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The Power of Automation:

Maximizing Efficiency and Creating Exceptional Experiences



Introduction

Across all industries, businesses are looking for ways to navigate new challenges brought about by an ever-changing economy. Within the property management industry, being able to reduce costs and improve operational efficiency continues to be a top priority for those trying to grow and scale their business. It’s no secret that technological advancements and adoption have accelerated over the past two years. However, the rental housing and property management industry has historically lagged behind other industries when it comes to embracing technology.

Incorporating automation into your day-to-day operations doesn't have to be difficult or scary — in fact, the results are transformative. What used to take hours now takes only a few minutes out of your day, allowing your team and residents to benefit from improved efficiencies, smoother operations, and enhanced net operating income.

When you spend less time on manual and repetitive tasks, you can spend more time on doing high-value work and providing outstanding experiences to those who call your properties home. One way to get back the time is through *automation technology* aided by AI. It's important to note that there's a difference between automation and AI. While automation focuses on making existing processes more efficient, AI introduces intelligence and adaptability to allow for more sophisticated and data-driven decision-making capabilities.

In this guide, you'll learn about how to make the most of the benefits that automation offers you, how to assess roadblocks within your current workflows, and how to incorporate technology to create space to focus on more meaningful work while scaling your business for growth.

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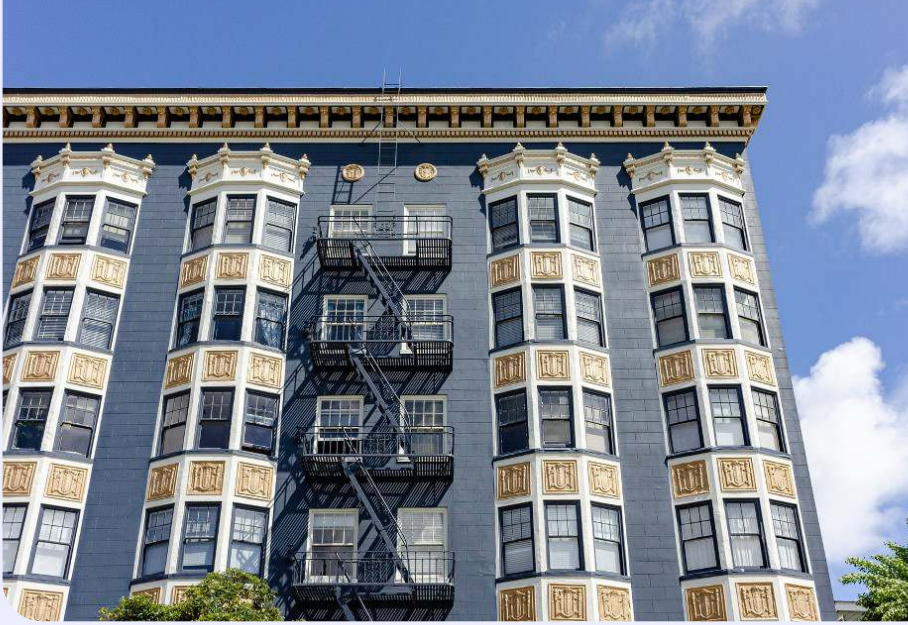
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Section 1

Accounting and Reporting

Maintaining your business's financial health and data accuracy is one of the most critical, complex, and time-consuming workflows. When accounting workflows are manual, inefficient, and inconsistent, errors occur more frequently. This results in delayed task completion or increased liability caused by inaccurate financial information.

In our 2023 AppFolio Property Manager Hiring and Retention Report,[1] we conducted a survey of more than 2,300 US-based property management companies and asked, “In a typical week, approximately how many hours do you spend on tasks that you believe could be optimized or streamlined through the use of technology?” Those in an accounting role stated that an average of 13 hours per week could be optimized or streamlined through the use of technology.

Using systems such as QuickBooks or Excel spreadsheets to reconcile accounts requires double data entry, which can lead to errors and inconsistencies. So, how can your property management company stay compliant and efficient when it comes to accounting and reporting?

We’ll outline some of the most pressing accounting challenges property management businesses face and share how you can overcome them by pivoting your strategy and incorporating automated digital tools.

