# Lockwood Communities Addresses the Growing Importance of Onsite Property Management in Multifamily Housing

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The multifamily housing industry continues to evolve as operators respond to shifting resident expectations for convenience, responsiveness, and community connection in apartment living. Professional onsite property management has gained prominence as a key practice for delivering consistent service across property portfolios. Lockwood Communities, which operates more than 30 apartment communities in Michigan and Ohio, illustrates how these principles are implemented through dedicated teams at each property.

This form of management places trained staff on site to handle daily operations, resident interactions, maintenance coordination, and communication. Unlike remote models, onsite teams can address issues with direct knowledge of the property and its residents. As more households choose apartment living for its flexibility and amenities, the need for reliable local support has increased, particularly for operators managing communities across multiple markets and states.

Matt Gatewood, Executive Vice President of Management at Lockwood Communities, highlights the role these teams play. "Onsite property management serves as the frontline for addressing the daily needs of

residents in multifamily settings," he said. "Through consistent communication and coordinated maintenance efforts, these teams help sustain the operational reliability that supports stable community environments."

Maintenance coordination is one area where onsite presence provides clear advantages. Residents share building systems and common spaces, so prompt attention to repair requests helps prevent minor issues from escalating or affecting others. Onsite staff can assess problems quickly, arrange for repairs, and keep residents informed about timelines and progress. This process contributes to the dependable functioning of individual units and shared facilities while allowing for more efficient use of resources and vendor relationships.

Communication is equally central to effective onsite property management. Teams serve as the direct link for notices, policy updates, and responses to inquiries, delivering information in a timely and personal way. They also provide context-specific guidance that supports smooth transitions for new residents and ongoing clarity for current ones. Lockwood Communities applies a consistent management style across all its locations that emphasizes friendly communication and prompt service, helping to maintain alignment between corporate standards and local execution in both Michigan and Ohio communities.

The presence of onsite teams also supports the development of more neighborhood-oriented environments within apartment communities. Regular interactions build familiarity between staff and residents, which can enhance perceptions of security and belonging. Lockwood Communities focuses on creating close-knit settings where residents feel welcome through teams dedicated to comfortable and safe living conditions. This approach is applied across its diverse portfolio of one-, two-, and three-bedroom apartments and townhomes, including affordable, income-based, and market-rate options.

Mark Lockwood, President and CEO of Lockwood Communities, places these practices in an industry context. "The multifamily industry continues to recognize that localized, professional onsite teams are fundamental to maintaining the quality and consistency residents expect across diverse property portfolios," he said. "This approach allows for responsive service and the development of neighborhood-oriented atmospheres in apartment living."

The company's communities extend from western Michigan beach areas to northwest Ohio, requiring onsite teams to balance local adaptation with standardized operational practices. Lockwood Communities traces its management operations to 2000, building on the 1987 establishment of related development and construction activities. Its leadership team brings decades of experience in property management, construction, and development, supporting the consistent application of onsite management principles throughout the portfolio.

Properties feature amenities such as swimming pools, playgrounds, fitness centers, balconies and patios,

and central air conditioning, along with pet-friendly policies. Onsite teams oversee the day-to-day use and upkeep of these features and enforce community guidelines fairly, contributing to operational consistency and resident convenience. These responsibilities reinforce the value of having professional staff embedded at each community rather than relying solely on centralized oversight.

In the broader multifamily sector, effective onsite property management helps address challenges related to maintenance backlogs, information gaps, and varying resident needs. Teams with direct property knowledge can often resolve situations efficiently and provide the personal touch that supports long-term community stability. Lockwood Communities' model across Michigan and Ohio demonstrates how these elements work together in a multi-state portfolio, offering a practical reference for how professional onsite management functions as an integral part of apartment community operations.

The company maintains a focus on service-oriented professionals at each property, backed by long-term team members and established partnerships. Its communities serve a range of budgets and lifestyles through affordable and market-rate offerings. This combination of localized expertise and portfolio-wide standards positions Lockwood Communities as an example of how multifamily operators can meet contemporary demands for responsive and consistent community management.

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## Lockwood Communities

*At Lockwood, we offer affordable, income-based, senior, and market-rate apartments and townhomes across Michigan and Ohio. With 30+ communities, we focus on comfort, accessibility, and creating welcoming places to live.*

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