

HSC Improves Manager Efficiency with Integration to Property Management Software

Location: Western United States
Units Managed: 30,000 units
Portfolio: Fee Managed
Products: ProspectPortal™, ResidentPortal™, ResidentPay™



CASE STUDY



Since 1989, HSC Real Estate, Inc. has provided high-level property management services to clients from throughout the United States. Whether corporations, partnerships, individual owners, or government housing groups, HSC's clients have benefited from the personal attention to detail, thorough reporting, accurate accounting, and strategic marketing that help each property reach its maximum investment potential. HSC's commitment to aggressive property management has resulted in remarkable growth, with over 30,000 units now under management across eight Western States.

THE CHALLENGE

“HSC trains its employees to constantly think like property owners,” explains Naomi O’Ferrall, HSC’s Corporate Trainer. “Our on-site managers want to achieve the maximum value for their community.” With that goal in mind, HSC managers began to notice inefficiencies in their traditional processes. Interactions with residents and prospective renters were limited to business hours, while most daily transactions (e.g., lease applications, rent payments, and maintenance requests) had to be re-entered into eSite by office personnel. HSC decided to investigate web site technology that would improve office efficiency while continuing to provide the high standards of reporting and accounting detail they required.

THE SOLUTION

HSC set high standards. “We were looking for a web solution that could customize online lease applications to fit our screening company’s criteria,” says O’Ferrall, “and they had to offer online payment services that would coordinate seamlessly with our own banking facility.” Through their partnership with Property Solutions, AMSI offered the functionality HSC wanted, and more.

Starting in January 2006, HSC launched AMSI web sites and online payments for its 190-property portfolio. ProspectPortal™ provided customized online lease applications, guest cards, and lead sources, as well as virtual tours, floorplans, and driving directions. ResidentPortal™ gave HSC’s residents the ability to submit maintenance work-orders

24 hours a day that flow seamlessly into AMSI’s maintenance application. ResidentPay™ provided online payment options for rent, deposits, and application fees. Most importantly, this web site technology integrated fully with the AMSI eSite Property Management Software used by HSC. Community web sites displayed real-time apartment availability with data pulled directly from eSite, then allowed prospective residents to reserve specific units with their online application. Meanwhile, managers no longer had to re-enter applicant information, which transferred automatically to their eSite software. Similarly, payments made through the web site, by credit card or electronic check, were posted immediately to accounting software, allowing real-time reporting and eliminating data re-entry.

“AMSI’s software integration saves office personnel an estimated 5 – 6 minutes for every online payment received and 10 – 15 minutes for every online lease application.”

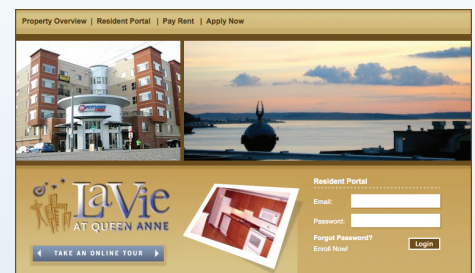
THE RESULTS

HSC met its goals for improved efficiency with the newly implemented web site technology. “Our managers now have more control over web site content, and with the software integration they save time and operate more efficiently,” says O’Ferrall. “Residents and prospects love it because it’s so convenient.”

O’Ferrall estimates that AMSI’s software integration saves office personnel

an estimated 5 – 6 minutes for every online payment received and 10 – 15 minutes for every online lease application. “HSC’s commitment to our clients means keeping up with relevant technology,” O’Ferrall explains.

“AMSI provides the web-based management tools and software integration that let us offer the highest value to our clients and the best service to our residents.”



HSC’s community web sites provide 24-hour access to management services while promoting each property’s unique atmosphere.