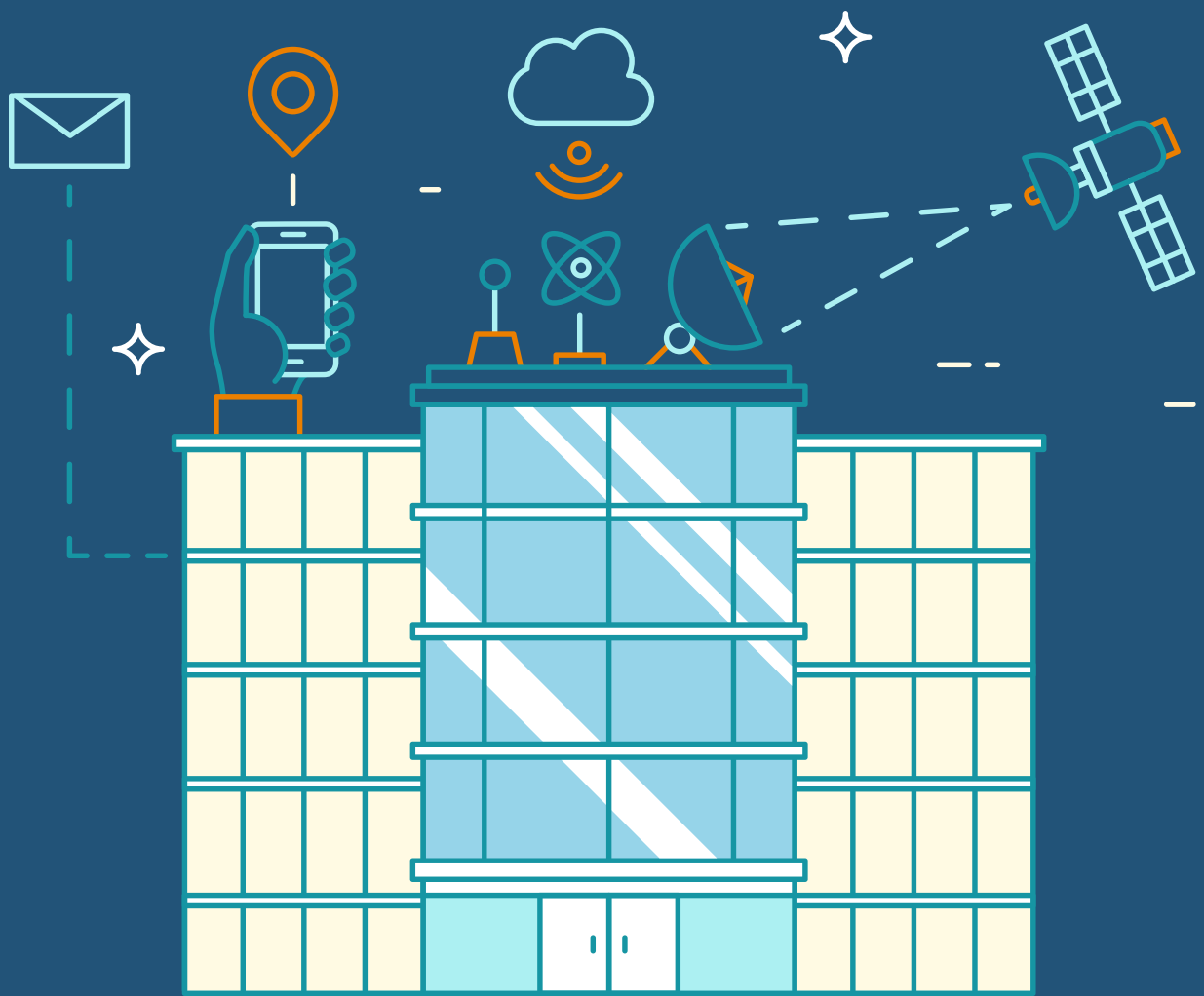
AUTOMATING YOUR PROPERTY MANAGEMENT BUSINESS

Save Time and Money with Automated Software Solutions



The demand for filling vacancies more quickly continues to grow. The best way to meet this demand is with a property management automation solution that standardizes processes and policies and covers all essential leasing and administrative tasks.

Modern technology for property managers is user friendly, compatible with mobile devices, and industry focused. Regardless of the size of your business, it is imperative to choose a software solution developed according to best practices for property management companies like yours.

The benefits of implementing automation are plentiful, including streamlining front-office processes, managing customer relationships, developing the lease portfolio, monitoring compliance and generally accepted accounting practices, and financial planning.

1

INCREASE AUDIENCE ENGAGEMENT

Save time and money with automated owner statements and online payments.

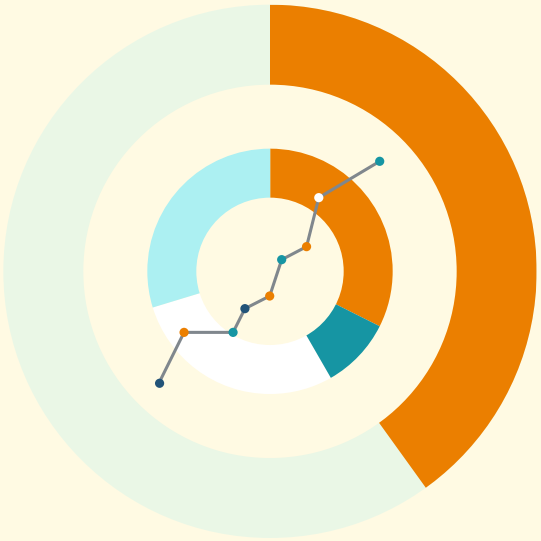
Various studies confirm most small-business owners invest roughly **20% of their time marketing** their businesses. That's not much if you want to grow your business and fill those vacant units quickly. With **80% going toward administrative tasks** and maintenance, a large portion of the weekly time budget is not producing any revenue.