Included throughout are additional stats from various surveys conducted by AppFolio. A full list of reports shared in this guide can be found here. You’ll also see additional findings in this guide from AppFolio’s research that have not previously been published.

Note: While this article contains helpful information, it does not provide legal advice. You should consult a qualified attorney for any specific questions about your accounting processes or taxes.

[1] 2023 AppFolio Property Manager Hiring and Retention Report: Page 24

Collecting Rent Effectively

Challenge #1

Data from the 2023 AppFolio Property Manager Renter Preferences Report shows that online payments are a huge driver in the overall satisfaction of their property management company. In fact, 77% of renters who pay online say it's easier and saves time.

As more tech-savvy consumers continue to enter the rental market, they're expecting technology to keep up with them, which means convenient ways for them to pay their rent. However, a common challenge is collecting residents' rent in full and on time.

Solution

Residents are looking for flexibility and peace of mind when it comes to paying rent. AppFolio Online Payments offers a variety of convenient online payment options they can use quickly and securely to easily pay their rent through their online portal via eCheck (ACH), credit or debit card, or Apple Pay.

To effectively collect rent from your residents, you must first get them to activate their online portal. The most effective way to activate their portal is to reach out to them during the move-in process. Within AppFolio Property Manager, you can send bulk portal activation invitations to residents who have an email address or mobile phone number on file. Once they've created their accounts, they have the ability to securely pay their rent, submit maintenance requests, access shared documents, and more. **Pro tip: Data shows that sending online portal invites via email and text is the best strategy for maximizing adoption.**

When you and your residents use online payment options with AppFolio, you'll receive instant visibility into your funds, where payment records are directly tracked, which will result in a better overall experience for the renters and your teams.

The June 2022 TechValidate survey shows that 98% of AppFolio Online Payments users* agree this service has saved their business time and money.

*June 2022 survey of 240 typical Online Payments users

Manual Invoice Processing

Challenge #2

Equally important to efficiently receiving money from your renters is sending on-time payments to your owners and vendors. Manually scanning invoices and collecting sensitive banking information, entering receipts, and processing manual payments is a time-consuming, frustrating process that's prone to mistakes.

Approving these payments can also be a headache, especially when invoices need to go to multiple departments and end up being forgotten in a pile of paperwork. The process becomes even lengthier when several people are involved in the review and approval phases. And if you're still cutting and mailing paper checks to pay vendors, any delays could negatively affect your reputation and service level.

Solution

Increase operational efficiency and accuracy by automating your entire accounts payable process by enabling AppFolio Online Payables and using tools such as Smart Bill Entry. Invoices are automatically forwarded to AppFolio via email and are then scanned and processed accordingly. All you have to do is approve and pay the bill via eCheck or our AppFolio Bill Pay service. Our software does the work for you, so you can increase the speed of invoice processing while scaling your accounts payable to meet your monthly demands. Using AI technology, Smart Bill Entry reads PDF invoices from vendors, identifies key information, and assists with processing so you can pay bills more efficiently.

The best part of automating this process is that there's no need for excess paper. After you have successfully stored everything digitally, you can shred and dispose of any paper files to decrease security risks and prevent outdated invoices from getting mixed up.

Additionally, providing a frictionless payment experience for vendors can give your business a competitive edge and strengthen your relationships with them. Available in the AppFolio Vendor Portal, Vendor Payment Preferences allows your vendors to select their preferred payment method and upload their payment details on their own, eliminating the need for your teams to collect their banking information manually. And Instant Pay is the newest payment method option they can select. It gives them immediate access to their funds once you have submitted invoice approval.

Don't worry — you'll still have control over invoice processing and payment approvals, while vendors can enjoy flexible payment options and bank-level security measures for protecting their sensitive information.

"I saw how many invoices we received, and I was shocked. Then I stumbled upon AppFolio Smart Bill Entry. As you scan in 200 invoices, the system starts to memorize some of the entries, like the vendor name, the amount, invoice numbers, and even GL accounts. It was a game changer."

Carmella Curitti
Staff Accountant,
Dickson Realty, 1,500+ units



Managing Your Financials

Challenge #3

Another tedious manual task for your accounting staff is reconciling your bank accounts and managing your finances. This process should be performed monthly to remain compliant with most local real estate regulations and accounting principles. In addition, an audit of your portfolio's financial performance can happen at any time — and without organized financial records, it can be overwhelming. Using generic systems like QuickBooks and Excel spreadsheets to reconcile accounts produces double data entry, which often leads to errors and inconsistencies that require a lot of time to resolve.



