8 REASONS

Why Your Property Management Business

HAS OUTGROWN QUICKBOOKS

When you started your **property management business,** you may have seen other small businesses utilizing Quickbooks for accounting.

So you adopted Quickbooks and began your journey to building your portfolio of properties.

But over the years you have grown and want to continue growing, and you're suddenly realizing that Quickbooks just can't keep up.

The bottom line is:

Quickbooks works as a basic accounting solution, but to truly grow and modernize your business, you need a solution that covers your entire workflow, from marketing to leasing and beyond.

Your accounting and property management software solution is the pillar of your company, don't let it be a roadblock to your growth.

Here are some of the reasons Quickbooks is holding you back from growing even faster:

1
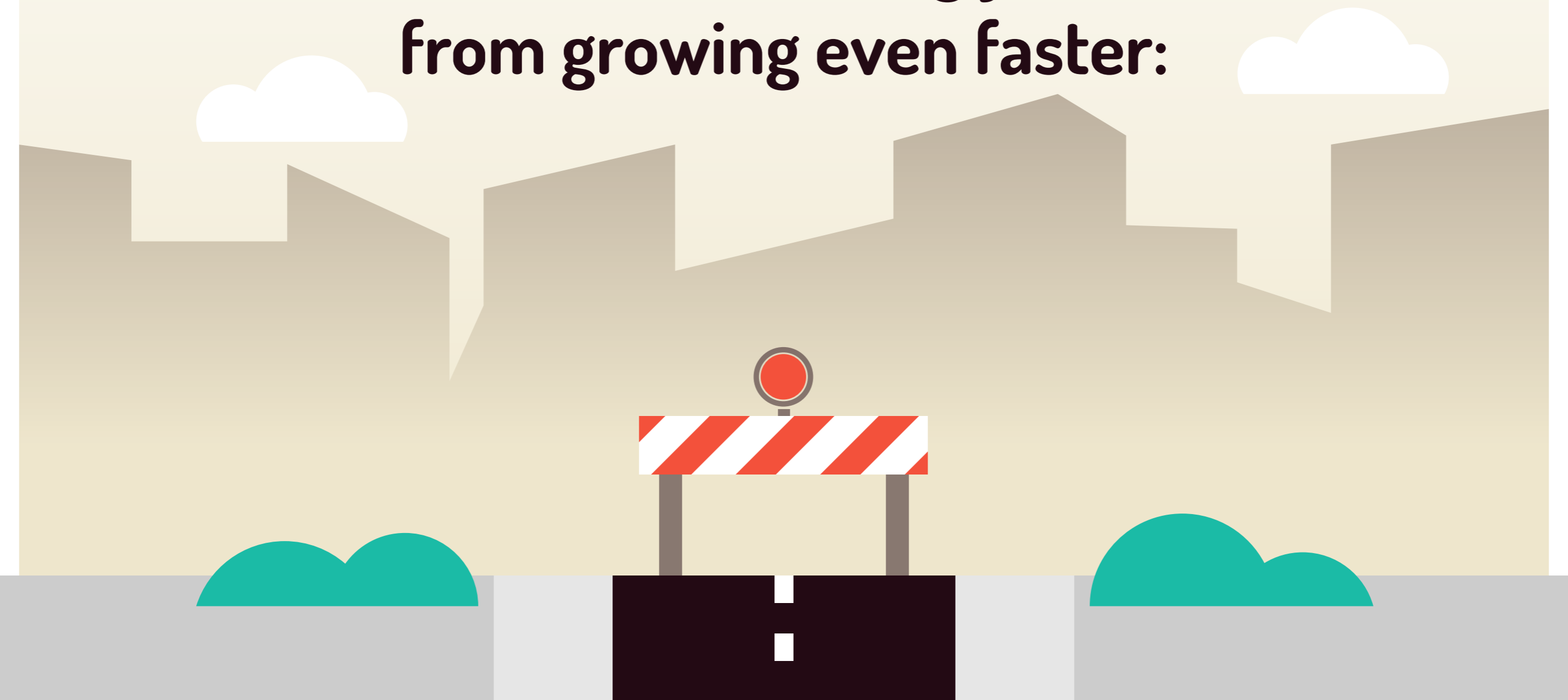
You're doing double data entry.

