

## Understanding Property Managers

### E SOURCE Market Research Study

Property management companies constitute an area of continuing concern for energy service providers (ESPs). Serving both as a channel to other end users and as a customer in their own right, these companies can give ESPs access to numerous commercial and residential sites. In many cases, property managers interact on behalf of 10, 15, or even 20 percent of a utility's residential or business customers. They are constantly contacting utilities to register new tenants, to notify them when tenants move, and to ensure that tenants are managing their energy accounts correctly.

Accounts monitored by property managers can create more work for a utility than accounts belonging to regular residential or business customers. Delivering the right level of customer care, offering appropriate web site functionality, and identifying the best contact channels for reaching these customers is critical for ESPs. This study is designed to help ESPs better understand what property managers do, how they would prefer to interact with their utility, and how they want to communicate with the utility. When ESPs get it wrong, property managers can become a nuisance, generating unwanted calls and unnecessary interactions. Get it right, and property managers will use online self-service options to manage their utility transactions, relieving the burden on the utility's customer care staff.

The challenge of identifying the specific needs of these businesses is compounded by the fact that they may serve either residential or commercial clients—or in some cases, a combination of the two. For the 2005 *E SOURCE Market Research Study*, "Understanding Property Managers," we surveyed property managers across the United States and Canada. The questions focused on several key areas, including:

- How property managers perceive their utility
- Frequency and type of contacts with their ESPs
- Preferred methods of communication with ESPs
- Current utility web site usage and needs
- Features that would drive more property managers to visit and use a utility web site
- Preferred approaches to bill payment, rates, and metering
- Participation in utility programs
- Interest in different types of energy services
- Firmographics

You may purchase this study in its entirety, or choose from the following modules:

- Module 1: Property Management Firms Serving Predominantly Residential Sites
- Module 2: Property Management Firms Serving Predominantly Commercial Sites
- Module 3: Property Management Firms' Current Web Site Usage and Future Online Needs

### Methodology

In the summer of 2005, we conducted 1,000 telephone interviews with property managers across the United States and Canada. One-half of the survey respondents came from property management firms focusing on residential properties; the other half came from firms focusing on commercial properties. All of the property management firms in the

study have fewer than 250 employees, total, across all of their locations. The sample was stratified by companies with between 5 and 49 employees on site and those with between 50 and 250 employees on site.

## Deliverables

For each module in the study, subscribers will have online access to the following suite of downloadable files:

- An overview of the sampling plan used for the entire study
- The survey instrument used to collect the data included in the individual module purchased
- A comprehensive PowerPoint presentation of the results for the purchased module
- Raw data files in SPSS, Excel, and ASCII formats for the purchased module
- Data codebooks to help you work with the raw data files
- Two sets of preformatted data tables presenting responses to each survey question included in the purchased module, with data separated by key data groupings such as SIC code, company size, and geography

## Contact Us

For pricing information or to purchase one or more of these modules, please contact a member of the E SOURCE business development team.

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