Solution

When all your business data is in one system, it simplifies your finances and ensures accuracy. A solution that offers reconciliation and diagnostic reports can ensure that your numbers align.

Our accounting enhancement within Auto Bank Reconciliations is a great way to incorporate automation. By relying on our industry-leading banking integration solution, Plaid, you can securely link your bank accounts to AppFolio Property Manager to streamline bank reconciliations with support for bulk transaction syncing across multiple linked accounts. Automating this task can improve the efficiency and accuracy of your reconciliations by limiting manual input, which frees up your accountants to have better visibility and control over financials. Centralize all your accounting within AppFolio to allow for a transparent, holistic picture of your business's financial health.

Here are a few questions to think about as you decide whether it's time to automate your accounting and reporting workflow:

1. Are less than 75% of your residents currently making their payments online?
2. Do you spend too much time in a month on rent collection?
3. Do you struggle to pay vendors quickly and on time?
4. Does your team spend too much time reconciling accounts, processing invoices, and managing financial records for your properties?





Section 2

Marketing and Leasing

The months of May through September are known as the leasing season, with July and August typically seeing the greatest volume of leasing aspects, such as inquiries, applications, and showings. As many rental markets are becoming increasingly competitive and the desire to maintain high occupancy rates is becoming top of mind, it can be difficult to stand out from the crowd and draw new residents.

How can your business find new ways to differentiate itself so that you can continue to attract and retain residents at the same rate? To maximize your occupancy rates and see greater levels of success, you must have the right solutions in place so you can meet prospective renters' high demands and expectations.

Employees who are involved in the marketing and leasing process see many opportunities for technology to improve their efficiency. They note that marketing unit vacancies, screening and approving applicants, and processing lease renewals are the tasks that they would most like to see automated or streamlined.

We posed these questions: "In a typical week, roughly how much of your time at work do you feel is spent on busywork or meaningful work?" and "In a typical week, approximately how many hours do you spend on tasks that you believe could be optimized or streamlined through the use of technology?" **Employees answered that 36% of their time in a typical week is spent on busywork (which is down 4% from 2022) and that 15 hours — nearly two days' worth of work — could be optimized or streamlined through technology (up from 14 hours in 2022).**[2]

Let's look at how some of these challenges can be overcome by adopting and incorporating automated digital tools to optimize your leasing operations.

Note: While this article contains helpful information, we are not providing legal advice. You should consult a qualified attorney for any specific questions about your screening processes.

[2] 2024 AppFolio Property Manager Benchmark Report

Managing Demand and Converting Leads to Leases

Challenge #1

In today's digital world, the leasing process can happen virtually, with prospective residents completing everything online, including chatting with agents, touring units, and submitting applications. Online listings and your website are your primary tools for making a good first impression. But what happens when your first impression leaves a bad impression? Outdated photography, inaccurate information, slow responses, and a poor user experience will cause your prospects to look elsewhere. Therefore, it's essential to make sure your listings are compelling and your follow-through is prompt and helpful.

The greatest opportunity to streamline the leasing process is to incorporate comprehensive technology that automates these tasks as much as possible.

Solution

When you remove friction from the online experience, you can get your listings in front of the right candidates and quickly convert them into residents. AppFolio Property Manager has a suite of marketing and leasing tools readily available to maintain a healthy leasing pipeline:

1. **AppFolio Leasing CRM***
   With an integrated solution such as AppFolio Leasing CRM, you can centralize time-consuming workflows, prioritize activities, and direct agents to focus on high-value tasks to increase efficiency. The AppFolio Leasing CRM minimizes human error and significantly boosts productivity by ensuring consistent adherence to standardized processes. You can track all leads from first contact to move-in, use the dashboard to see your leasing agents' productivity, and quickly understand where things stand in terms of leasing performance and how to improve it.

