



Executing at The Level WOW!



**10 Time Saving Tips
with Technology Integration**



What You'll Learn Here:

- **How to integrate technology solutions that cut task times in half**
- **The importance of selecting the automated tasks that work best for your business work flow**
- **How to get your team & technology in sync**
- **How to save money and time with free solutions.**



Setup a YouTube channel for welcome process & common repairs

People would rather watch it then read it. Save yourself time and record one welcome video to share with new residents. Include things such as: who to contact incase of an emergency, options for completing rent payments, how to submit maintenance requests and more....

On top of this video you will want to create and upload any and all instructional videos you can. A simple way to get this done is recording your handyman when he goes out for jobs. Get his input on the top 5 calls he receives and make sure these are recorded. Think: how to change a filter, how to unclog a toilet, and how to reset the breaker. Think Proactive: items that do NOT go down the dishwasher disposal, toilet, and drain.

YouTube is a free and quick tool to communicate a consistent message to all residents in a friendly matter. Take advantage of it!



Action Items:

1. Set up your business YouTube channel at Google or Youtube.com to complete the sign up process for your business.
2. Identify and write down repetitive phrases used during new tenant orientations.
3. Keep each segment simple and short.
3. Film. Be calm, and don't worry. A retake is expected when you start. If you don't sound perfect remember be your authentic self. You don't need high-tech cameras grab a tri-pod and a cell phone.



Integrate a variety of electronic payment methods

Flexibility in payment methods is key, residents want convenience and you need to be paid. Understand your market and expand your options with solutions that are most convenient for your tenants while enabling you to efficiently collect timely rent.

There are options from Chase Quick Pay, Pay Near Me, and Venmo. Know the risks associated with each so you can set the parameters on the flexibility. Implement steps that assure the resident's accountability to the date and grace period as defined by the lease.

Whether you offer electronic ACH auto payments or accept cash deposits at your bank, the key is to keep the resident responsible to a timely payment.



Action Item:

People need options. Set up the above payment options if they're not there already.

The more ways people can pay will increase the probabilities of timely payments.



Schedule batch reminders for everything...

Yes, we mean everything! Property management software, Rent Manager, is the current leader when it comes to text features, but each property management solution offers it's unique variety of communication tools. If you're a Rent manager user be sure to utilize this feature for rent reminders, late payment notices, etc.

Have no fear, if you don't have a property management software you can add **free** Google Extensions such as Boomerang that will allow you to pre-schedule email and text reminders and select the best date to blast out the message.

This reminder will enhance the customer experience for the tenant reinforcing the significance of timely payments.

Consider using a free newsletter software like Mail Chimp to schedule a group reminder with updates for various seasonal notices.



Action Item:

*Residents like reminders and your investors count on rent.
Set up Boomerang and pre- schedule communications.*



Utilize a scheduling tool

Keeping up with the team calendar can be difficult as you grow your portfolio but it doesn't have to be! Utilize your software's scheduling tool or a **free** tool like Google Calendar.

Propertyware users, take advantage of the awesome scheduling tool to automate reminders to everyone tagged in the event. This is great for maintenance repairs and upcoming inspections that can be easily overlooked.

Google Calendar offers users without Propertyware software an awesome alternative. Add anyone to calendar reminders and choose the date/time reminders go out to them.

No matter what route you choose the key is to be sure you are putting all important events somewhere! It is easy to think you will remember everything and hard to actually do it. Free yourself up for higher level thinking and put everything in a calendar.



Action Item:

Build the habit to schedule all tasks. Open your electronic calendar & start adding events you have planned today. You can easily reschedule if needed



Dashboard – Auto reports

Harry Truman said the buck stops here. Just like a doctor checks the vital signs before making a diagnosis or a plan, you need to understand your numbers before you can make decisions and accept responsibility for those decisions. Customize your dashboard to quickly follow vacancies, applications, payments and tasks. Use these stats to best schedule resources for peak periods and to ensure follow up in high risk categories.



Action Item:

Open your software & schedule/distribute automated email reports for time sensitive projects, legal notices, ME reconciliation and staff meetings. If you have questions, call us or call customer support!



