



Your rent is past due.

Thanks for your referral!

Maintenance will be by in 30 minutes.

Reply YES

The Rise of Texting in Property Management

Texting has become much more than a trendy way for teenagers to exchange emojis with friends. Texting is a valid form of communication that cannot be ignored by property managers.

The inconvenience of making phone calls, which are time-consuming and many times go unanswered, drives the text message forward as a preferred method of communication among younger renters. Its popularity is not solely for the young—many companies are adopting texting to communicate with customers of all ages.



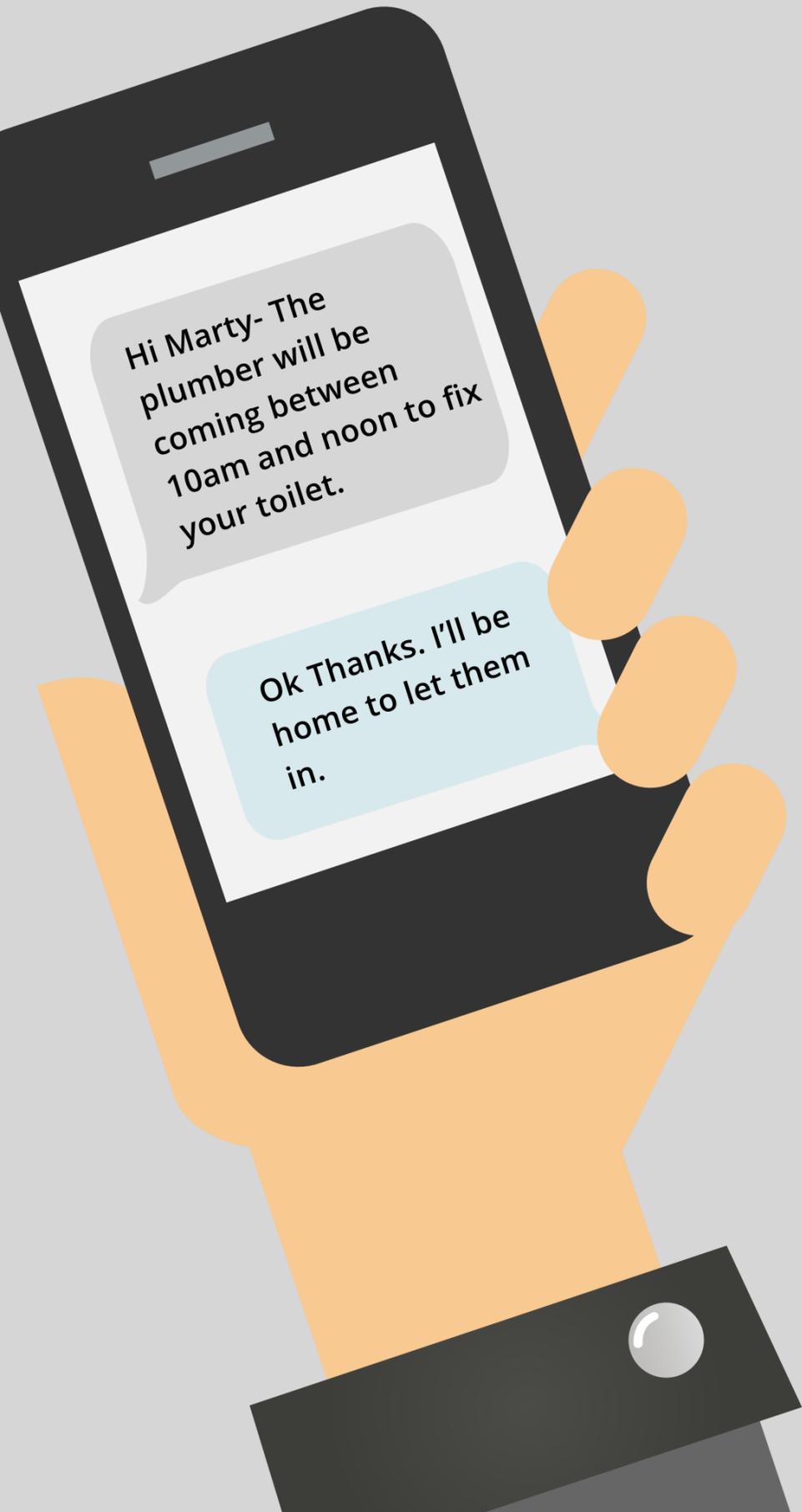
Hey are you around? I just tried to call.