   **This feature is offered as part of AppFolio Property Manager Max or can be included as an added service in other plans.*

2 Tools for Marketing Your Properties Successfully

The goal of property management marketing is to drive leads to your business to convert prospective renters into happy residents. To accomplish this, you'll have to deploy brand management, which means overseeing everything your potential customer may interact with. These digital marketing tools by AppFolio can help you effectively market and brand your properties:

- Automated Marketing Descriptions: You can leverage AI to effortlessly create compelling marketing descriptions that attract prospects and fill vacancies. This feature automatically gathers the relevant information from your property pages' Rental Information and Amenities sections and utilizes an AI model to generate attention-getting marketing copy.

- Premium Listing: AppFolio Premium Listing is the best, most efficient tool for quickly boosting your marketing efforts and syndicating your listings to the top pay-to-list sites, all from one place.

- AppFolio Sites: Fully integrated with AppFolio Property Manager, our professional service creates customizable websites for your business. They will be equipped with competitive SEO based on popular industry terms and your geographic location so more customers can find you. Additionally, all AppFolio Sites include AudioEye's accessibility platform, which assists you in making your website digitally accessible and in line with commonly accepted accessibility standards.

On average, it can take up to 39 hours for property managers to respond to new leads, and in this competitive market, response times really matter. Another great feature within AppFolio Property Manager is Premium Listing. This is the best, most efficient tool for boosting your marketing efforts quickly and for easily syndicating your listings to the top pay-to-list sites, all in one place.

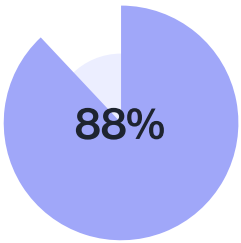
3 **AI Leasing Assistant, Lisa**

For property managers with 300+ units, Lisa works 24/7 as part of the team to provide thoughtful, personable responses to prospective renters. Created to help maximize occupancy and improve your properties' administrative efficiency, Lisa can answer prospective residents via chat, create new guest cards, and schedule showings. Lisa can also provide you with the information and insights you need and can gather data around the clock, giving your team more time to offer personalized service to prospective and current residents.

4 **Tenant Screening**

Tenant screening, which can be one of the most time-consuming processes in the leasing workflow, is also the most crucial aspect. Verifying documentation and analyzing information to make decisions can take up a lot of your team members' time. AppFolio Tenant Screening enables you to make consistent, informed decisions. They can use it to quickly screen applicants and get easy-to-read reports with credit and criminal history, landlord-tenant history, employment history, income verification, and more.

Eighty-eight percent of Screening customers report AppFolio Tenant Screening gives them more confidence in their leasing decisions.*



*Source: October 2023 survey of 1,681 typical AppFolio Screening customers



Resident Experience

Challenge #2

Despite all the other things that are on your plate, making sure you can provide a positive resident experience should always remain a priority. The hardest part of your marketing and leasing workflow isn't necessarily attracting customers. It may be keeping them for the long run and earning their loyalty. That's why feedback from your residents is important to help you understand how your business can improve.

To provide property managers and owners with a clear understanding of how their residents perceive them, we conducted a survey in 2023. It found that while the majority of renters surveyed are satisfied with their property management, there's still quite a bit of room for improvement, especially in areas such as payments, maintenance, communications, and technology.[3]

In the last few years, renters' expectations have risen, with an emphasis on communication, maintenance, and flexibility. It's about more than just giving residents what they want; it's about creating a customer experience they'll remember and want to come back to.

To stay competitive and increase your renewal rate, it's important to take stock of your customer experience to ensure you're not just meeting your prospects' and residents' needs but exceeding them. What role can technology play in boosting the resident experience?

[3] 2023 AppFolio Property Manager Renter Preferences Report: Page 2

Solution

Using the right technology holds immense promise for better serving residents. We asked property management professionals, “In which areas of operation are you currently using AI?” Almost half of the respondents (44%) stated they’re using AI to communicate with residents. These interactions can happen in a number of ways, such as by responding to a prospective renter who wants to learn more about your properties or by gathering important information from a resident who needs to have their leaky faucet fixed.

Your property management solution should be mobile, just like the users who’ll need to access it. Pew Research Center reports that the rapid adoption of technology has surged over the past two decades and that most US adults currently use the internet (95%), have a smartphone (90%), or subscribe to high-speed internet at home (80%). Every professional who uses AppFolio Property Manager should encourage their residents to download the mobile app to access the online portal. It puts convenience at residents’ fingertips and allows residents to easily make payments, submit maintenance requests, and access shared documents from any mobile device.

