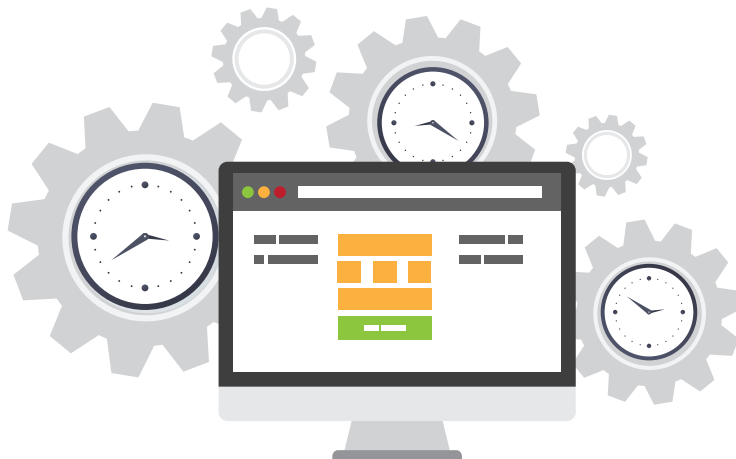


AUTOMATE YOUR LEASING FLOW





For property managers who juggle multiple properties, the time spent marketing, showing units, and filling vacancies can snowball, taking attention away from other duties that require your prompt attention to keep current renters and owners satisfied.

Software can streamline many aspects of your business--from advertising to leasing to maintenance--so you can get more done with less stress. It also saves you time, so you can spend more vacation days with your family throwing snowballs rather than tumbling out of control like one.

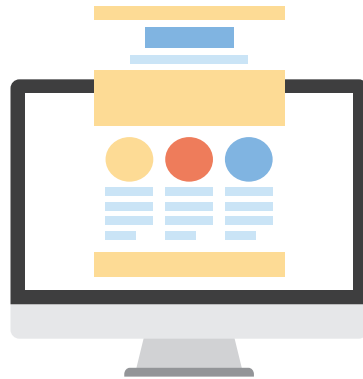
Explore how property management software can make every aspect of the leasing cycle easier for busy property managers who may be stretched to their limits.

WHY USE PROPERTY MANAGEMENT SOFTWARE?

You're not the only one who benefits from the switch from manual processes to automatic ones. With all your property information accessible online, you can easily share relevant data with your property owners who want to know how their investment is doing. Your quick response and proactive management leads to satisfied and informed owners who can make decisions in their best interests.

Renters also enjoy a higher quality of rental living in your properties, since software allows them to automate simple requests they would otherwise have to make via mail or telephone or in person, such as rent payments or maintenance requests. Since the software can remind managers of to-do items or automate important tasks that may be overlooked during busy times, the property will be well kept up to improve the overall rental experience.

MARKETING YOUR RENTAL PROPERTIES



When you have a professional apartment website, you can attract prospective renters 24/7 without needing to do much proactive advertising. Modern website templates allow you to set up a property website in a matter of minutes, post updated listings with photos that show off your units in the best light, and highlight your top amenities to attract the best renters. When potential residents can research the property ahead of time and see availability online, they are less likely to call you with questions and less likely to apply if they do not qualify.

Along with your website, online guest cards allow you to track leads and interact with prospective renters. By having online guest cards, you can keep all prospective renter information in one place. Renters love filling information out online via their mobile phones at their own convenience. Website guest cards feed all the information of prospective renters directly into property management software, so you can quickly contact them and convert them into renters.

ADVERTISING VACANCIES



With property management software you can create listings for vacant units and push those vacancies out to free and paid listing websites. Compared to creating and maintaining accounts at several apartment listing sites, this is much more efficient. With the ability for prospects to fill out a guest card or to apply online, you speed up the leasing flow and fill your vacancies faster.

Detailed reports that help you track the success of your marketing efforts are an essential addition to your business, as well. Track guest cards by lead source, easily see and pay closer attention to units that have been vacant the longest. See what happens over time as you change the language of your ads, change market rent, or highlight different amenities.

ACCEPTING APPLICATIONS



Online rental applications are customizable to include any fields you need and designed with mobile in mind, so they display well on any smartphone or tablet. Prospective renters can complete applications online, securely transmit data to you, and even pay their application fee with a credit card.

Today's renters want simple, effective solutions that make their lives easier. They don't want to print an application and drop it off in-person. By accepting mobile payments and online applications, you attract the widest range of interest to fill vacancies with minimal effort. All online application data will be saved in the system so you no longer have to manually enter applicant information and can seamlessly move them through the leasing flow, all online.

SCREENING RENTERS



Once you receive an application from a prospective renter, a built-in tenant screening system lets you automatically check their credit, rental history, or criminal background with the click of a button. Say goodbye to copying and faxing forms! This simple yet powerful feature helps you make data-driven decisions and allows you to keep your vacancies filled with quality renters.

SIGNING LEASES



Online lease agreement allows you to draw up electronic leases and save them as templates for later use, so you can easily accommodate property owner preferences. Create a master lease to send to every renter, or store different kinds of online leases for each property that you manage.

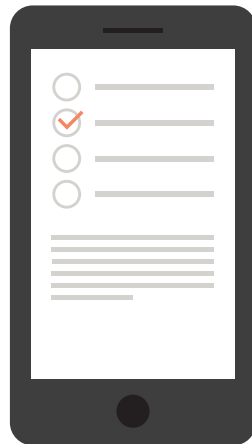
Renters can electronically sign the lease, return it, and arrange for the secure transfer of funds to cover first, last, and security. Never worry about receiving paper leases, filing tenant paperwork, or taking time to do a bank run and deposit funds; enjoy the security and peace of mind of having all paperwork kept online where you can access it anytime.

Online rent collection makes it easy for residents to automate rent payment and can help reduce the occurrence of late payments from forgetful renters. Residents can securely pay the rent online using an electronic check, an electronic cash payment, or a credit card.

CONDUCTING INSPECTIONS



Before and after move-in, prepare an inspection report quickly using your mobile device. Checkboxes make it simple for you to walk through a rental and take note of what was cleaned and what was not cleaned. Take pictures on your smartphone and upload them directly to the report to create a comprehensive inspection report for all rental properties. Your inspections reports are now securely stored in your system and you can share with your property owners or review at any time.



Technology is growing in every sector of business worldwide, as more and more industries are realizing the power of automation. With property management software, your leasing flow no longer needs to be a tedious chore, it all but gives your renters their keys! Regardless of the size of your business, it is important to choose a software solution developed according to best practices for property management companies like yours.

Learn more about optimizing your leasing flow
at www.appfolio.com.

