

3 Ways to Attract *and Retain* Owners with the Right Property Management Technology





Introduction

As a property manager, property owners are your livelihood. If you have room in your schedule for a few more, you can get their attention by investing in property management software. Having software in place demonstrates that you are modern, forward-thinking, and equipped to respond proactively to today's renter demands.

This guide highlights the benefits of property management software, making your business more attractive to property owners.

1 Attract Owners with Your Quick and Effective Marketing Skills

Every day a property sits open, profits suffer; so property owners want assurance that you can fill vacancies quickly. But what if you can market and turn around your vacancies faster by pushing listings into the world with the click of a button?

Ensure the largest target audience sees your open properties, while impressing owners with your efficiency and maximum reach. With property management software, you can instantly create and share open property listings on apartment-hunting websites like Zillow or Apartments.com.

With the right software, you can even build attractive websites that potential renters and owners can view on their smartphones or laptops. Renters can quickly contact you with their interest in vacancies, and owners can see all your services on a professional website.



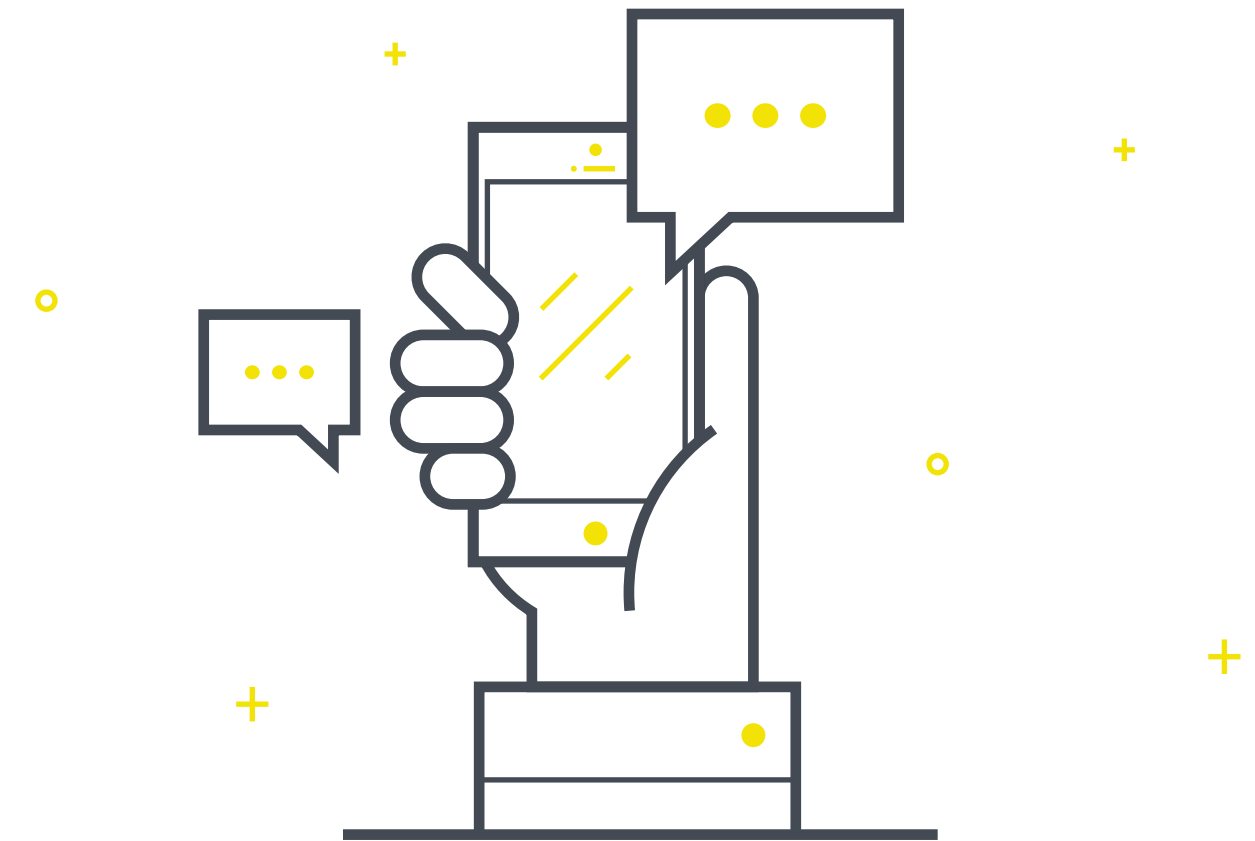
Having a property management website directly integrated with your software is a major draw for owners, decreasing the time you spend on processing applications and move-in. This efficiency makes your properties much more desirable. Renters will love the convenience of applying for apartments, paying rent, and making maintenance requests all online; owners will be impressed with your online apartment portfolio and look forward to having you advertise their units with custom websites.