For more ideas on how you can better meet your residents’ needs, take a look at this article: The Keys to Enhancing the Resident Experience for 2024 and Beyond.

“We’re able to engage with residents in a more meaningful way because AppFolio has automated processes for us. We use AppFolio to deliver a better resident experience by committing to using the Online Portal for all communication. Our residents know that when they use the portal for maintenance requests, they’ll receive a response rapidly, and their request will be addressed.”

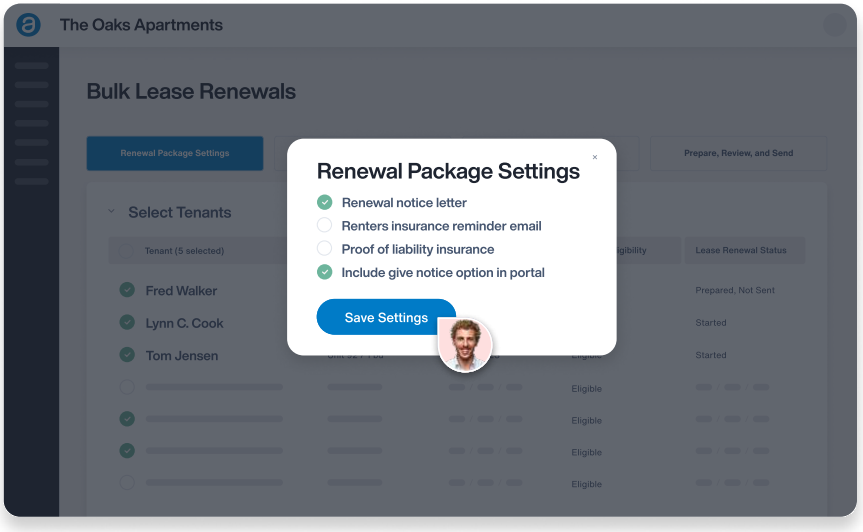
Tony Julianelle
CEO, Atlas Real Estate, 9,000+ units

Renewals

Challenge #3

As a property manager, you run a business that centers on one thing: your residents. As previously mentioned, the most challenging aspect of your work is keeping residents for the long run. Your teams can become overwhelmed by the need to track lease renewals, which are completed throughout the year. Having a straightforward, repeatable process helps to prevent important tasks from falling through the cracks.

As part of our survey, we asked, “What do you consider to be the most challenging activities related to operational efficiency?” **Freeing up their team from labor-intensive processes was a top choice for 40% of participants, and 26% of participants stated that lack of automation for operational tasks was a challenge.**[5] The greatest opportunity to reduce friction in the renewal process is with comprehensive software that automates the task as much as possible.



[5] 2024 AppFolio Property Manager Benchmark Report

Solution

The first step is creating a lease renewal strategy. Today's residents prefer to carry out most of their tasks online, so offering them a mobile solution enables them to sign their lease renewals quickly and efficiently. Using features including the renewal automation tool within AppFolio allows you to streamline your renewals by setting a default offer to automatically update lease dates, rental amount, and status upon current lease expiration.

Your strategy should also include monitoring, tracking, and analyzing your lease renewal rates. Tools such as our Renewal Summary Report can simplify this process and make it easier for you to analyze your data and compare it with previous years' numbers to see how you're measuring up. No matter how your business decides to extend renewals, AppFolio can help with this process. Check out this article for additional tips on how to create your lease renewal strategy.

Here are a few questions to help you decide if it may be time to automate your marketing and leasing workflow:

1. Is your website fully integrated with your property management software?
   a. Is your website also accessible for all viewers?

2. Are you satisfied with your current marketing efforts to attract more renters?
   a. Are prospective residents receiving responses in a timely manner, no matter what hour of the day or night it is?

3. Can renters easily access their online portal from your website (or device) to pay rent, submit maintenance requests, and renew their leases?
   a. Can residents communicate with you (and vice versa) via text or email?

