A has spotless floors, clean windows, fresh-smelling hallways, and restrooms that feel cared for. The lobby is pristine, the elevators shine, and trash bins are emptied regularly. Building B, however, has streaky windows, dusty baseboards, and unpleasant odors lingering in the hallways.

Which property do you think tenants are more likely to renew with? The answer is clear.

What the Data Tells Us

- A 2022 CBRE Tenant Experience Study found that 72% of tenants cited cleanliness and maintenance as top reasons for renewing a lease.
- The National Apartment Association reports that buildings with structured cleaning programs achieve lease renewal rates 10–15% higher than those without.

- A study by the Urban Land Institute found that 'perceived cleanliness' increases tenant willingness to pay premium rents by up to 7%.

Summary

Tenant turnover is costly. National averages suggest that each tenant replacement can cost between \$3,500 and \$8,000 when you account for vacancy losses, cleaning, painting, repairs, marketing, and leasing costs. In high-demand Florida markets like Sarasota, these costs can be even higher.

This white paper outlines the financial burden of tenant turnover, presents verified cost benchmarks, and makes the case for structured cleaning programs as a smart, high-ROI investment for property managers focused on tenant retention and NOI growth.

Cost of Tenant Turnover: National vs. Florida

The following table provides a detailed comparison of the major cost components involved in tenant turnover, using both national averages and Florida-specific estimates. These figures are based on publicly available sources and industry surveys.

Turnover Cost Component	National Average (\$)	Florida (Sarasota) Estimate (\$)
Vacancy loss (1 month avg.)	1,800 - 2,200	1,800 - 3,000
Lost income & carrying costs	—	Up to 3,000
Cleaning	160 - 200	180 - 250
Painting (interior)	1,500 - 4,500	1,800 - 5,000
Repairs & maintenance	85 - 750	150 - 750
Marketing & leasing	300 - 500	350 - 600
Lease-up fees / admin	1,000 - 5,000	1,500 - 3,500

Cost-Benefit Analysis of Retention

Replacing just one tenant can result in \$6,000–\$8,000 in direct and indirect costs in Florida. When scaled across a property with dozens or hundreds of units, these costs add up fast. By contrast, retaining a tenant for three years can save thousands per unit, reduce operational disruption, and improve resident satisfaction.

For example, if a 100-unit property retains just 10 more tenants per year through improved service and cleaning protocols, management can save over \$80,000 annually.

The LucidityClean Advantage

LucidityClean empowers property managers to retain tenants through professional, consistent, and strategic cleaning programs. Our services include:

- Customized cleaning programs tailored to occupancy and expectations
- High-touch disinfection of high-traffic surfaces
- Day porter services for real-time upkeep
- Visual inspections and documented reporting for management assurance

Conclusion: Retention Starts with Perception

Your building's appearance is your silent leasing agent. A clean, well-maintained property fosters trust, loyalty, and pride of residency. While turnover can't always be prevented, the likelihood can be reduced with one of the simplest and most visible investments: cleanliness.

Sources

- CBRE 2022 Tenant Experience Report
- National Apartment Association (www.naahq.org)
- Urban Land Institute Tenant Retention Best Practices
- Partner Facility Services: <https://www.partnerfacility.com/importance-of-professional-office-cleaning-services/>
- ButterflyMX: <https://butterflymx.com/blog/tenant-turnover/>
- Apartments.com: <https://www.apartments.com/rental-manager/resources/expenses/how-much-can-tenant-turnover-cost/>
- Mynd.co: <https://www.mynd.co/knowledge-center/average-and-hidden-maintenance-costs-for-a-rental-property>
- Ackley Florida Property Management Blog: <https://www.ackleyflorida.com/blog>
- MultiHousingNews: <https://www.multihousingnews.com/6-ways-to-lower-resident-turnover-time-costs/>