Tenants' satisfaction which relates to product and service quality has been identified as one of the most powerful marketing tools. In rendering their services to the tenants, property management companies may strive to achieve 'quality' and 'satisfaction' that may then increase economic returns on investment. This paper aims to highlight the advantages of measuring tenants' satisfaction and the significance of this research to the property management profession.

1.0 Introduction

Measuring customers' satisfaction is one of the most powerful tools in marketing. Survey has shown that customer satisfaction measurement is used universally by more than 70% of managers worldwide (Rigby, 2001). Knowing tenants' wants and needs is important because failing to do so leads the service provider guessing; and guesswork makes dissatisfaction inevitable (Tschohl, 1996).

Property management companies are also striving to deliver to their tenants not only their products and services, but also 'quality' and 'satisfaction' that may lead to increase economic returns on investment. As emphasised by the Building Owners and Managers Association (1999), rating tenant satisfaction is no longer an option for property management professionals; it is imperative. The market place is too competitive for guesswork, and if you do not have happy tenants, eventually you won't have any tenants.