4. How do you currently track upcoming lease expirations and renewal statuses?



Section 3

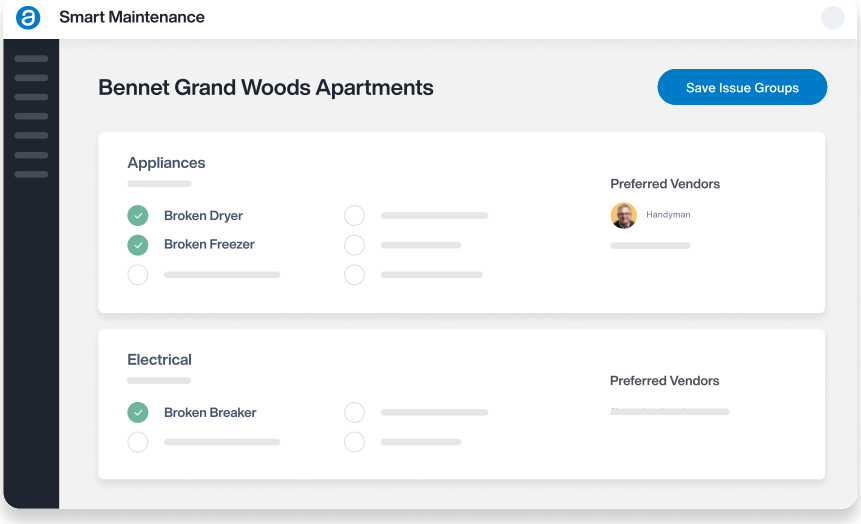
Maintenance and Efficiency

You may be all too familiar with the growing difficulty of finding qualified, high-quality maintenance staff and technicians. Turnover has always been a challenge on the maintenance end of property management.

Bisnow reported on findings from a 2023 Parks Associates and GE Appliances survey, citing that almost half of property owners and managers find it difficult or very difficult to hire new maintenance staff, while 45% find it difficult or very difficult to retain technicians once they've been hired.

In our Hiring and Retention survey report, we found 76% of maintenance technicians agree that technology makes their jobs easier and 52% of technicians prefer to work for a company that adopts the latest technology.[6]

Whether you use vendors, keep things in-house, or blend the two approaches, maintenance process efficiency trickles down to every aspect of your business. Keep reading to find out about the maintenance-related problems that property management businesses grapple with and how the use of digital tools can solve them.



[6] 2023 AppFolio Property Manager Hiring and Retention Report

Managing and Tracking Maintenance Requests

Challenge #1:

Have you or your staff had to manage maintenance issues outside of normal business hours and even during your time off? Do you find yourself spending too much time dealing with a high volume of maintenance requests? Have your residents ever complained about their requests taking too long to complete or about getting little or no response to their queries? If you've answered yes to any of these questions, you're not alone.

Without the right tools, maintenance can be time-consuming and cumbersome. If you're tired of letting maintenance issues dictate your day-to-day activities, it's time to streamline your processes and regain control. By using automation to collect, track, and monitor maintenance requests, you can reduce the number of errors (and headaches) that manual processes cause.





Solution

Having an online maintenance workflow lets you effectively manage your properties and common areas, resolve issues quickly, and communicate progress with residents. The days of you or your residents having to fill out stacks of paperwork when something breaks are long gone. With AppFolio Smart Maintenance, you can leverage AI's time-saving capabilities to boost your maintenance efficiency, provide a great experience for residents, and take mundane tasks off your employees' plates.

Smart Maintenance acts as an extension of your team by providing you with a single solution that responds to requests at all hours of the day, even with limited staff; satisfies residents who are frustrated by slow response times; and provides instant visibility into your maintenance workflow process.

Powered by AI, Smart Maintenance delivers results for you and your residents that are more accurate, consistent, and prompt by:

- Providing an AI-aided response to a resident's request within minutes and determining the issue's urgency
- Diagnosing and troubleshooting the issue according to your established process and automatically creating a work order
- Dispatching your on-site maintenance team or sending the work order to the appropriate vendor per your clear instructions

"Smart Maintenance took away a lot of the troubleshooting our techs had to be on-site for and reduced the number of after-hour calls. It works so well for my team because it takes the lead by doing a process of elimination on what could be the issue, leaving [the team] time to get straight to work right away."