When owners feel like you have the knowledge and skills to rent units quickly, they will trust you to manage their properties for the long haul.

2 Attract Owners with Modern Communication Tools

Some property owners want to be hands-on, regularly receiving updates about their apartment complexes, individual units, or entire portfolios. Others prefer to be hands-off, receiving their checks and leaving the managers they hired in charge of day-to-day decisions. Property management software lets you accommodate either preference, while demonstrating your modern and responsive capabilities: two highly desired traits in a property manager.

There's no question that today's renters expect to do everything online. But property management software can also automate many features in the relationship between property manager and owner.



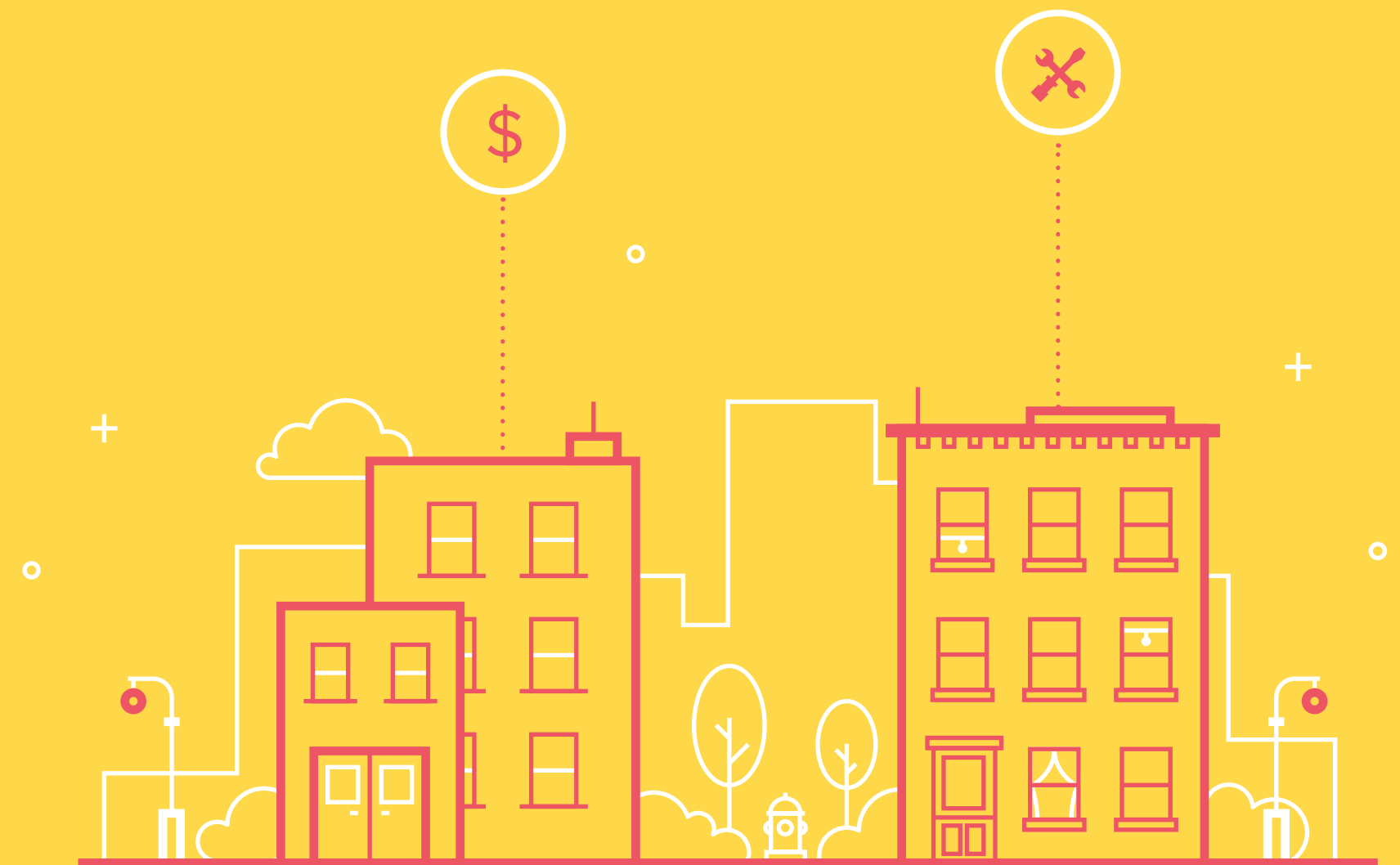
Do you still send paper packets and monthly statements to owners via snail mail? What if you could generate reports at the click of a button, then upload them to an online portal for owners to view at their convenience? Self-service online portals make this a reality—so that owners can view their monthly statements, property performance reports, and other important documentation when they want.

