

RESMAN'S MULTIFAMILY SOLUTION SUITE

Choosing a Property Management Software:
Why ResMan Is Right for You



A Technology Love Story

Managing multifamily properties and investments is far more complex than it used to be. The days of being able to deliver the NOI improvements expected by ownership, and the ability to monitor and manage that analysis is long gone. The multifamily market is shifting and changing rapidly. Even resident expectations have changed. There is only one decision that investors and owners can control in the face of this change — the selection of the most appropriate property management software.

An ideal software solution adapts to your business by enhancing your processes and unlocking efficiencies. ResMan is not just a software provider, it is a true partner.

What's to Love About ResMan?

At the center of ResMan's Multifamily Solutions Suite is **ResMan Essentials**, the most robust core in the industry. ResMan Essentials provides easy-to-use automation tools that improve operational effectiveness and productivity for conventional and affordable housing property management. Essentials are everything you need to manage a multi-family portfolio. Finally, a platform built for today and beyond that unlocks improvements in all of your key operating metrics.



ResMan | Essentials





ResMan is an innovative, enterprise-class property management platform developed by operators who were dissatisfied with the available software options. They did not love using their software but felt strongly that they should. They envisioned a property management software experience that was:

- **Robust and complete**, providing a seamless toolkit that made the job easier for on-site and corporate staff
- **Innovative** and prepared to grow your business well into the future
- Oriented around **people** and their success from daily use through implementation, training, and results
- **Business-friendly**, with fair contractual terms and designed around efficiency



While property management operations can be more efficient to deliver consistent improvement to NOI, resident expectations continue to change. These expectations, specifically from younger residents, are born of a more mobile lifestyle. Residents expect their connections to the brands they interact with to be quick, rich, and extensive. That is why **ResMan Engage** offers the most compelling set of resident experience solutions out there. A property's first touch with a resident — whether it is clicking through an internet listing or an online review — needs to adhere to the “quick, rich, extensive, and mobile” approach. ResMan Engage includes web marketing, leasing, payments, and resident interaction capabilities that are 100% integrated into the core ResMan Essentials solution.

ResMan Engage also offers advanced capabilities that serve residents for a lifetime while delivering much-needed incremental revenue to the lease. Credit Builder, for example, encourages on-time rent payments in exchange for building a positive credit history. The ResMan team is always working to create more of these innovative products that encourage deeper resident relationships while transforming a software expense into a profit-delivering initiative.

Built By Property Managers For Property Managers

In an age of new ideas, ResMan prides itself on recruiting some of the brightest minds in the industry to deliver intuitive software and industry-leading customer experiences. Built by property managers for property managers, ResMan intimately knows the shortcomings of the available software in the market and has used that knowledge to build a best-in-class solution.



"It breathes confidence that we know what property managers' pain points are; we lived what they are trying to fix, and we know what their needs are. It goes back to empathy: We know what you are feeling, so you will find that the workflows are very clean and simple, and it follows a logical process."

-Mike Browning, Senior Sales Consultant, ResMan

While some property management software is clunky and less streamlined, ResMan's workflows are intuitive and logical because the software was built by a team who understands your mindset, needs, and goals.

"I feel that ResMan is the most user-friendly partner for actual end-users," said Melinda Howard, Director of Systems and Training at PLK Communities LLC. Howard switched to ResMan from a competitor software in late 2016 and believes the change has resulted in ease and efficiency. "It is a very intuitive system that allows us to go through and maneuver quickly."



According to a recent market study, customers most commonly cited service/support and ease of use as ResMan's greatest strengths. Overall customer satisfaction with ResMan was high, with **84% of customer interviewees reporting a satisfaction score of 4 or 5 out of 5.**

Across a series of prompted performance factor dimensions, customers rated their satisfaction highest with ResMan's ease of use for **office personnel (4.6), look-and-feel (4.4), range of features in the core product (4.4), and ease of use for residents (4.4).** As a company founded by former operators, it's no surprise ResMan ranked high in each of these categories. ResMan's core functionalities were designed with the property manager in mind, thanks to the team's direct experience.



Why Switch to ResMan?



Your property management software is the foundation for running a multifamily property. From robust reporting and budgeting to resident communication and lease management, these features keep your business operating. With this in mind, your software should be empowering, not limiting. ResMan offers flexibility and is tailored to fit your specific property management software needs.