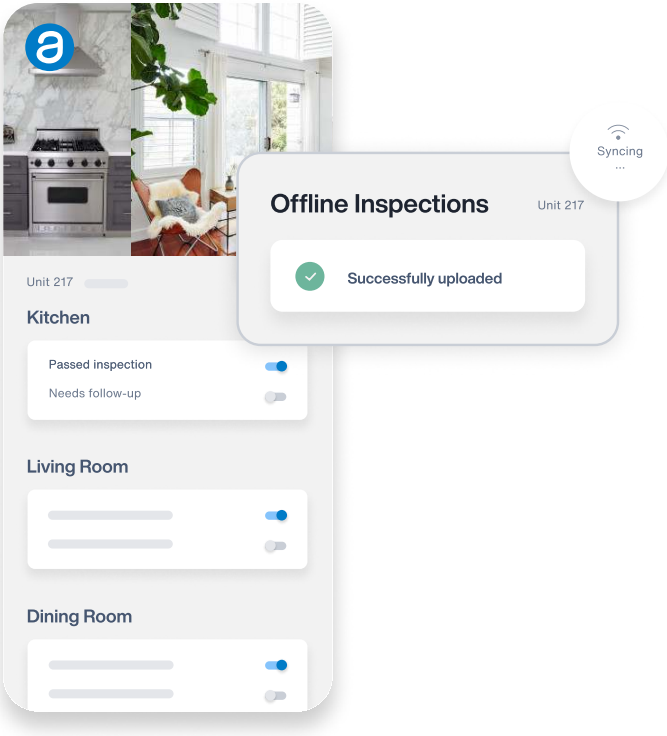
Mike Fazio
Maintenance Supervisor, Elevation Real Estate and Management, 850+ units

Inspections and Unit Turns

Challenge #2

Regular inspections of your properties are vital. If you aren't conducting inspections often enough, you may miss serious, costly problems that could otherwise have been avoided. Rental inspections should be a routine part of your maintenance workflow even for vacant units, as issues can arise when a unit is vacant for a long time and no one is checking in on it.

Inspections are often required before and after move-ins and move-outs and are also done periodically throughout residents' lease terms. Inspections are an extremely important part of your properties' upkeep. Missing just one inspection could cause additional maintenance issues in the future. So, how can you stay on top of your routine inspections in an efficient manner when managing hundreds or thousands of units?



Solution

Routine annual inspections are important because they give you the opportunity to catch and prevent serious issues. Conducting inspections was named by 42% of our survey respondents[7] as an area in which technology could streamline the process of managing their buildings and properties. Leveraging digital tools such as Inspections and Unit Turn Board is the best way to save time, keep better records, and increase transparency for your team and residents.

Your team can manage on-site property inspections directly in AppFolio, which has built-in, offline-friendly tools. It makes your workflows faster and more accurate and allows you to turn your units more quickly. Thanks to our inspection capabilities' enhancements, you can use customizable templates to manage on-site inspections from start to finish, all on your mobile device. Without having to use an internet connection, you can take photos, type notes, and mark items that need follow-up. Once you're connected to Wi-Fi again, your inspection will automatically sync with your AppFolio database. This mobile experience with offline functionality allows your service techs to conduct inspections efficiently and eliminate repetitive administrative work because they can capture inspection details out in the field instead of having to go back to the office to do so.

Pro tip: Your residents are likely to take better care of your units when they know that you'll be doing an inspection upon their departure.

Turning your units as quickly and efficiently as possible is crucial to your bottom line because vacancies can be a sizable operational expense. An article published by Apartments.com estimates that average turnover costs range from $1,500 to over $5,000 per month.

[7] 2022 AppFolio Property Manager Hiring and Retention Report: Page 27

To streamline processes and speed up unit turn, our Unit Turn Board feature keeps track of all the work that's necessary to minimize the time a residence is vacant. Providing a single source of truth for all unit turn activity, Unit Turn Board can:

- Notify you each time a renter gives notice to vacate, which helps you to start planning early
- Provide insights and reports to optimize unit turn, including views into turn times, costs, and specific work order drill-downs
- Improve communication and visibility for key teams
- Visualize opportunities to optimize costs and turn times with unit turn reporting

This Apartment Turnover Cost Calculator could be helpful for calculating a cost estimate for turning units.

Here are some questions to reflect on to see if it may be time to automate your maintenance workflow:

1. How are maintenance requests currently being handled and documented?
2. What is your average response time to residents' maintenance requests?
3. How much time do you and your staff spend on up-front maintenance management?
4. How efficient are your unit turn processes and inspection workflows?
5. Do you receive insights into your maintenance data and analytics?