Compile a “pre-vetted” vendor list

Do you have business cards in the car or on your desk? Start entering all your potential contacts from contractors to accountants. Consider a quick card scanning mobile app. Schedule time weekly to call and interview. In a short time you will have a pool of resources so if you need to replace an existing contractor or pull in extra resources during peak periods you’re ready. Take time to pre-screen pricing and follow up on references before you have the need.

Include all notes in the contact card to ensure that all team members are aware of the rates quoted for specific jobs and for simplified key word searching.

As each contractor is approved add the details with rates to your Property Management software to easily assign tasks and enable auto calculations on fees.



Action Item:

You will not always be the one scheduling. Create a vetted maintenance team list that allows everyone to find the right person for the job. Put this in a shared Google Master Sheet so everyone has access.



Utilize Your Software's ability to syndicate ADs

When it comes to vacant units an investor only sees one thing: dollar signs. Vacant units mean you aren't cash flowing. You want to be sure you are utilizing every tool you have to fill that unit. A sometimes overlooked tool is your property management software.

Use your software to syndicate ads to multiple platforms. You can create the ad, modify the ad, then resave multiple versions. Once you've created these templates you can use A/B testing techniques to send out blasts to all platforms and test response results. Widening your reach for potential tenants with various unique pitches.



Action Item:

Be proactive about advertising a vacant unit. Start today by utilizing all the online and social media sites available to test your ads.



From Interested to E-Signed

Start using online applications to allow for a quicker conversion from “just interested” to resident. Accepting applications online reduces duplicate data entry costs by your team. Complete screening and signature with a few added clicks. Take advantage of property management e signature options or shop for a resource to help make this a quick step.

Enabling these features will save your team time and will expedite quick turnovers during the peak leasing season.



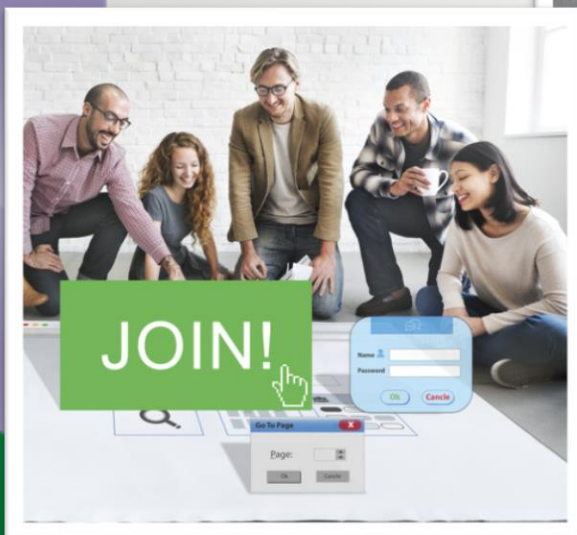
Action Item:

Research e-signature platforms early so your application process is simplified for new applicants during peak leasing season.



Take advantage of the tenant portal

If you are paying for a software that allows tenants to create their own portal you want to be utilizing this feature! This is a great place for you to add frequently asked questions for your tenants to view. If you've completed your YouTube channel add this link for quick resource. 24.7 answers for common resident issues and a real time vehicle for uploading a wide variety of information. Multi forms of communication expand your office hours.



Action Item:

Set up your software's tenant portal to offer a simple interface for your residents to find quick answers to their frequently asked questions.



Make it mine

Take the time to learn more about customizing documents and creating templates in your property management software. This not only saves you the duplication of efforts it also allows you to access these documents anytime, anywhere.

The first area can be an enormous time saver during your peak leasing season: welcome letters/emails. Utilize your software's ability to create a simple letter that you will send out to all new residents. You can leave fill ins for the name and address and custom information which will allow it to auto populate with a quick reply for each new resident.

Functional for formulas too:

Your software has the functionality to save the formula relevant to your county for legal notices or late fee letters. What does this mean exactly? Each county may have different rules on additional pet, utility, or late fees and how they can appear on legal notices. Once you have these formulas entered correctly in your template you can save staff time monthly and avoid costly mistakes.