The Most Proven Enterprise Solution

For years, property management software providers have dictated which vendors your company will work with. ResMan allows you to handpick vendors from a chosen, select group of integrations. Each best-in-class vendor is expertly chosen and proven to deliver results. For many customers, making the software switch to ResMan was a matter of ResMan's most prestigious partnership program.

"In my experience, there is a frustration in the industry that a lot of our competitor systems are what they refer to as a 'closed system,' meaning you are not able to take advantage of the best possible solution for utility billing or online payments, for example," said Scott Holcomb, ResMan's Regional Vice President of Sales. "With ResMan, we have made sure that the undisputed leading providers of all aspects of the ideal solution can be connected and seamlessly integrated. And even if there is some instance where the absolute best-in-class option provided by





ResMan does not work for your business, we do not punish you financially for needing to integrate another provider. That is a really refreshing approach to doing business for so many large property management companies."

Data Accessibility & Integrity

With ResMan's open API platform, your data is yours — we do not hold it hostage. The platform's architecture, with one consistent schema, prevents data integrity issues that plague many competitor software providers' approaches. The same data appearing on two different reports should not disagree. Rather, reconciliations should work 100% of the time. Many customers who switched to ResMan have noted that it was difficult to get data out of the competition's platforms due to a limited API.

"Getting data into a Business Intelligence platform, for example, or a data warehouse can be challenging," ResMan's Holcomb said. "In a lot of cases, it is impossible to get data out in a format that is easy to use. The competitors want to control that data and are not willing to give you the access. I have a customer who is switching to us because they want access to data, and it is much easier to get the data from ResMan than their current provider."

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Ease of Use

ResMan's accessibility and user-friendly platform is what prompted City Gate to switch providers in late 2015, according to City Gate's Financial Services Manager Jenny Rosario. "Everything you need is right at your fingertips," she said, adding that ResMan "integrates with so many other partners, and acts as a one-stop-shop for what you need."

"The way they [ResMan] have it built, it is our one go-to place for onsite teams which decreases time spent looking elsewhere. At the end of the day, we are spending less money for a better product."

-Jenny Rosario, Financial Services Manager, City Gate

ResMan Is a Partner, Not a Provider

Let's be honest. All property management companies are looking for a partner — someone they can rely on, someone with 24/7 support. And ResMan is just that.

ResMan strongly believes in fast and consistent results, and that loving your software means the ResMan team is deeply committed to client success, profitability, and efficiencies — just another reason customers are making the switch.

"[ResMan has] historically focused on evolving the software and listening to their users without nickel and diming for additional features. As a software originally developed by a property management company who had the same problems as other property managers, the software is user-friendly, easy to train new users, and has great support from the ResMan team. We can do everything through ResMan [without] needing multiple software to collect rent, pay bills, and produce financial reports. We HIGHLY recommend it!"

-ResMan Customer via Online Review

According to a market study, several new customers who switched from competitor software to ResMan attributed the decision to ResMan's:

- 1** Ease of use
- 2** Three-click functionality
- 3** Innovation
- 4** Ability to customize
- 5** Report accuracy
- 6** More seamless integration
- 7** Operations-focused platform



Addressing Industry Pain Points

What was the property management space like before ResMan? Bleak, at best, according to several customers who switched to ResMan.

Often when interviewed about their software, property management companies will give their current system a moderate ranking and express hope around a new “coming soon” update to their software. All operators know that their software is important to staying competitive. But with many providers forcing add-ons and long-term contracts, for most companies, avoiding these issues seems near impossible.

Using the Boardroom to Assess Market Trends

With the ResMan Boardroom, customers can compare metrics in real time across properties to meet goals and improve Business Intelligence. Core data is easily accessed through ResMan’s 3-Click Innovation, and ResMan’s single core database gives your Boardroom total access to your whole portfolio on one screen.

Data Drill Down and Forecasting

ResMan allows you to log into one platform and obtain a high-level summary of all the assets you manage under your portfolio, then drill down into “red flag” areas or specific areas of interest. Based on your KPIs, you can determine issues quickly, saving time, energy, and resources. Many

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“Especially in the Cincinnati market, we are feeling more of a stabilization of where market rents are. ResMan allows us to see those trends with the snapshot of the Boardroom; it allows us to compare properties easily and do reports that may be in the same geographic location of our market. This allows us to utilize the Boardroom and say, ‘OK, we have two properties down the street from each other, how are they performing against one another?’”

-Melinda Howard, Director of Systems and Training, PLK Communities LLC





ResMan customers love that when they log in, they see occupancy, work-order status, P&Ls, unit exposure, and upcoming tasks. This snapshot allows both forecasting and planning next action items.