Text me.

But I just want to ask you a question.

Just text it to me.
#somucheasiertotext

Why Mobile Communication?



More than
6 BILLION
texts are sent
each day—in the
U.S. alone

In the mix of these billions of short bursts of information and photos is an increasing number of messages from companies to their customers, and customers back to those companies.



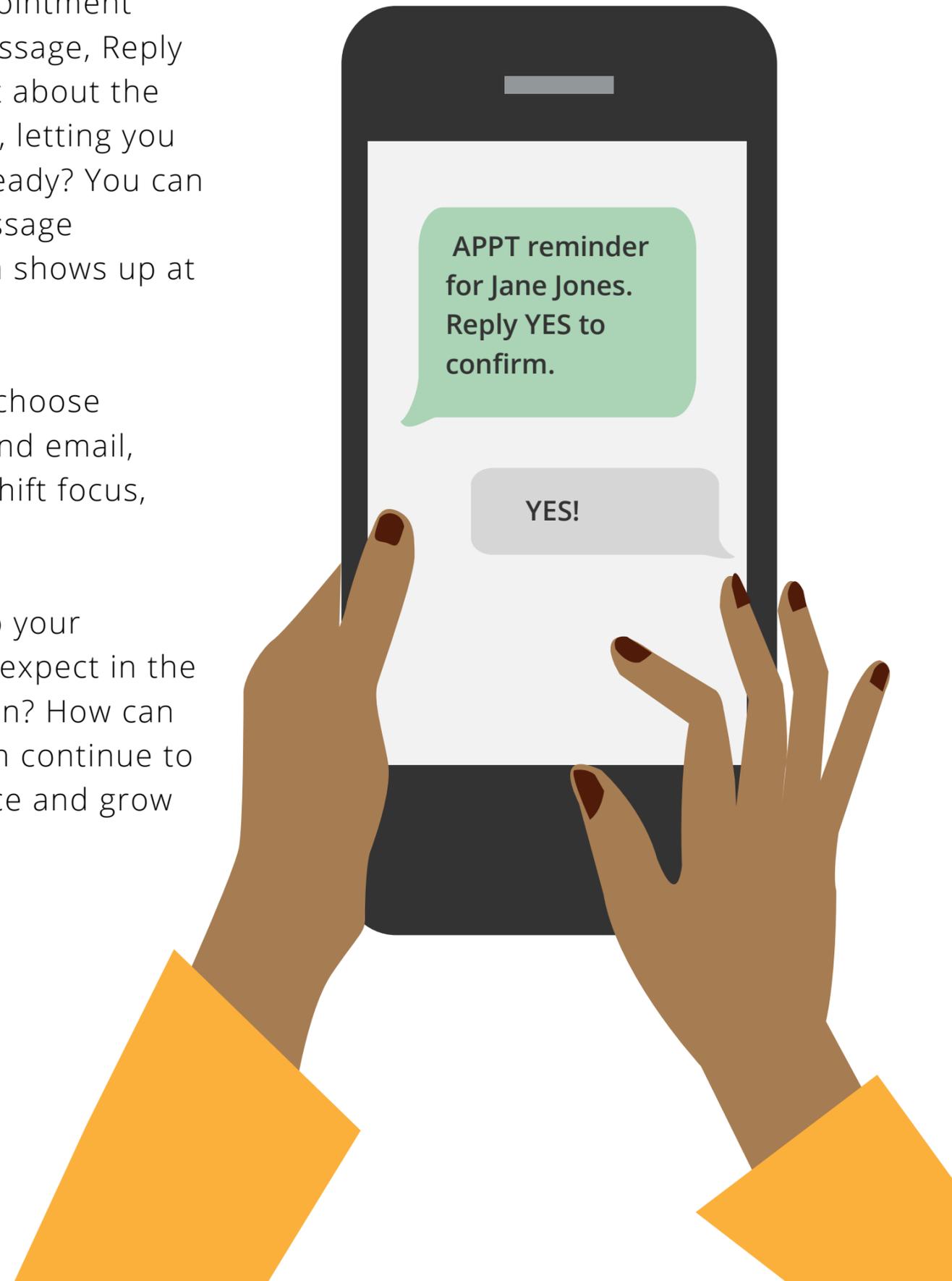
Depending on your target audience, a text message might be more successful than an email in sharing information or getting a response, or vice versa. By reaching out to customers in ways they feel comfortable with, your company can see a better success rate for getting people interested in what you have to offer.

