CrestCore Realty
Managing All Aspects of Market Expansion with a Single Property Management Solution

COMPANY:

CrestCore Realty
Memphis, TN
2,700 Doors
www.crestcore.com

MARKET:

Single Family

REALPAGE PRODUCT/SERVICE:

Propertyware

> "Propertyware offers comprehensive products and services, and it's a super value and affordable compared to other alternatives. They are not just a software provider. Propertyware is clearly a leader in the industry. They are doing things from a partnership perspective beyond just the software – providing avenues to network with peers, constantly keeping a pulse on the industry and providing product support and training. I'm looking forward to continuing to grow our business and partnership with Propertyware."

Douglas Skipworth
Principal Broker, CrestCore Realty

THE CHALLENGE

Over the past few years, CrestCore Realty has experienced rapid growth – especially outside of their local market. They were using multiple systems and paper-based methods to manage their 400+ properties, which resulted in inconsistent measuring and reporting as well as communication issues. They realized that the way they were running the business wasn't scalable, and they weren't going to be able to continue to add owners and properties without a more sophisticated solution.

THE SOLUTION

Propertyware® provided CrestCore Realty with:

- A single solution that provided multiple office locations with the tools needed to manage all aspects of the business.
- Reports, dashboards and alerts that are tailored to monitor their specific business metrics.
- Automated and optimized marketing and leasing capabilities.
- Electronic and online payment options for tenant collections.
- Owner portals and electronic alert notifications for quick and transparent communications.
- A maintenance contact center to support all their maintenance calls.

THE RESULTS

CrestCore Realty gained significant operational efficiencies that have given them a competitive advantage in their market. With Propertyware, CrestCore Realty has been able to:

- Scale their business from 400 units to over 2,700 units through the use of a single online solution for all their office locations.
- Gain better insight into the business by monitoring delinquencies, anticipating evictions and using more thorough, customized reporting and dashboards.
- Market and lease properties in half the time with automated syndication and an optimized website.
- Reduce tenant payment processing time by 50%, through check scanning and convenient online payment options.
- Provide greater transparency to out-of-town owners through notifications and electronic alert notifications, keeping them informed about their properties.
- Save 25% of time spent on maintenance by having the maintenance contact center receive all maintenance calls and automatically entering the work orders into Propertyware.

Propertyware®
A RealPage Company