FOR OWNERS OF FIDUCIARY AND PROPERTY MANAGEMENT FIRMS

The Inbox Hour Counter

For one working day, count two things: the emails that come in and the replies that go out the same day. Afterwards you can see whether the hours sit in the volume or in a queue waiting for approval.

27%

of property management hours in 2026 sat in lines that name an email. In 2025 it was 14%.

Basis: Timesafe export of one property management client, January to September, 313.4 of 1'176.0 hours (26.6%), same period 2025 14.3%. The lines also contain other work. One fiduciary firm with 12 to 15 people, anonymised.

You commented INBOX. This is the counter that goes with it.

Timon Wick · Grow Amplified

One more hire writes more replies. Two numbers tell you whether the inbox gets any emptier.

In this autumn's pilot, a property manager lives in the tenant and owner inbox. The team has grown clearly since April 2025, the volume barely, and the hours have risen sharply. Even so, the team wants more people again.

How much of that is email you cannot read from the export. The email sits in the same line as open tasks, lettings and phone calls. So for one day you count directly in the inbox.

TWO NUMBERS, THREE FINDINGS

1 Emails in + 2 Replies the same day

V Volume

Almost everything goes out the same day.

The hours sit in the emails themselves. Look at which replies repeat.

Q Queue

Many emails wait overnight.

The hours wait for approval or for someone to look things up. One more person writes replies that wait as well.

B Boomerang

Fast replies bring new emails.

The reply does not fully settle the question. Count the boomerangs separately.

With the finding Volume, one more person can help. With Queue and Boomerang, that person writes more replies that wait or come back.

WHAT THE PILOT SHOWED

26.6%

of property management hours in January to September 2026 sat in lines that name an email. Same period 2025: 14.3%.

313.4 hrs

in those lines, January to September 2026. Of these, 11.4 hrs were billed separately.

50%

of the lines naming an email since August 2024 were booked by one single person, 141 of 281.

Timesafe export of one property management client. The lines also contain other work. One fiduciary firm with 12 to 15 people, anonymised.

One working day, one inbox, one tally sheet. That is all the first round needs.

1 Pick an ordinary working day and one inbox.

Take the inbox that tenants and owners write to, and a day without a return from holidays and without a statement deadline. Put the tally sheet from page 5 beside it. The person who runs the inbox can count, or you can.

2 Make one mark for every email that comes in.

Split into tenant, owner and other, meaning tradespeople, authorities or insurers. If the email answers a reply sent the same day, it also gets a mark under boomerang.

3 Make one mark for every reply that goes out the same day.

Whatever is still unanswered in the evening gets a reason: waiting for approval or waiting for documents, such as the owners' association regulations or the client file. Time five emails, from opening to the sent reply.

4 Scale it to the month and read the finding.

Emails per day times minutes per email, divided by 60, times working days in the month. Page 4 shows the sum with example values. Then divide the same-day replies by the emails and find the finding on page 2 that fits.

WHAT YOU NEED

- ☐ The tally sheet on page 5, printed.
- ☐ A clock or the timer on your phone for the five emails.
- ☐ A day on which the inbox runs as usual.

THE THREE FINDINGS

V **Volume**
The emails themselves cost the hours.

Q **Queue**
Replies wait for approval or documents.

B **Boomerang**
Every fast reply brings the next email.

WHY A REPLY WAITS

`Approval` `Regulations` `Client file` `Tradespeople` `Question to the owner`

Write the reason beside every email still open in the evening. That shows you where the queue is.

> **After one day you have two numbers you can show your team. Before it you have an impression.**

The minutes per email decide how many hours a month sit in the inbox.

The table turns emails per working day at 3, 5 and 8 minutes per email into hours, at 21 working days a month. These are worked examples, not pilot values. You measure your own minutes on five emails, see step 3. The last row is for your number.

EMAILS PER WORKING DAY	HOURS PER DAY			HOURS PER MONTH		
	3 MIN	5 MIN	8 MIN	3 MIN	5 MIN	8 MIN
20	1.0	1.7	2.7	21	35	56
40	2.0	3.3	5.3	42	70	112
60	3.0	5.0	8.0	63	105	168
80	4.0	6.7	10.7	84	140	224
100	5.0	8.3	13.3	105	175	280
Your number	_____	_____	_____	_____	_____	_____

A VOICE FROM THE PILOT

“When he replies fast, he has another 15 emails in the inbox straight away.”

From the management of the pilot firm, translated from German

That is why you count the boomerangs separately. Otherwise they sit in the same number as the new emails, and a faster reply looks like more volume.

21 working days a month is the assumption behind the table. Put in your own.

11.4 hrs of 313.4 hrs in lines naming an email were billed separately in the pilot, January to September 2026. The rest ran through the flat fee.

One working day, hour by hour. In the evening you add it up.

INBOX _____ DATE _____ COUNTED BY _____ WORKING DAYS A MONTH _____ MINUTES PER EMAIL _____

TIME	TENANT	OWNER	OTHER	OF WHICH BOOMERANG	REPLY THE SAME DAY	WAITING FOR APPROVAL	WAITING FOR DOCUMENTS
	one mark per email	one mark per email	one mark per email	reply to a reply	one mark per reply	open in the evening	open in the evening
before 08							
08 to 09							
09 to 10							
10 to 11							
11 to 12							
12 to 13							
13 to 14							
14 to 15							
15 to 16							
16 to 17							
after 17							
Total							

MINUTES PER EMAIL, TIMED ON FIVE EMAILS

Email 1	Email 2	Email 3	Email 4	Email 5	**Average**

EMAILS IN	REPLIES THE SAME DAY	REPLIES DIVIDED BY EMAILS, IN %	HOURS PER MONTH

Hours per month = emails in × minutes per email ÷ 60 × working days

FINDING ☐ V Volume ☐ Q Queue ☐ B Boomerang

WHO APPROVES A REPLY IN YOUR FIRM, AND WHERE CAN YOU SEE LATER WHAT WAS APPROVED?

Take two numbers into the conversation about the next hire.

After one day you know how many emails come in, how many get a reply the same day and how many hours a month that adds up to. You also know the reason for every email that was left waiting.

If it sits in the volume, you talk about capacity. When replies wait for approval, the talk is about who approves and with which documents. Many boomerangs mean the replies themselves need work. Only in the first case is a new hire the obvious answer.

IF YOU DO NOT WANT TO DO IT BY HAND

As a running process it looks like this: every tenant and owner email gets a prepared reply, checked against the owners' association regulations and the client file. The property manager reads it, adjusts it and sends it the same day. What the AI proposes and what he approves is recorded in the replay log.

Email → Draft with regulations → Your approval → Replay log

The pilot has no measurement for this part yet. That is why there is no number here.

Reply to me in the DM with your two numbers: emails in and replies the same day. And tell me who answers the tenant emails in your firm.

Write to me: office@growamplified.com

Timon Wick · Grow Amplified

Fifteen years running finance and operations where every step had to survive an audit.

Every number in this counter comes from a single pilot, anonymised and shown with its basis. The table on page 4 is arithmetic with example values, not a pilot value. Your inbox may look different.