Many Industries Already Use Text Messaging

No matter the industry, texting is an excellent way to communicate with customers and potential customers. How many of you have experienced the appointment confirmation text message, Reply YES to confirm? What about the business service text, letting you know your order is ready? You can even send a text message emoticon and a pizza shows up at your house!

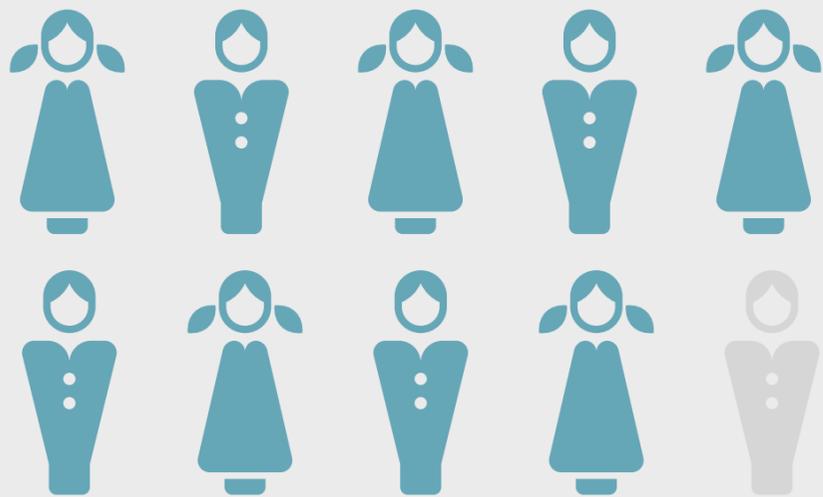
As more consumers choose texting over phone and email, companies need to shift focus, too.

Ask yourself, what do your customers want and expect in the way of communication? How can you adjust so you can continue to provide quality service and grow your profits.