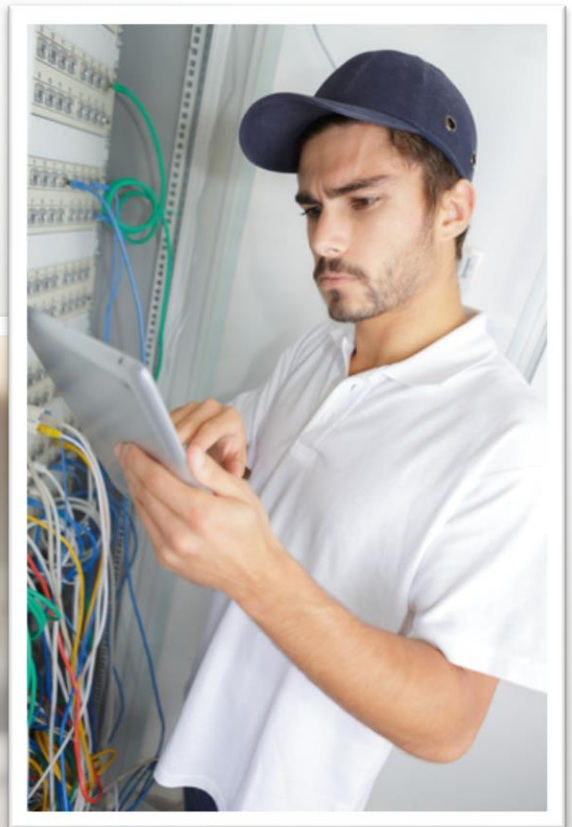
Action Item:

Contact your property management software provider to setup up customized templates with your specific text and formulas. Access them anytime, anywhere.



Reduce time on Inspection

Nothing slows down an inspection or maintenance request like taking the time to write everything out by hand. Only to then duplicate the information in an email or input it into your software. Have your team work from their cell phone or tablet and use the form that finishes the inspection on site. Many property management software's have this feature built in to allow these simple online forms to be completed on site. This will enable your staff to complete inspections efficiently with images attached and approvals to be received at the time of the inspection.



Action Item:

Review your maintenance process & implement solutions that are the right fit for your maintenance team.



Final Take Away Thoughts

30 years ago we couldn't imagine the power of the information we carry in our hand today. From the Internet to our smartphone, the last decade has changed how we work with our residents.

Technology holds the key to this ever transforming world around us. Tech solutions give us new opportunities to weave our management process into the new digital society.

What is the next step forward?

As a real estate investor you need to use the power of technology to improve operations and stay up to date serving residents in this highly competitive environment. Keep up with the latest disruptive and transformational technology trends across property management and various industries so you take the lead steps in your market.

Action Items:

Review and list problems areas in your business.

Attend conferences and learn what technology solutions might help your business.

Contact us for a free strategy session to grow your business.



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At Secure Pay One we believe that time is our most important resource, our true wealth. We operate in one of the most time-consuming sectors of real estate: rental property management. We are all about time, both saving it and reviewing technology solutions to speed things up for our clients.

We hope that these 10 tips help you focus on finding the right combination of technology for your business. You do not have to dive in with high-end solutions to get started on the path to great results. Just working on the right scale and making sure you have everything scheduled and automated can save you serious money – and eliminate costly mistakes – every month. Create this good foundation, and then let your business loose to really soar.





About Linda

Linda is the founder and president of My Landlord Helper, a unique virtual property management service solution for DIY real estate investors. She is a speaker, author and consultant. The author of 2 books: *Daily Inspirations to Achieve Your Real Estate Investment Goals* and her most recent book, an international bestselling book in three categories, *My Landlord Helper—The Keys to Managing Your Real Estate Investments and Achieving and Saving Money*.

Linda received the Property Manager Award for the National 2017 Think Realty Honors and was nominated for Humanitarian of the Year Award. She is a contributor to the Forbes Real Estate Council. As well as a contributor and coach for Think Realty.

Linda enjoys giving back and staying active and involved in the local and national real estate community. She is a mentor at the Fresh Start Business Incubator and a volunteer speaker in Chicago-area schools and entrepreneurial programs.

Linda is the President of the Lake County Property Investors Association, a Director Rogers Park Builders Group and Board Member Affordable Housing Corporation of Lake County.