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Investigating The Managerial Roles of Residential Property Managers in the North-West Province of South Africa: A Tenant's Perspective

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ABSTRACT

The South African real estate industry has seen an increase in rental properties and recognises the vital role of residential real estate managed by property managers which contributes to the long-term sustainability of residential properties. However, there is evidence that tenants are dissatisfied and complain about poor property management, which results in tenants not renewing their lease contracts. The primary objective was to investigate the managerial roles (interpersonal, informational and decisional) of residential property managers in the North-West province of South Africa from a tenant's perspective. A quantitative research approach was utilised, using a web-based structured, self-administered questionnaire distributed to residential tenants. A non-probability, convenience sampling method was used to reach respondents, and a sample size of 500 respondents was realised. It was established that respondents' perceptions differed statistically significantly in terms of age and length of tenancy. However, no statistically significant differences were uncovered between respondents regarding their gender and education. Respondents indicated that property managers were more effective in decisional roles and emphasised the need for improved communication, relationships and responsiveness to tenants. It is recommended that property managers improve their interpersonal, informational and decisional roles in facility and lease management through consistent communication, enhanced responsiveness, enhancing transparency, timeliness, tenant involvement, and the use of data to inform decisions. Suggestions for future research include investigating other provinces or regions, both within South Africa and internationally and a qualitative research method from a tenant or property managers perspective could be implemented.

Keywords: residential property; property management; property manager; tenant