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The 7 AppFolio Reports Every PM Should Pull Weekly

How to set them up, what to look for,
and exactly when to act.

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AppFolio generates more data than most PM teams ever look at. The problem is not a lack of information -- it is knowing which reports to pull, how often, what to look for, and when to act.

This guide covers the seven reports that drive operational outcomes, plus how to configure AppFolio so these reports stay accurate and actionable week over week.

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Before You Pull A Single Report

Set these up once and make every report more useful.

Turn on lease expiration alerts

Settings > Notifications > Lease Expirations. Set alerts for 90, 60, and 30 days. Without this your team is reacting to expirations instead of planning for them.

Enable work order aging notifications

Settings > Notifications > Work Orders. Set an alert when a work order has been open for more than 3 days with no update. This surfaces stalled jobs before they become resident complaints.

Set your delinquency report filter defaults

Save a default filter in the Delinquency Report showing all balances over $0 sorted by amount. This becomes your morning collection call list every day.

Verify your vendor insurance fields are populated

People > Vendors > each vendor profile. Insurance certificate expiration dates must be entered manually. If they are blank the Vendor Report cannot flag anything for you.

Set AppFolio as your system for all communication

All resident emails, texts, and letters should be sent through AppFolio so they log automatically. If your team is texting from personal phones nothing is being captured.

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01

Vacancy Report

Every vacant unit, days on market, unit type, and asking rent across your portfolio.

What To Do With It

Pull Monday morning. Sort by days vacant. Any unit over 10 days gets a pricing review that day. Under 10 days, confirm a showing is scheduled. If no leads at all, the listing needs to be refreshed or repriced.

Action Trigger

If a unit has been vacant more than 10 days with no applications: reduce asking rent by 3 to 5% or refresh the listing photos and description before Friday.

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02

Guest Cards Report

Every leasing inquiry received, when it came in, and how quickly it was responded to.

What To Do With It

Check response timestamps against inquiry time. Sort by inquiry date. Review every lead that did not convert to a showing and identify the drop-off point: no response, no showing scheduled, or no application sent.

Action Trigger

If any lead went more than 1 hour without a response: address it with whoever handles leasing that day. Consistent late responses mean a process change is needed, not just a coaching conversation.

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Lease Expiration Report

Every lease expiring in the next 30, 60, and 90 days with tenant name, unit, and current rent.

What To Do With It

Separate the list into three buckets: 30 days out (urgent), 60 days out (active outreach needed), 90 days out (initial contact). Map each expiring lease to a renewal offer status. Any 60-day expiration with no offer sent is already late.

Action Trigger

IIf a lease is expiring in 30 days with no signed renewal: contact the tenant today by phone, not email. Text as a follow-up. If no response in 48 hours, notify the owner and begin marketing the unit immediately.

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Delinquency Report

Every open work order, assigned vendor, current status, date created, and last update.

What To Do With It

Sort by oldest open date. For anything open more than 3 days: confirm the vendor has a scheduled completion date. For anything open more than 5 days with no vendor update: call the vendor directly before end of day.

Action Trigger

If a work order is open more than 5 days with no vendor response: reassign to a backup vendor immediately and notify the resident of the change. Do not wait another day for a vendor who has gone quiet.

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05

Work Orders Report

Every tenant with an outstanding balance, the amount owed, and how many days past due.

What To Do With It

Pull every morning, not just on Fridays. Sort by balance amount. Contact every delinquent tenant by phone or text before 10am. Divide total delinquent balance by your gross potential rent to track your delinquency rate week over week.

Action Trigger

If a tenant misses a payment plan commitment: escalate to the property manager the same day. Do not wait until the next check-in. A missed plan commitment is the first signal of an eviction situation.

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06

Lease Activity Report

Every tenant with an outstanding balance, the amount owed, and how many days past due.

What To Do With It

Use this to confirm the leasing pipeline is moving and not stalling at any single step. A spike in applications with no leases sent means something is breaking in the screening or execution step.

Action Trigger

If an application has been approved for more than 48 hours with no lease sent: find out why immediately. An approved applicant who has not received a lease is a prospect who is still shopping.

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Vendor Report

All active vendors including insurance certificate expiration dates, trade type, and contact information.

What To Do With It

Filter for certificates expiring within 30 days. Contact those vendors immediately and request renewal certificates before you assign them any new work. Do not wait until a certificate is expired to act.

Action Trigger

If a vendor's certificate has already expired: do not dispatch them until a current certificate is on file. If they are the only vendor for a critical trade, notify the property manager and begin identifying a backup immediately.

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3 Things That Make These Reports More Useful

Pull reports 1 and 5 daily, the rest weekly

The Vacancy Report and Delinquency Report change daily. Pulling them only on Fridays means you are always a week behind. Everything else can be a Monday pull.

Name your reports consistently so you can compare later

If you export reports to share with owners, use the same naming format every week. Week over week comparison is where the real insight comes from -- not any single week in isolation.

Use the action trigger column as your daily task list

The action triggers in this guide are not suggestions. They are the specific moments when doing nothing has a measurable cost. Build them into your team's daily routine, not just your weekly review.