



HOW HEALTHY IS YOUR PROPERTY MANAGEMENT SYSTEM?



OPERATIONS CHECKUP

TAKING THE
INDUSTRY'S PULSE

TODAY, ROUGHLY
45 MILLION
FAMILIES
AND HOUSEHOLDS
ARE TENANTS.¹

A HOLISTIC APPROACH TO OPERATIONS

The growing market demand for rental housing makes it essential that your business is in the best shape possible to compete and still reduce expenses. This means the overall health of your operations is critical for success. But good property management health isn't just about maintaining high occupancy, low overhead and consistent rent collection. It requires a holistic approach that assesses the needs and performance of each of the key segments of operations. They include:



MARKETING PROPERTIES

A complete solution that combines best-in-class responsive websites, complete search marketing strategy and contact center.



DOCUMENT MANAGEMENT

A core function that makes document storage and sharing easier for owners and tenants.



OWNER/TENANT PORTALS

Expedite communication with your management team and tenants in a secure environment.



ACCOUNTING

An accounting solution that effectively streamlines back-office functionalities, enabling your staff to handle more properties.



MAINTENANCE

An expedient evaluations process that helps reduce maintenance costs and streamline processes.



REPORTING

Real-time reporting from a multi-tier database that gives you the data you need to make profitable decisions.



PAYMENTS

A payments processing system that provides convenient online and in-office options, and cuts transaction costs.



SaaS

An integrated SaaS property management system that centralizes practically all aspects of operations to increase revenue and reduce expenses to manage your business anytime, anywhere.

TAKING THE
INDUSTRY'S PULSE

USERS SPEND
8 TO 10
SECONDS
ON YOUR WEBSITE'S
HOMEPAGE.²



BOOST YOUR CONVERSIONS WITH THE RIGHT MARKETING FORMULA

In order to give your lead generation the shot in the arm it needs to provide results, you have to be able to make sure you're using the most effective prescription of marketing channels to perfectly attune to your unique business. But capturing your target online audience and converting them is a tough operation, on average. Users spend 8-10 seconds on your website's homepage², so your messaging has to be spot on, engaging and prospects need to be able to rent right then and there.

Right now most properties are putting ads in the paper or posting listings on all the ILs at their disposal. So how can you be sure you're delivering your marketing dollars to the areas that need it most and will do you the most good? Lead tracking can help you identify where the majority of tenants are finding you and on which sites to spend the most time and energy. Your website and search strategy could also use a refresh. While this can take considerable time and effort, there are specialized marketing services you can use to keep your brand, social and SEO strategies up to date.

Once a tenant finds you, their next experience has a heavy influence on their rental decision. If they decide to give your office a call, make sure you have the ability to answer the phones even when your staff is focused on operations. A specialized contact center can ensure every call and email is answered by highly-trained, professional leasing agents that become an extension of your staff.

Connect with prospects who search online with a professional website presence that provides information on your properties even when your office is closed. A high-converting website should be mobile-friendly and highly visual to engage prospects and further showcase your properties.



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**YEAR-OVER-YEAR
RENT GROWTH
IS NOW EXCEEDING
THE OVERALL RATE
OF INFLATION,
WHICH CURRENTLY
STANDS
AT 1.6%**³



BOOST YOUR CONVERSIONS WITH THE RIGHT MARKETING FORMULA

Your overall digital marketing platform needs to have the elements to make the perfect formula:

- ✓ A centralized system to manage your website, listings, photos, descriptions, pricing and availability.
- ✓ The ability to take care of managing, monitoring and optimizing your search engine optimization, social media and search engine marketing.
- ✓ Being able to track exactly where the leads are coming from and which ones are the best for you is the first step in the right direction.
- ✓ A solid lead follow-up strategy driving traffic to your mobile-responsive website.

Now that you have a complete marketing system designed and customized to help drive quality leads to your properties, all you need is a way to identify and select the perfect tenant for profitable occupancy. A good screening tool will allow you to capture applications online, accept application fees electronically and screen prospects in real time in an easy-to-read, comprehensive report.

Convert visitors into applicants with a customizable online form that allows prospective tenants to pay their application fees electronically and receive real-time screening results.

Your leasing office needs to be open 24/7 to give your prospective tenants the ability to find you and apply online anytime, anywhere so you're always getting the most from your marketing dollars.



