



The definitive guide to tenant communications



BuildingEngines

A JLL company

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Introduction

If you're drowning in endless email threads, fielding after-hours phone calls, or losing track of maintenance requests, you know the struggle is real. When communication breaks down, everything else follows. Requests get forgotten, tenants get frustrated and you're left scrambling to put out fires.



71%

of property managers still rely on email for tenant communications.

Source: The state of property management, 2025

But today's tenants expect so much more than an outdated approach. This guide will show you how to transform your tenant communications from reactive chaos into proactive, organized systems that actually work.

You'll discover:

01

What modern tenants really want (and it's simpler than you think).

02

How to build communication processes that prevent problems before they start.

03

The tools that make managing hundreds of conversations feel effortless.

Ready to turn your biggest daily headache into your competitive advantage? Keep reading.

Three key questions for a modern tenant communications program

01

Who is my target audience?

02

What kinds of messages will I be sharing?

03

Do some tenants need extra attention?

Who is my target audience?

Before you send another mass email blast, pause and think: Who actually needs this information? Not every tenant contact wants (or needs) the same level of detail. Here's who you're likely communicating with:



The decision maker: Sign the lease, wants the big picture only



The day-to-day contact: Your main point person for building operations and meetings?



The problem solver: Submits work orders or and calls about maintenance issues?



The bill payer: Handles invoices and payment questions



Special groups: Emergency response teams, accessibility contacts, fire wardens

Your C-suite contact doesn't want a 10-paragraph update about HVAC maintenance schedules. They want: "Building operations running smoothly, no issues affecting business."

But your Facilities Manager? They need those details about the HVAC timeline, which floors are affected and when normal operations resume.

Bottom line: Don't treat all tenant contacts the same. Tailor your communication style and detail level to who's actually reading it.



What kinds of messages will I be sharing?

Think about your typical week. You're probably sending four main types of messages:

-  **Daily updates:** Quick, need-to-know info (elevator's down, delivery delays)
-  **Regular check-ins:** Scheduled updates tenants expect (monthly newsletters, maintenance schedules)
-  **Crisis alerts:** Urgent building issues that can't wait.
-  **Feedback requests:** Giving tenants a voice in how things run

Here's what you're likely talking about most:

- Work orders or service requests
- Problems and complaints
- Building events and announcements
- Local happenings (road closures, events)
- Leasing updates
- Billing questions
- Safety training and planning
- Emergencies

For each topic, designate a primary point of contact. Billing questions go to Sarah. Maintenance issues go to Mike. Emergency contacts are clearly posted.

The result? Faster responses, fewer confused emails and tenants who actually know where to direct their questions instead of bombarding whoever answers the phone first.

Do some tenants need extra attention?

Not every tenant relationship requires the same level of communication. Some accounts naturally need more touchpoints to ensure their success - and yours. These accounts typically benefit from enhanced communication:

-  High-value tenants who represent significant revenue
-  Industry-specific businesses with unique operational needs (medical offices, restaurants, tech companies)
-  Tenants approaching lease renewals
-  Accounts with complex requirements or frequent questions

Your strategy? Develop a tailored approach for these relationships.

This might mean more frequent check-ins, dedicated communication channels or proactive updates on building operations that could impact their business. The goal is to anticipate their needs rather than just respond to them.

The key is being strategic about your time and attention. By identifying which accounts need more communication support, you can allocate your resources effectively and build stronger, longer-lasting tenant relationships.

Extra attention for key accounts isn't favoritism – it's good business practice that protects your most valuable relationships and helps ensure lease renewals.

Tools for success

Once you know who you're talking to and what you need to say, the right platform can transform how you manage it all. Here's what actually matters:

Work order management system

Stop playing phone tag about maintenance requests. A solid work order system gives tenants real-time updates on their requests – no more “what’s the status?” calls every day.

Look for: Automatic status updates, tenant self-service portals, and clear communication threads. Prism’s AI Clean Communications feature, for example, taps into the power of AI to make sure that messages are easy to understand and will be taken in the right context. This can enhance your brand, improve tenant interactions and keep relationships strong.



Messaging tools

Email is still the most common way that property managers communicate with tenants. But why keep sending emails or texting manually, when you can automate this work?

Look for:

- Emergency alerts: One-click building-wide notifications for urgent issues (water shutoffs, security concerns, weather alerts)
- Scheduled messages: Set up routine communications once and let them send automatically (monthly newsletters, maintenance reminders)
- Organized contact database: Sort tenants by building, floor, lease type or communications preferences

The real win? Everything happens in one place. Schedule your weekly updates on Monday, set communication rules for different tenant types and always know exactly what you've told whom.

Plus, you get a complete record of every conversation. No more digging through email chains or wondering if you already sent that parking notice. It's all there, organized and searchable.

When your messaging is centralized and automated, you spend less time on repetitive communication and more time solving actual problems.

Mobile capabilities

Most property managers aren't sitting at a desk all day. You're walking properties, meeting with contractors, handling emergencies and fielding tenant calls from wherever the job takes you.

That's why mobile access isn't nice-to-have – it's essential.

What mobile capabilities actually matter:

- Update work order status on the spot
- Instant access to tenant contact info and communication history
- Send messages and alerts from anywhere
- Capture new requests while you're on-site

The difference is immediate response time. When a tenant stops you in the hallway about their HVAC issue, you can pull up their request, see the contractor's scheduled for tomorrow and update them right there. No phone tag, no forgotten follow-ups.

If your communication platform doesn't work seamlessly on mobile, you're essentially tied to your desk – and that's not how property management works in the real world.

Learn more about tenant communications with Building Engines.



Your tenant communications checklist

Click the arrows to see our checklist and see how your current communications plan stacks up.

Planning and process	 
Technology and tools	
Two-way communication	
Emergency preparedness	
Automation and alerts	

- ☐ Written communication plan that entire team follows
- ☐ Clear response commitments for common requests
- ☐ Comprehensive tenant profiles with contact info, service history, lease dates and satisfaction levels



Transform your tenant communications today

Tenant communications can make or break your property's success. Done well, and you'll have engaged tenants, faster work completion and stronger NOI.

You don't have to piece together a dozen different tools or stick with outdated email chains. The right building operations platform brings everything together – work orders, tenant messaging, mobile access, emergency alerts – all in one place.

Stop juggling multiple systems. Stop losing track of conversations. Stop reacting to problems instead of preventing them.

Ready to see what streamlined tenant communications actually look like?

Discover how JLL's Building Engine's platform can transform your tenant relationships – schedule a demo today.

Your tenants expect better communication. Your team deserves better tools. And your bottom line will thank you for making the switch.

Don't wait for the next communication breakdown to force your hand. Take control of your tenant relationships now.



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Building Engines, a JLL company, improves operations and performance across the world's most successful commercial real estate (CRE) portfolios. Our customers increase building efficiency, deliver the best tenant experience, and tap into transformative insights with Prism – the industry's most innovative and powerful property management platform.

Founded in 2000, Building Engines is committed to helping CRE companies solve long-standing operational problems. Our market-leading solutions support today's properties in a variety of key areas, including work order management, equipment maintenance, risk mitigation, tenant experience, and vendor lifecycle management. Put simply, it's our mission to create exceptional experiences for everyone in every building.

Today, more than 1,000 customers—including Beacon Capital Partners, Brixmor, and SL Green—rely on Building Engines to manage critical operational needs across more than five billion square feet and 55,000 properties worldwide.



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