Because you can't receive online applications, track prospective renters, receive maintenance requests or other key tasks with Quickbooks, you and your staff are forced to track this information in emails, handwritten notes and spreadsheets, which you then have to manually enter again into your Quickbooks system. This wastes valuable time your team could be using to market and grow the business.
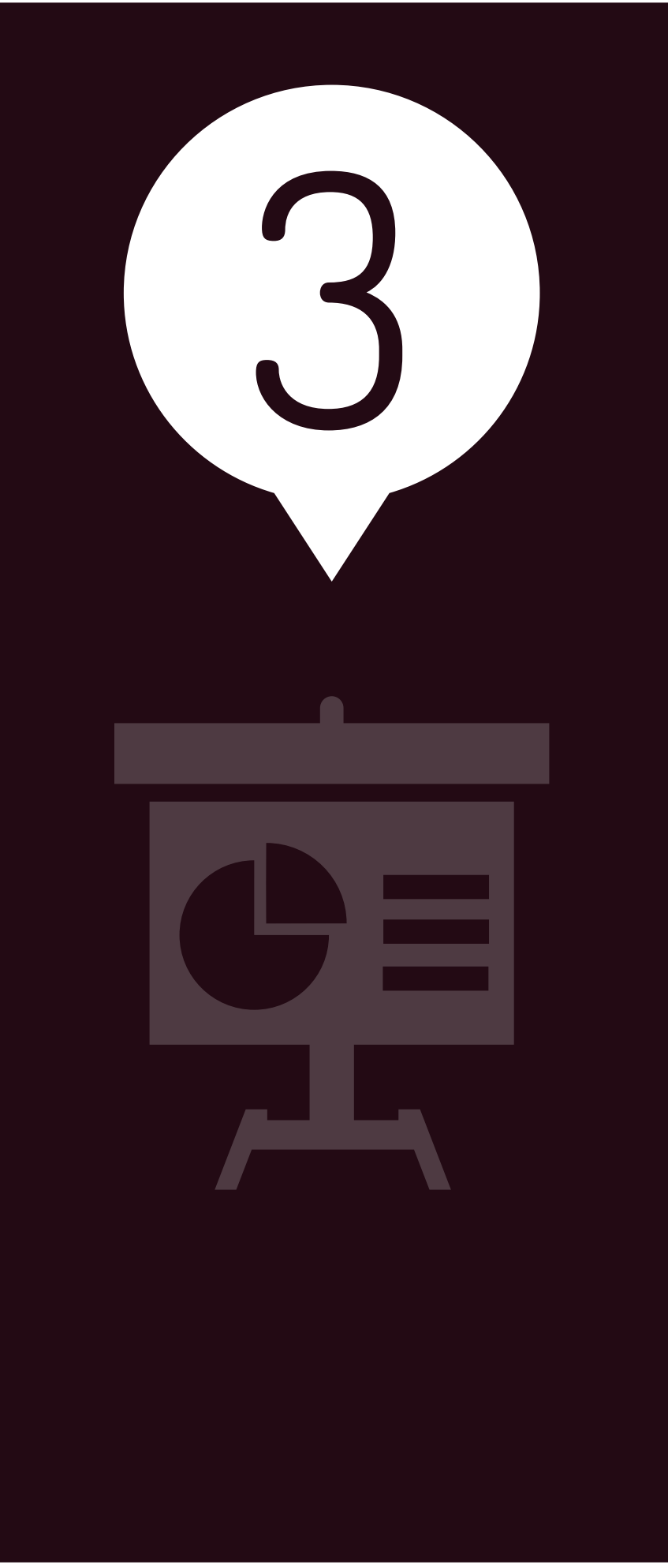
2

You can't get a comprehensive snapshot of your properties.

As your property portfolio grows, it's imperative to be able to get a comprehensive look at how your properties are doing, the status of your vacancies, overdue rent payments and other pertinent information. With Quickbooks there is no way to tag this information in a way that is easily searched or collected into one place. Without visibility into the performance of your properties, you're battling emails and spreadsheets back and forth because you can't access the data you need.

3

Your owners can't self serve information.

You spend countless hours each month combing through your data in Quickbooks to print and mail owner statements. You have to manually track inquiries from your owners who are asking about the status of their properties. This can be difficult and time consuming!

4

You keep on putting off upgrades and improvements because of the cost and disruption.

You know that you may not be running the latest version of Quickbooks and the old version is falling short of your needs, but you can't face the thought of going through all the disruption and expense of upgrading to the latest version. You're also falling behind on giving your employees and customers the ability to access information over the web and from mobile devices, because you don't have the resources to implement and manage the required technology.

5

You're juggling different vendors for multiple outside services like credit reporting, rent comparison, background checks, and website maintenance.

Because Quickbooks is designed as a broad accounting solution, it's not customized to key property management needs. There's no reason to suffer through coordinating and tracking mzultiple vendors, when there is property management software like AppFolio, that include all these features with your monthly service.

6

You have to be in your office to work and see your data.

The modern property manager is mobile and on-the-go, working with customers on-site, surveying their properties and marketing their business, all while maintaining work-life balance. You need a solution that is available when and where you need it.

7

You have *too* much business!

Is it even possible to have *too* much business? With Quickbooks it is! Flourishing property management businesses will quickly find themselves outgrowing the basic functionality and capabilities of the software leading to slower performance and errors. With all the inquiries and new prospect information coming in, your management reports are prone to error and outdated information.

8

Having multiple users requires more overhead and compromises your data.

As you grow and add more staff, getting new employees up to speed requires more training and time than if you were using a user-friendly solution that does not necessarily require accounting expertise. Also, Quickbooks cost is by user, so employees sometimes share logins to reduce cost, which compromises your data security.

Conclusion:

As a busy and growing property management business, **you can't afford to be wasting time with solutions that only cover a fraction of your business.** If you've felt some of the frustrations listed here, it may mean you've outgrown Quickbooks—and that's actually good news because it means your business is flourishing!

8 Reasons Why Your Property Management Business Has Outgrown Quickbooks

1. You're doing double data entry
2. You can't get a comprehensive snapshot of your properties
3. Your owners can't self serve information
4. You keep putting off upgrades and improvements because of the cost and disruption
5. You're juggling multiple outside services like credit reporting, rent comparison, background checks and website maintenance
6. You have to be in your office to work and see your data
7. You have *too* much business
8. Having multiple users requires more overhead and compromises your data

If you've felt some of these frustrations, it's time to make the switch. Learn more about AppFolio's web based property management software.

appfolio™
Property Manager

You're not alone! Learn about other property managers who found success switching from Quickbooks to a complete property management software.

see their stories >