20% MARKETING

80% ADMINISTRATIVE

Devoting more time to audience engagement is a strategy that pays off, especially when business owners utilize a multiple-channel approach, according to a survey released by Constant Contact. The survey reveals that businesses see **significant revenue increases (40%)** and **gain new customers (57%)** by implementing marketing strategies that leverage multiple platforms.

40% REVENUE INCREASE



57% NEW CUSTOMERS

For small- to mid-size business owners who need to reorganize their schedules to allow more time to concentrate on marketing, eliminating unnecessary manual administrative tasks (automating owners' statements, maintenance requests, and online payments) directly translates into hours available for marketing and audience engagement.

2

IMPROVE YOUR PROFIT MARGINS

Foster new client acquisition and cut overhead expenses by replacing complicated processes.

Automating the leasing cycle from the first touchpoint through to the contract expands opportunities to reach larger audiences, while at the same time eliminating delays in prospects turning in their applications. For the out-of-towners, offering digital application options gives prospects a convenient method of gaining pre-approval, even before an initial property visit.

Electronic applications reduce paperwork, efficiently facilitate lease form updates, and free up valuable time. Incorporating Web-based renter screening tools enables faster background and credit check processing. Digital applications also make it possible for prospective renters to apply around the clock, when it is convenient for them. It's a virtual "sales team" working 24 hours a day without increasing payroll expense or office hours.

3

BUILD POSITIVE CUSTOMER RELATIONSHIPS

Benefit from lower turnover rates, curb the costs, and strengthen your reputation.

Failure to communicate effectively negatively impacts business-client relationships. Automation improves response times to maintenance requests, enables efficient annual property inspections, and gives property owners the ability to access information online when it's convenient for them. The result for property managers is less time spent on the telephone and more time available to address the needs of their stakeholders.

Happy renters tend to renew their leases more frequently than dissatisfied ones, and transparency bolsters owners' confidence in their property management teams. Another key advantage is a boost in employee morale. Giving maintenance and leasing teams the proper tools to make their jobs easier and more efficient improves on-the-job experiences. Job satisfaction is a key driver for lowering employee turnover rates, and lower turnover rates reduce onboarding and training costs, as well as improve customer service.

4

INITIATE INFORMED FINANCIAL PLANNING STRATEGIES

Facilitate efficient data collection, collaboration, and distribution by working with accurate data.

Reacting quickly to changes in the market is essential in today's competitive environment. Business leaders must be confident that they have accurate data guiding their financial decisions.

Automation simplifies processes, and property managers who embrace automation position themselves to make better business-critical decisions.

5

MANAGE THE PORTFOLIO

Replacing complicated, resource-intensive processes with budget-friendly, simple automation tools fosters new client acquisition while cutting overhead expenses.

It is difficult for many small-size property management companies and new startups to prioritize their portfolio management. Limited human resources often require for the business leaders to double as a resident carpenter, leasing agent, customer service representative, and community liaison.

Expansion is difficult in a high-demand, customer-focused environment. Utilizing a centralized property management solution that facilitates the automation of as many processes as possible enables effective resource management. And with the money you save, you can hire that carpenter, customer rep or additional staff that you require.

6

AUTOMATE COMPANY-WIDE PROCESSES FOR EFFICIENCY

Investing in automation technology cuts operating expenses and increases profits, with a number of benefits for your renters, too.

AUTOMATED PROCESS

Digital applications and leases

Web-based communication tools/
digital archive

Online maintenance requests

Digital automation resources to facilitate
financial planning and budgeting

Archived digital applications, email
communication and online owners' statements

THE RENTER CAN …	PROPERTY MANAGEMENT BENEFIT
Apply and sign a lease any time of day, from any location, using a desktop or mobile device.	Have fewer vacancy days and renters lost due to processing delays.
Avoid the inconvenience of lost paper files.	Instant access to previous messages, monthly statements and renter profiles makes revisiting an issue more efficient and less time consuming.
Report a problem instantly, and get results faster.	Improve customer response time by allowing maintenance teams quick access and the ability to prioritize tasks.
Benefit from more money spent on amenities and upgrades to keep them happy.	Well-informed decisions allow you to cut unnecessary expenses and increase the profit margin.
Help keep their environmental footprint minimal.	Support sustainability commitments and fewer printed documents; spend less money on office supplies, postage and payroll hours.

7

CHOOSE BEST-IN-CLASS TECHNOLOGY SOLUTIONS

Save time and money with automated software solutions.

AppFolio provides robust, Web-based property management solutions that are designed to protect company investments, increase occupancy and retention rates, and streamline administrative processes. Ongoing technological support and system upgrades position clients to effortlessly scale as your business grows and quickly responds to market changes.

Learn how AppFolio property management software can help you modernize, automate, and grow your business.

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