The hidden cost of packages — and how to redirect it into NOI.

A one-page brief for the conversation upstairs: where the money is already going, what reclaiming it unlocks, and what the per-door math looks like.

$8K–$40K hidden labor drain per community, per year	**10–20+** leasing-office hours reclaimed per week	**>50%** of residents cite package experience in renewal decisions

LENS 1 — CLOSE THE BACK DOOR ON RETENTION

Turnover is the most expensive line item ownership doesn't track well. Industry benchmarks put the fully-loaded cost of a single turn at **$3,000–$5,000+** when you include vacancy loss, make-ready, marketing, and leasing labor. Packages are one of the most frequent resident touchpoints — more frequent than maintenance, amenities, or management combined.

Residents rarely renew *because* packages are great. But poor package experiences absolutely show up in the reasons they leave, the reviews they post, and the prospects those reviews scare off.

> **The math ownership cares about**
> 300-unit community, 50% annual turnover = 150 turns/year
>
> Avoiding just **3 turns/year** from improved daily resident experience
> = **$9,000–$15,000+ recovered** — before counting labor savings.

LENS 2 — HOURS BACK TO THE LEASING OFFICE

Most properties we assess are burning **2–4 hours of leasing-office time every day** on package handling — accepting deliveries, logging, notifying, hunting for missing parcels, and managing the Monday-morning overflow no locker bank can absorb. That work is invisible in your P&L because it's buried inside payroll already on the books.

What it looks like today	What you get back
Leasing staff pulled off the floor 2–4 hrs/day	10–20+ hrs/week redirected to revenue work
Tours interrupted, follow-ups skipped	More tours completed, faster prospect response
Renewal conversations crowded out	Time for the renewal calls that actually happen
Liability for missing parcels lives with your team	Chain-of-custody logging — disputes off your desk

LENS 3 — PER-DOOR COST vs. HIDDEN COST

The cost of managed daily service is meaningfully **less than what you are already spending in leasing-office labor** — you just can't see today's spend because it's buried in payroll. Framed per door per month, the conversation upstairs gets simple:

	300-unit community	500-unit community
Hidden labor drain (annual)	\$15,000 – \$30,000	\$25,000 – \$40,000+
Hidden cost / door / month	\$4.17 – \$8.33	\$4.17 – \$6.67
Managed daily service / door / month*	Typically below the hidden cost line	Typically below the hidden cost line
Net effect on NOI	Reallocation — not a new line item	Reallocation — not a new line item

*Exact per-door pricing depends on unit count, parcel volume, and on-site scope. We provide a written cost comparison tailored to the community.

THE STORY TO TELL UPSTAIRS

This is not a new expense — it's a reallocation of an expense that's already on the books, invisible, and producing the wrong result. The leasing-office hours you redirect produce more tours, more renewals, fewer turns, and better reviews. The per-door cost lands below the labor cost you're already paying for the same work, done worse.

What changes for the asset: a daily resident touchpoint stops being a complaint generator, your on-site team gets the time back to do the work they were hired for, and the line item shifts from invisible-and-unaccountable to predictable-and-measured.

THREE OBJECTIONS, THREE ANSWERS

"We can't justify the budget."	You're not adding a line item — you're reallocating leasing-office labor you're already spending into a predictable, accountable service. We send a written comparison for the asset-manager review.
"Can't we just raise the amenity fee?"	You can, but residents are fatigued by add-on fees. Most operators absorb the cost through reclaimed labor and avoided turnover, without touching resident pricing.
"Won't lockers handle this?"	Lockers handle a slice. They fill up during move-in, holidays, and Prime Day, and they don't accept oversized, refrigerated, or signature-required deliveries. Managed service absorbs the overflow lockers can't.

Next step. Request a written, per-door cost comparison for your community.

Postal Solutions · Founded 2000 · Trusted by hundreds of multifamily and student housing communities · Luxer One® Premier Partner since 2016

(866) 378-8157
fixmypackages.com