A DOCUMENT MANAGEMENT DIAGNOSTIC

Let's face it. Paper is a thin excuse for optimum document management. It's no longer worth the costs incurred for storage and manual handling. It also poses a tremendous risk factor because of the likelihood that documents will be lost, misfiled and confidential information more easily stolen. Your electronic document management system needs to be able to reduce these risk factors, meet compliance and improve document approval workflows across your business. A best-in-class electronic signature solution (e.g., DocuSign®) that can be integrated with your document management process is key to simplifying transactional processes.

If your current system doesn't offer electronic signature capabilities, secure storage and disaster recovery practices, the diagnosis could be a grim one and measures need to be taken to rehabilitate your system.



OWNER/TENANT PORTALS IMPROVE INFORMATION CIRCULATION

We all know there's far more than chasing signatures on your plate as a property manager. You have to manage tenant and owner demands, questions and relationships too. Your owners want to know the relative health of their properties and they usually want it now. An owner portal should allow you to organize, search and share files anytime, anywhere with anyone you need, which cuts back on time spent trying to find paperwork.

But your owners aren't the only ones who can benefit from a portal. Your tenants will want the convenience of having one central place to pay rent, send in maintenance requests, as well as view and renew their leases. Having a single tool that manages all the important information for your business-like expirations, renewals, lock box numbers, move-in, etc. will save your staff countless hours and make everyone you do business with happier. A great property management system will even allow you to share tasks, calendars, create letters and provide notifications in real time.

Owner Portals provide secure, instant access to investment property performance, so owners can get all the real-time on-demand access into the performance of their properties with tools to communicate with your management team. And you'll save valuable time that can be used to fill vacancies and grow your business.

But it's not all about your owners; you have tenants to answer to as well. Propertyware Tenant Portals gives your tenants instant access to their accounts anytime, anywhere allowing them to do a little self-diagnosis for what's due when and how much. Managing your lease expirations, renewals, move-ins and move outs are arguably one of the more challenging tasks in property management. Propertyware helps you manage this process with alerts and workflows that can be customized to meet the needs of your business.

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**ALMOST $\frac{1}{3}$
OF ALL U.S.
HOUSING
IS RENTED⁴**



EXAMINING ACCOUNTING

An optimum accounting system requires more than a spreadsheet application, which can limit your scalability. If you're operating with a handicapped accounting system, you could be stunting your growth. Examine your system by answering the following questions:

1

Does your system simplify accounting processes and workflows with real-time transaction processing?

2

Can your system streamline back-office tasks with automated payment approvals, bank reconciliations, invoice approval routing and management fee processing?

3

Can your system handle trust accounting - maintaining individual ledgers, balances and accounting per owner?