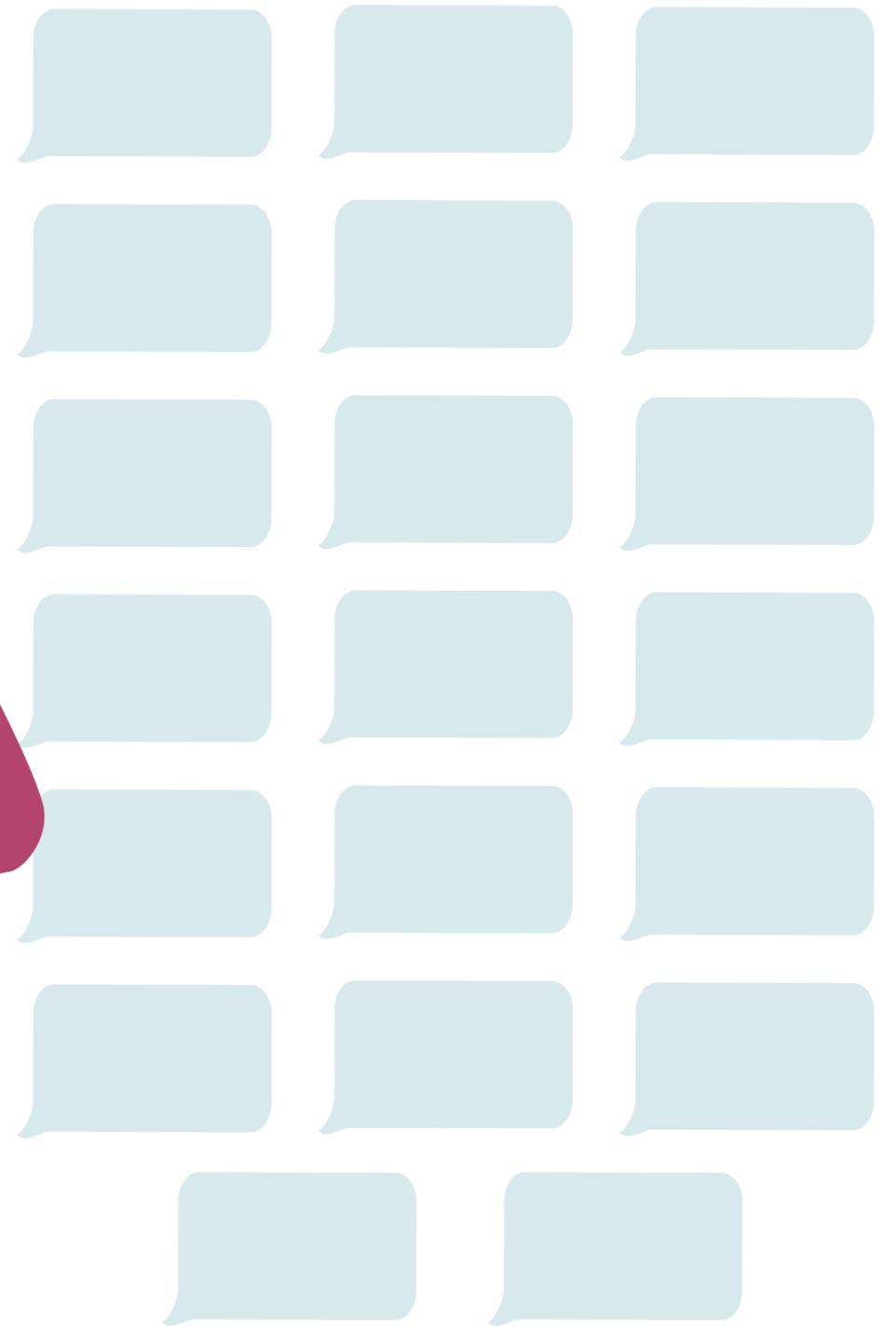




40% of the housing market is made up of millennials



90% of them are renters!



1 Millennial = 20 Texts per day

Mobility and the Property Management Company



Just a reminder, we will be spraying pesticides on Thurs at 10am.

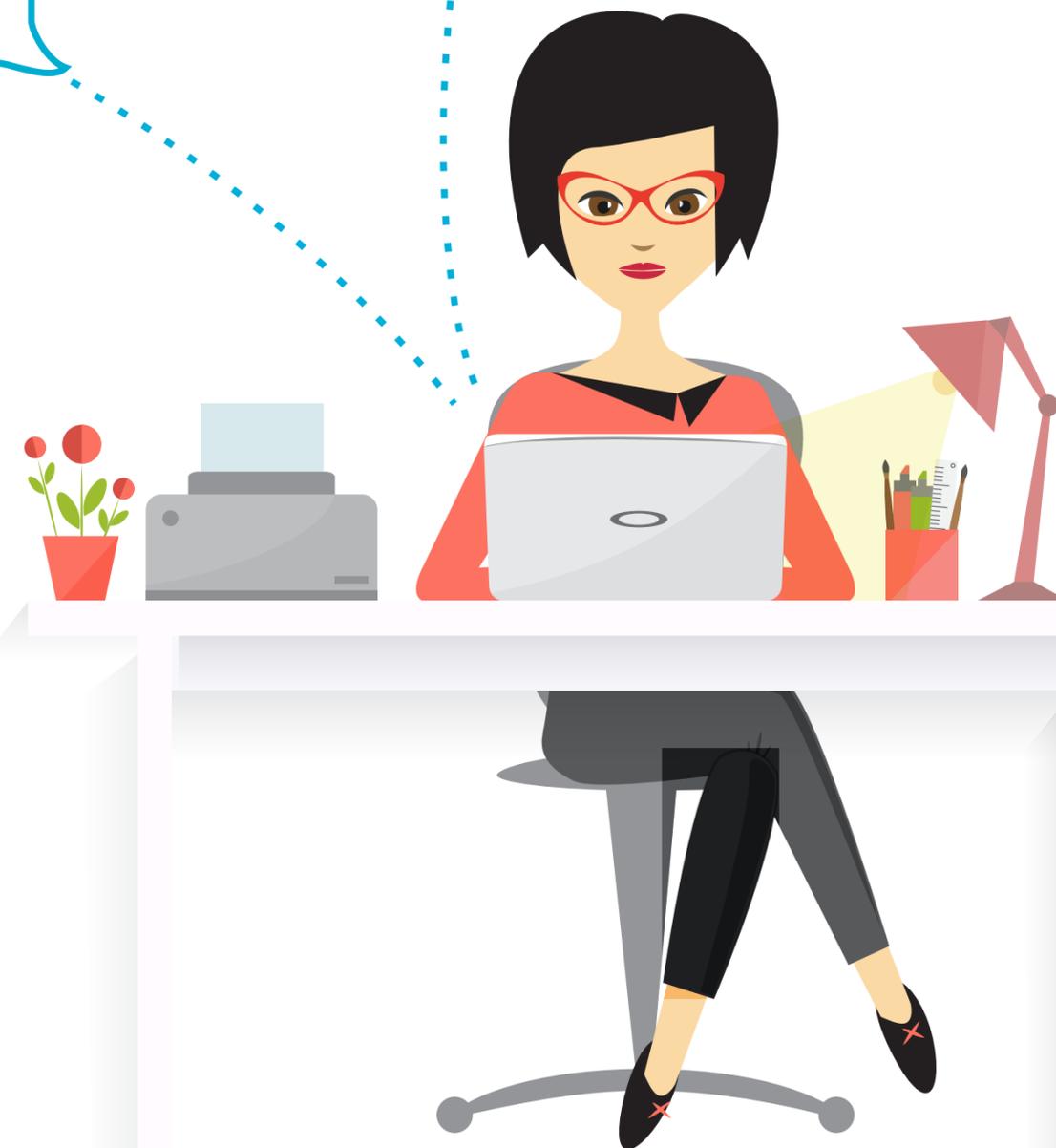
Hi John. Just want you to know we are doing routine pesticide spray at your property on Thurs.