Transform the Way You Work With Automation and AI

Your time is valuable. As your technology partner, we want to provide you with property management solutions for automating your business workflows that give you the clarity to focus on what matters most — delighting your residents, boosting your staff's efficiency, and creating meaningful moments.

While automating workflows has been a game-changer, AI has the potential to shape the future. The advancement of AI is having its biggest year yet as it continues to transform all industries, including property management. Since 2018, we've embraced AI technology and adopted it for our customers. In fact, more than 80% of AppFolio customers are now using our AI tools to free up their time and make their work more efficient. Our vision is for those in property management to experience a new way of working, and our latest innovation can empower them to do just that.

AppFolio Realm — our suite of AI-powered tools — can open up a world of possibilities for your business. AppFolio performs a host of tasks, such as intelligently managing maintenance requests and automatically generating marketing descriptions. And it turns the latest advancements in machine learning and large language models into productivity gains for your business.

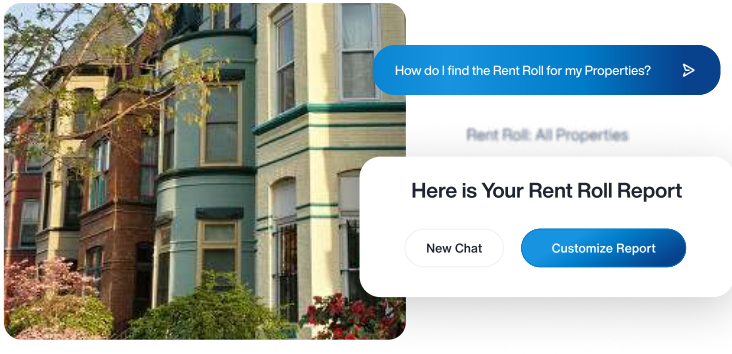
AppFolio Realm-X is an AI-powered conversational interface that, for the first time, will enable users to interact with their primary property management platform in plain language. It has three components:

Ask:
Ask Realm-X a question. You can ask it to explain how something works, you can ask for information, and you can ask for reports. And in a heartbeat, Realm-X will have an answer for you.

Tell:
Tell Realm-X to complete tasks, draft and send communication, and initiate actions or processes on your behalf.

Teach:
Teach Realm-X your processes. Realm-X automatically completes common workflows, so you have time to focus on building relationships and growing your business.

Making use of AI technology throughout your organization can be a powerful way to position yourself as a leader today and in the future. To see how Realm-X turns the latest advancements in machine learning and large language models into productivity gains for your business, visit www.appfolio.com/ai.



Workflow automation doesn't have to eliminate the personal touch needed to manage your property.

Instead, it can enhance your service, letting your business soar to new heights.

To see how AppFolio Property Manager can smartly automate your workflows so you have the time to run your business and scale your vision and to discover how you can do more with our proven approach, visit appfolio.com/our-software.

Already an AppFolio customer? Unlock even more automation in your software by exploring "Additional Services" under "Add Functionality" within your dashboard.



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Appendix:
Resources Listed in This Guide

Surveys and Reports:

2022 AppFolio Property Manager Hiring and Retention Report

2023 AppFolio Property Manager Renter Preferences Report

Bisnow: Finding An Apartment Is Hard. Finding Workers for Those Apartments Is Much Harder

Pew Research Center: Americans' Use of Mobile Technology and Home Broadband

Forbes Advisor: 53% Of Americans Use Digital Wallets More Than Traditional Payment Methods (Poll)

Apartments.com: How Much Can Tenant Turnover Cost?

Articles:

5 Ways to Strengthen Your Lease Renewal Strategy

10 Ways Online Rent Payments Benefit Property Management Companies and Residents

The Keys to Enhancing the Resident Experience for 2024 and Beyond

Atlas Real Estate

Dickson Realty

Elevation Real Estate and Management

AppFolio Property Manager Resources:

AppFolio Leasing CRM

AppFolio Realm-X

AppFolio Sites

AppFolio Stack™

Bank Reconciliations

AI Leasing Assistant, Lisa

Marketing Management

Premium Listing

Smart Maintenance

Tenant Screening

Other:

Apartment Turnover Cost Calculator