

Operator Brief 2026

What top property management teams are doing differently

Why teams running 150 to 1,500 units are walking away from outdated systems, and what they're finding on the other side.



The state of operations in 2026

For most operators in the 150 to 1,500 unit range, the story is the same. Teams consolidated onto a legacy property management system years ago and have been running on it ever since. It still works, but it can't keep up with you.

At nearly every operator this size, the cracks show in three places:

#1

Architecture from a different decade

Outdated systems add time to your day instead of saving it. Routine work takes too long, workflows are not fully connected, and mobile capabilities arrived late and feel like it.

#2

AI bolted on, not built in

Even with AI as an add-on, most workflows are still manual. Inspections are scheduled by hand, your team chases renewals, and tenant reminders only go out when someone remembers to send them.

#3

Support that doesn't scale with you

The bigger you get, the harder it is to reach a real person. Tickets sit for days, account manager turnover is high, and getting answers requires escalation.

What operators are running on instead

DoorLoop is the AI-native operating platform built for modern property management teams. Teams who switch to DoorLoop spend less time managing their software and more time managing the business.

Here's a closer look:

Connected operations

With DoorLoop, leasing, maintenance, accounting, owner reporting, and tenant communication run on a single system of record. Nothing gets re-entered or falls through the cracks.

Native AI features

DoorLoop's operational intelligence is built-in, not an add-on. From automating repetitive workflows and routing maintenance to completing inspections in minutes, DoorLoop's AI features give your team valuable time back on a daily basis.

Real human support

DoorLoop's migration team has you fully live in 2 to 4 weeks. From data migration to team trainings, the heavy lifting is handled for you.

Once you're live, DoorLoop's in-house team delivers world-class support that responds in minutes. Whether by phone, chat, or Zoom, you're talking to a human expert, which is why DoorLoop is ranked #1 for *Quality of Support* on G2.

DoorLoop in action

After more than 25 years in the field, Andrew Harrison had seen every version of property management software. His software before DoorLoop couldn't keep up with his portfolio of 900 units and counting. His team was buried in manual work and customer support left him stranded.

Here's what he shared after switching to DoorLoop's AI-native operating platform:



DoorLoop has become more than software, it's a member of our team. The support staff bend over backwards to help us. We have a lot more time in our day to focus on bigger-picture things like developing and growing our business."

Andrew Harrison, COO, Goodell Investments, 900 units

What other executives are seeing

Same headcount, more doors

41% of operators using DoorLoop say the platform's biggest payoff is scaling their portfolio without having to scale their team.

23 hours back every month, per team member

Since DoorLoop centralizes and automates workflows, each team member gets a full workday back every week. Teams use that reclaimed time to strategize and grow their portfolio.

On-time rent up 10%

Automated reminders, fast online payments, and AI-drafted communication push more residents to pay on time, without your team chasing. With a large portfolio, that's tens to hundreds of thousands of dollars moving earlier in the cycle every month.

Source: DoorLoop Platform Usage

Next step

**See what an AI-native operating platform looks like live.
We'll walk you through it in 30 minutes.**

[Schedule Time With Our Team](#)