



PROPERTYWARE CONFERENCE UPDATE

Recently the PRANDI team took a trip to the 2011 Real World Conference hosted by RealPage, Inc. and our property management software and accounting system, Propertyware. As most of you know we made the transition to “cloud-based” software a little over a year ago and have been learning, using and finding new ways to make transactions and connections with our clients and your residents easier and accessible online 24 hours a day, 7 days a week.

So far, we’ve been successful in implementing many of the features we did not have in our old software system: mass emailing, payment alerts, ACH rental payments, portal communication, and customizable statements and reporting. Here is more from our team who attended this year’s conference as they reveal the up-and-coming features that we’ll be working to implement over the next couple of months—



Kaylee Carroll
Brand Marketing Specialist, *Marketing Department*

I always love hearing how other property managers market their business and

their client’s properties. Oftentimes someone else has come up with a brilliant idea over the past year, and meeting to discuss our strategies helps us all collectively grow. We hear the pros and cons of how an idea worked for another, gain a new spin on an old idea we may have pushed to the way-side, and discover innovative ideas we may have never thought of before!

It is true that we currently use rich descriptive content and professional photography to market our available rentals, but at this year’s conference, we

were able to see how cutting edge our website and social media sites truly are. Our current rentals are listed on our website, posted to free listing sites nightly, and pushed out manually to social media sites with the click of a button. Technology moves quickly nowadays and we constantly look for the most efficient tools to use online resources—and this convention did just that.

We were given tips on how to customize our website and build our Search Engine Optimization (SEO) so that when someone Google’s “rentals in Marin” we are listed higher in the results. We were given examples on adding value to our blog (currently featured on our homepage), as we fill it with useful information for owners and tenants. We were given hints on how to actively use our social networking sites (ie: Facebook, LinkedIn, Twitter, YouTube) to share real-time meaningful content with the public, show-off our current listings and broadcast slideshow videos. We were told more about developing our Facebook Fan Page/ Groups where our interested investors, tenants, or vendors can talk online about their experience with their specific properties. This idea is very popular among other management companies nationwide, and is something we will incorporate in our PRANDI community soon.



Reidun Waage
Client Account Manager, *Accounting Department*

My mission going into the conference was to attend several accounting sessions geared toward simplifying and improving accounting communication with our owners and tenants. Streamlining the process of collecting rent is, of course, a timesaver and now PRANDI collects many rental pay-

ments by direct withdrawals from various tenant’s bank accounts (ACH). This highly efficient, as well as saves the tenants the headache of remembering to pay their rent on time, thus saving them money in late fees. At this time we offer this as a **FREE** service to the residents—saving not only time, but also benefitting our property owners while ensuring rent is paid each month.

For owners, a fast, secure and easy way to replenish funds in their accounts is to go to the PRANDI website at www.prandiprop.com and login to their owner portal to transfer funds directly from the convenience of your home or mobile device.

As for Accounts Payable we learned that we are highly efficient in this area and actually already have many of our vendors on monthly automatic (recurring) payments, such as gardening and pest control, as well as mortgages and HOA payments. We currently convert work orders directly into invoices, saving time from re-entering the information later.

PRANDI is working on a fully automated payment system of Owner Draws directly into each owner’s designated bank account (ACH). This fast way of payment guarantees the owners their funds right away (and avoids the check being lost in the mail). It is followed up with an email alert to each owner informing them that their funds have been posted, with the dollar amount included.

I also had the opportunity to have a one-on-one meeting with the Propertyware Technical team and was informed that a new statement format is in the making for our multi-unit property owners. This report will show a breakdown of income and expenses by unit. (We are happy to tell you that at the time of this writing, it has finally been implemented!)

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PRANDI Property Management, Inc. proudly holds the Prestigious Certified Residential Management Company (CRMC®) designation, from the National Association of Residential Property Managers (NARPM).

Vision Statement...

To be the most trusted name in property management services in Marin County by offering unparalleled customer service through effective communication, technology, and continued education. The PRANDI Team will continue to be the most respected leader in the industry and strengthen our presence in Central and Southern Marin.

PRANDI NEWS!

This month in particular we've been busy with many educational, community and mentorship events! Not only did we have visitors from another property management company in Hawaii visit us to shadow our office practices, but we've sponsored the San Rafael Chamber of Commerce Business Showcase, and participated the Women's Council of Realtors Bocce Ball Tournament!

Melissa also was busy hosting the Property Management Division of the California Association of Realtors Conference in San Jose, and taught three sessions at the Propertyware Conference in Las Vegas. As an industry leader she continues to love teaching & speaking about property management and our business—next she and others from the office will be attending the National NARPM conference in Dallas. We never stop learning in this ever-changing industry we're in!

Until next month, Thank you from,
Your PRANDI Property Management Team



The Propertyware conference wasn't "all work and no play"...we did have some time for some fun and went to the Las Vegas Cirque du Soleil Show "O".

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Cristy Boucher

Assistant Property Manager, Management Department

I've had the pleasure of

attending two National Propertyware conferences and to see the amazing growth the company has taken in the last year which helps them to provide more unique opportunities to small businesses like PRANDI. There are many new features coming in the first quarter of next year that will simplify the lives of the Property Managers and Assistants in our office in particular.

I have already started utilizing the work order tracking, alerts, and bill payment system—which allows me to time-track the number of days a work order is outstanding, email my vendors work orders, scan and upload the invoice copies for you to see in the portal, as well as pay the vendor automatically once they've sent an invoice to us. This

is a huge time saving tool for our office as I can tell an owner to visit their online portal to view the invoices for their turnovers and maintenance work completed.

Propertyware is also working to create a mobile application downloadable from the Apple Store which will give all the property managers in our office access to client and tenant information on the go—which increases efficiency when we are out of the office.

My primary focus is maintenance management and helping our clients to prepare vacant properties for advertising. However, I've been working on a series of surveys that I hope will improve resident retention and our relationship with your residents. I will be sending surveys following a work order request completion to gauge how quickly the project was resolved, how it was addressed and to serve as quality control for our vendors, making sure your resident's needs are being handled quickly and appropriately.