Thx! My property is in good hands.

More and more property management companies use text messages for all different types of communication. These modern companies understand that **texting is highly efficient**. The convenience is extremely valuable to a property manager, and also to the people who rely on the manager—either as an owner or a renter.

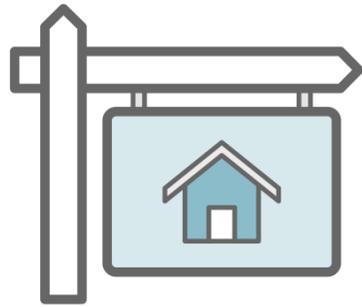
With text messaging, a property manager is able to make sure **renters and owners get what they need from their experience with the management company**. That means owners who keep coming back for services and renters who feel that the property management company cares about their quality of living.

Being able to notify people one by one or in bulk means important alerts get out quickly, but **more personal conversations are also an option**.



Reaching Renters and Owners Through Text

So what kinds of messages would a property manager send a renter or owner through text messaging? You can send things such as:



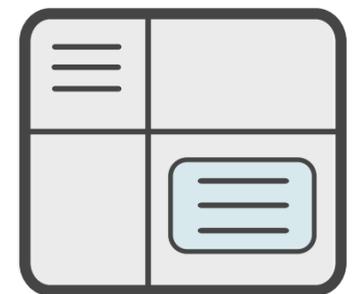
Announcements of vacant properties to people who filled out online guest cards



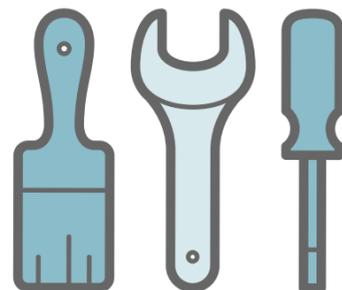
Rent reminders



Short time-sensitive communications



Package delivery notifications



Maintenance reminders

By texting your residents, owners, vendors, or prospective renters, you reach your audience almost instantly and they can read your note on their own time. A history of all communication is also stored in your property management software database for your records. It's effective and allows you to maintain constant communication with your residents, be proactive on service issues, update your owners and vendors, and close leases faster with prospects.

**The power of
texting is real.**

Learn more at
www.appfolio.com

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Property Manager