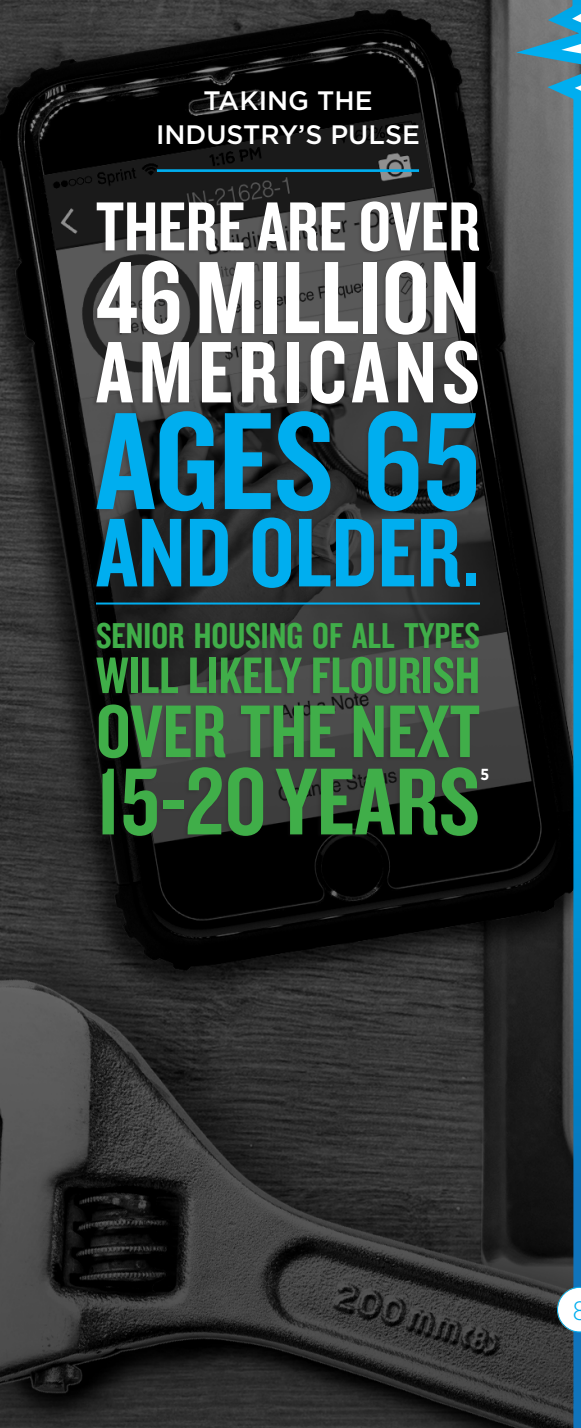
4

Does your system have an efficient way to import bank files for reconciliation to reduce completion time?

5

Does your system have the ability to integrate with third-party accounting software (e.g., Quickbooks) to meet your CPA's requirements?

If you answered no to any one of these questions, then you'll want to consider remedying the deficiency with an integrated property management system that provides more automated accounting functionality to increase the productivity and property scope for accounting staff.



A MAINTENANCE FITNESS TEST

Accidents happen. And so do damages. Here are the key components that a facilities tool should possess to protect your owner's properties:



Set budget controls and spending limits that encourage and empower staff to negotiate the best deals.



Use a mobile-optimized and customizable evaluations app that is made to accommodate your maintenance staff—not the reverse.



Prepare evaluations that can be quickly accessed and easily customized on the fly while still in the field.



Automate workflow approvals and save time with electronic invoicing and bill pay, allowing more time to focus on revenue-generating activities.



Have the ability to quickly document findings at move-in and move-out (including photo and note tools) and compare evaluation histories.



Standardize tasks and pricing so owners are not surprised.



The ability to quickly document findings at move-in and move-out (including photo and note tools), and compare evaluation histories.





REVIEWING YOUR REPORTING

How often are you able to provide business check-ups for yourself and your owners? Every month, easy-to-read marketing reports can be generated automatically online, outlining the return on your marketing spend. You can easily filter the results in these reports according to custom date ranges, campaigns and other useful settings.

With real-time reporting capabilities, you should have full visibility into your business operations and be able to quickly identify opportunities for increasing revenue, minimizing risks and reducing expenses.

The ability to create a variety of standard and custom reports to inform owners and investors is a hallmark of a remarkable reporting system that covers your entire portfolio from birds-eye portfolio-level reporting, to more granular analysis of individual homes managed. The reports and marketing dashboards provide simple visual charts that demonstrate spend, clicks, conversions and cost-per-lead using color contrast to distinguish month-over-month and year-over-year results. By customizing the dashboards, you can immediately display the results that matter most to you.

The health of your business depends on the strength of your analytics and reporting tools. The more accurate and immediate the information, the better you can spot beneficial and detrimental trends, and discover inconsistencies that can determine the short- and long-term trajectories to achieve business-growth goals.



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**9 MILLION
MORE HOUSEHOLDS
HAVE BECOME
RENTERS
OVER THE LAST
10 YEARS**
— THE LARGEST GAIN
IN HOUSING
HISTORY⁶



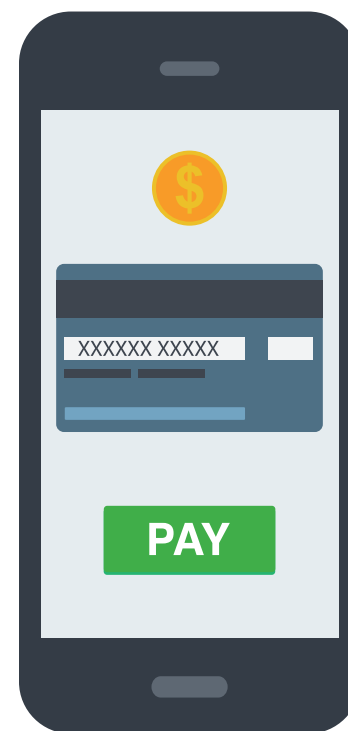
PAYMENTS PROGNOSIS

If you are manually processing payments for rent and other fees, then the prognosis for improving efficiencies and tenant satisfaction could be grim.

With the increasing demand from tenants for more online conveniences—from paying rent and other fees—it's necessary to have a payments processing solution that accommodates tenants who want online options that are quick, simple and secure.