Freedom and Flexibility

ResMan offers preferred providers for those property management companies who want a turnkey solution but do not have the time or resources for due diligence to find the right fit.

Short-Term Agreements, Not Contracts

Rather than being locked into a long-term contract, some upwards of five years, ResMan customers have the ability to cancel the agreement with 90-days notice.

Exceptional Customer Support, Regardless of Size

Another common pain point for property professionals is a lack of hands-on customer service, but ResMan offers real-time support including dedicated project managers and live chat support.

Minimized Training Time

With high turnover in property management, having a partner like ResMan is critical because the intuitive system minimizes time spent training new members.

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Reports are endless and extremely helpful. [We] love the ability to combine properties into portfolio reports for our clients, and the performance over prior-period reports at a push of a button let you know exactly how you are trending.”

-Customer at Weller Management LLC via Online Review



Getting Started Is Easy. Getting Finished Is, Too!

According to a market study, a majority of interviewees indicated that switching core property management solutions is a difficult and often costly process. These companies are generally reluctant to make a switch unless something goes wrong with the incumbent. Chief among concerns about switching are:

- **Training** or retraining demands
- **Cost** of downtime
- The difficulty of **data migration** and **re-mapping**
- Inefficiencies during the **transition period**
- Figuring out which **customizations** or **reconfigurations** are needed and executing
- Changes in **reporting functionality**

Core Steps of Implementation

ResMan is committed to delivering a service-first approach in everything it does, especially during the implementation process. This process is defined in phases where each phase is a group of related tasks and deliverables. The step-by-step timeline of the implementation plan is shared upfront with the customer for full transparency.

During the kickoff, the implementation manager walks you through all the steps and sets a date for each one, offering you visibility into each step and a transparent timeline to know exactly which day the software will go live.



"From there, the customer has weekly status update calls with the implementation manager, be it financials or resident roles, and we do all the work for them," ResMan's Mike Browning said. "They have a roadmap of exactly what is happening and when they are going live, we don't just drop you off at the doorstep. The last steps are we walk you through the close and make sure it is all working properly."

Implementation in this industry has notoriously had a painful rapport, which ResMan is overcoming. Where many competitor software providers may drag out the entire process for four or five months — even upwards of a year — ResMan completes the process in about 45 days.

"We switched our entire portfolio in late 2015," said Jenny Rosario, Financial Services Manager at City Gate. "At that time, we were small with only nine to 11 properties. We switched them all within 30 days. We worked closely with our implementation manager on takeovers, which would be a brand new startup each time, and we have it down to where we are live within 24 to 48 hours of the takeover when normally it takes four to six weeks. There have been zero problems...and ResMan is intuitive to what our needs are."

Training

While the customers are going through the implementation and onboarding process, ResMan also offers a concurrent training process to help smooth the transition even further.

As part of its continued efforts to be a partner, not a provider, ResMan strives to get to know all of its customers, especially during the onboarding process.



"What I think is great about our training process is we are there beyond just the initial onboarding training. We call them, we schedule the training, we talk to them about their business, we go through what they purchased and the different types of training. Then we dig into who is going to be at training and what topics we need to cover. If they will have a lot of leasing and operations people there for the training, we will spend time focusing on that, or if it is a lot of accounting people, we will focus on that."

Amanda Reed, Director of Training, ResMan





ResMan strives to get to know all of its customers, especially during the onboarding process.

But the training is not finished after the go-live date. In fact, ResMan continues with follow-up training at three weeks after training completion and again at 30 days after you go live to ensure everything is working smoothly. You also have access to ResMan's online knowledge base which has 500+ articles and educational videos.

"The ease of use: the program was clearly written for the end user, all the steps make sense. The hyperlinks to click through to the final answer are extremely helpful. The videos are extremely helpful to train our associates."

Customer at Weller Management LLC via Online Review

Additionally, ResMan offers deep-dive training, retraining, and webinars on specific topics you request such as added functionalities or tweaks to the program.



Benefits & Results After Switching to Resman

While there is a lot of property management software on the market, knowing the value of certain software features helps to prioritize and select what will work best for you. The bottom line: Never settle for your software, love your software.

So, what are the benefits of switching to ResMan? What results can ResMan drive for you?

Bolster Operational Efficiencies

As a property professional, you are pulled in a million different directions each day. Whether for a resident or an investor, being able to access the right data on the spot is crucial. ResMan ensures that you will get the answers you need when you need them.