If you're looking for even more modern tools to communicate with your property owners, text messaging popularity shows no signs of slowing. You can send texts directly to owners (renters and vendors, too!) straight from your property management software to keep them in the loop on important announcements. Finding ways to streamline owners' preferred methods of communication is a great way to attract modern owners and build relationships that last.

3 Attract Owners with Informed Decision-Making to Boost Profitability

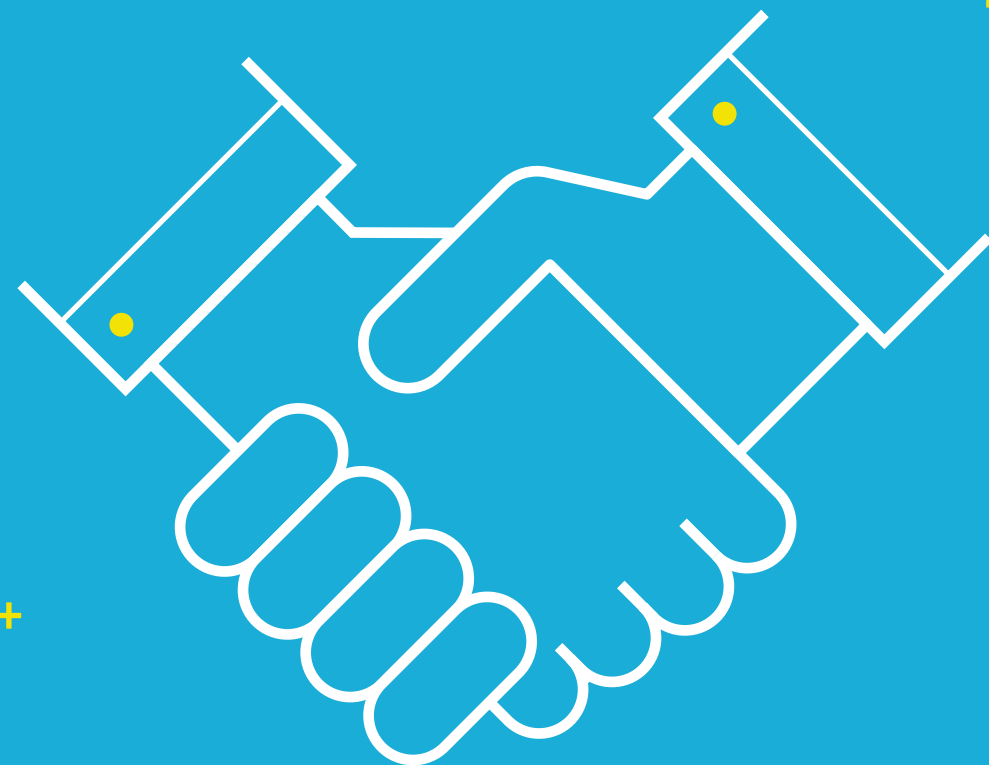
Smart property owners want to keep their properties (and their owners) as profitable as possible. The right technology makes it easy for property managers to assist in maintaining profitability with intelligent suggestions on how to maximize the profitability of all units.

Managers can use rent comparison tools to check whether units are renting at market rates, instantly increasing the profits per unit when raising to market standard.



Property managers can also review maintenance and upkeep, checking whether any units or common areas are overdue for maintenance. Not only can owners claim tax deductions for making these improvements, but they can also improve the value of their property and command higher rents.

Remember: You're not just marketing properties, you're marketing your services to find new property owners to keep your business growing. Show owners that you understand the needs of the current generation of renters and how to use modern technology. They'll be confident you can manage their investments now and far into the future.



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

Visit www.appfolio.com.

appfolio[™]
Property Manager

CREATED BY



COLUMN FIVE