For those paying in office, your system should be robust enough to provide easy check scanning, and credit card and debit card processing through the Automated Clearing House (ACH). For tenants who are inclined to go online, your system should be able to securely process debit and credit cards without saddling you with transaction costs. When you use a licensed money service provider, integrated with your payments solution, your tenant pays a service fee, and you pay no transaction cost.

With an integrated payments solution, you can increase staff productivity by automating routine tasks like posting payments directly to the ledger and reducing trips to the bank. Providing more options to pay, especially online, also increases rent collection rates. Overall, integration helps to ensure compliance and meet tenants' growing expectations for 24/7 service accessibility.





PAYMENTS PROGNOSIS

The following is a concise checklist you can review to help determine the value of your current payments system. If you answer no to three or more of the questions below, it's time to get on the road to recovery.

Payments Prognostic Assessment	YES/NO
Is your current payments system integrated with your property management system?	
Do you have an online tenant portal where tenants can pay via ACH or credit/debit cards?	
Can you accept payments in office with credit/debit cards?	
Do you have an in-office check scanner that automates check processing and eliminates trips to the bank?	
Is your provider part of the ACH electronic network?	
Does your provider have at least one staff member responsible for understanding and addressing compliance and regulatory issues regarding the electronic payments system?	
Does your service include a money services option that takes you out of the payment process, thus reducing risk and potential liability?	
Can your payments solution eliminate transaction costs from the management side?	

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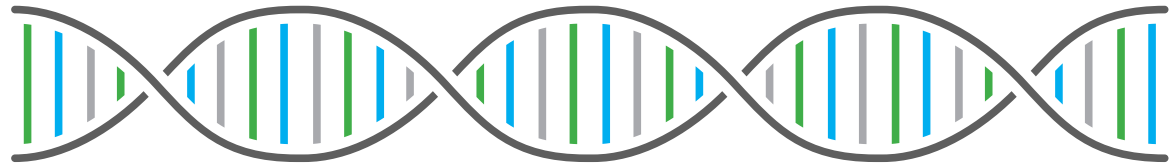
**RESIDENTIAL
PROPERTY MANAGEMENT FIRMS
HAVE AN AVERAGE
OPERATING MARGIN
OF APPROXIMATELY**

**16%
BEFORE TAXES⁵**



IMMUNIZING AGAINST POOR PERFORMING PROPERTY MANAGEMENT SYSTEMS

The human body is a complex network of 13 different systems that need to work in synchronicity to achieve optimum performance. Fortunately for operations, it just takes one integrated property management system to achieve optimum performance for your entire property portfolio.



A comprehensive, on-demand property management system (operating on a SaaS platform) provided by one vendor, means that you have the highest level of data security because it is protected by multiple firewalls and automatically encrypts sensitive client data such as ePHI and PII. Monitored at all times, a SaaS infrastructure practically eliminates system malfunctions and routinely backs up your data to a different data center or off-site tape location, so it's always protected against disaster and always accessible.

These systems are also scalable systems. This means the platform adapts and grows as your business grows. Only a SaaS property management system can provide this kind of flexibility to accommodate your changing portfolio needs.

But your portfolio isn't the only thing that is changing. So is the technology. Constantly. Because of the efficient way that SaaS systems are designed, innovations and enhancements are automatically pushed out and communicated to users when they log in. And since the changes are seamlessly rolled out, users easily adapt, which means you don't have to waste time and money on training.

No one area of your business operates in a vacuum. That's why working with one vendor that offers integrated solutions rather than multiple suppliers is especially important. Only by fully integrating them can you maintain security and stability to achieve year-over-year growth.

RECOMMENDED TREATMENT PLAN

If you've been relying on different point solutions to manage your properties instead of one comprehensive property management platform that provides a SaaS infrastructure with capabilities to market properties, manage and maintain properties, provide customized reporting and owner, vendor and tenant payment options, you could be losing money and underperforming compared to your competitors.

In today's fast-paced environment, you need the best property management software that is flexible and scalable so that you can efficiently manage your business. Propertyware is the industry's most comprehensive and customizable property management solution designed just for single family. It enables greater automation and information tracking that reduces errors and saves time by integrating with your way of doing business. And most importantly it does it all at an affordable price!

Visit us at www.propertyware.com or call **855-976-9502** to learn how we can help keep your properties healthy and running smoothly.



SOURCES

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