ResMan has definitely improved City Gate's operational efficiency, according to Rosario. "ResMan is such an easy platform to use that our site teams have no problem learning it, and they are happy with it. We do not have to have multiple training sessions on how to use the program, so you are saving time on-site alone."

The bottom line: Never settle for your software, love your software.





You will discover a lower total cost of ownership using ResMan because it is less expensive to manage and run.

"[ResMan offers] the easiest month-end process that I have ever dealt with. When we are changing books from one accounting month to another, instead of our on-site teams spending half a day doing their checks and balances to make sure the prior month is all accurate, the system has a great program that when you are moving from one period to the other period, it does all of the checks and balances for you. Therefore, it saves a lot of time. We usually process our portfolio, which is now over 50 properties, in about six to eight hours as opposed to three days."

-Jenny Rosario, Financial Services Manager, City Gate

ResMan's navigation tools allow you to quickly access resident data, vendor information, and transactional details with the click of a mouse. With ResMan's 3-Click Innovation, you can easily jump to records for specific people, vendors, units, invoices, and transactions. ResMan also alerts your site-level staff to online applications, incoming SMS messages, communications from the resident portal, and incoming online guest cards.





There is no need for filing cabinets that take up space in your office. Your records and reports are securely stored online inside ResMan's software, and include:

- **Resident records** such as leasing papers and all other important documents
- **Vendor records** such as invoices, payments, work orders, and more
- **Unit records** such as maintenance, and move-in and move-out dates of current and former residents

Additionally, you can effectively manage the whole team through ResMan's software. From specific processes to individual project management, the software allows you to easily automate tasks associated with specific workflows, set up recurring events, and prioritize tasks with an interactive calendar.

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The cost in relation to what you are receiving is fair. The other thing is that because of how they are integrated with so many other partners, it minimizes human error and saves time on payroll.”

-Jenny Rosario, Financial Services Manager, City Gate



“By being able to be as automated as possible with messaging, communicating with the residents through events and within the portal, and ... not [having to go through] an email system, [ResMan] streamlines the process even for the resident and allows them to easily communicate back with us.”

-**Melinda Howard**, Director of Systems and Training, PLK Communities LLC



Increase Net Operating Income

Because of ResMan's seamless setup and integration, it does not require a huge stake from the organization.

Some of ResMan's competitors require significant expenses around consulting costs to implement the platform, whereas ResMan does not, according to Holcomb. "There is an initial implementation cost to get the property up and running, and then that is it," he said. "Then we have training which goes along with that, but you are not looking at having a consulting firm come in and scope out these massive engagements around getting a software set up to the specifications of a large organization."

In short: You will discover a lower total cost of ownership using ResMan because it is less expensive to manage and run, and training is less costly due to the fact that the system is more intuitive and easier to use than competing brands.

Improve the Resident Experience

A key goal for any property professional is resident retention, which all starts with improving the resident experience. ResMan offers a simpler way to connect and effectively communicate with your residents: SMS messaging.

SMS is simple, fast, and gets the message across instantly by allowing you to generate and receive text messages through the software in real time. You can easily communicate updates with your residents on a platform they check regularly, as today's renters have become accustomed to using smartphones for everyday information. In fact, SMS has an open rate of 98 percent, making it head and shoulders above any communication method.



Simplify Your Reporting

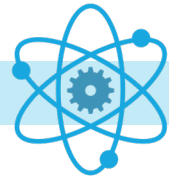
Today's institutional investors demand more detailed data about their properties — and need it quicker — than property managers have generated in the past. As a result, you require a partner that can help you easily extract insightful graphs, patterns, and projections.

ResMan helps you analyze industry-specific data with customized reporting to offer instant insights and ultimately protect and grow your investment. You can generate financial and operational reports to key stakeholders and ownership groups. ResMan's report module includes:

- Easy access to **transaction-level detail**, resident detail, unit detail, and vendor detail in drill-down tabs to locate reports in one centralized location
- **Up-to-date reporting options** with system flags for any report recently released or changed
- A **report scheduler** to help define and schedule your recurring reports
- A **financial report writer** to build financial reports that meet your specific business needs

Love Your Software

The takeaway? Do not feel locked into your property management software, and never settle! ResMan is committed to helping you Love Your Software by allowing consumers to take advantage of best-in-class solutions with support from ResMan's client services team.



ResMan | Essentials



ResMan | Engage



ResMan | Extend



To learn more about ResMan or to get a free demo, visit **myresman.com/switch**



ResMan

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