



# PROPERTY MANAGEMENT TECHNOLOGIES

BY LUCAS HALL



# LUCAS HALL, PMP

- Landlord, 11+ yrs
- 5 Prop / 3 Sta. / 17 Res.
- IT Consultant, DoD
- Founder, Landlordology
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## The Best Tools and Resources for Independent Landlords.



### STATE LAWS & REGULATIONS

State-specific laws and regulations for independent landlords



### SERVICES DIRECTORY

Our list of the best on and offline tools for independent landlords.



### THE LANDLORD GUIDES

The definitive step-by-step guides for independent landlords.



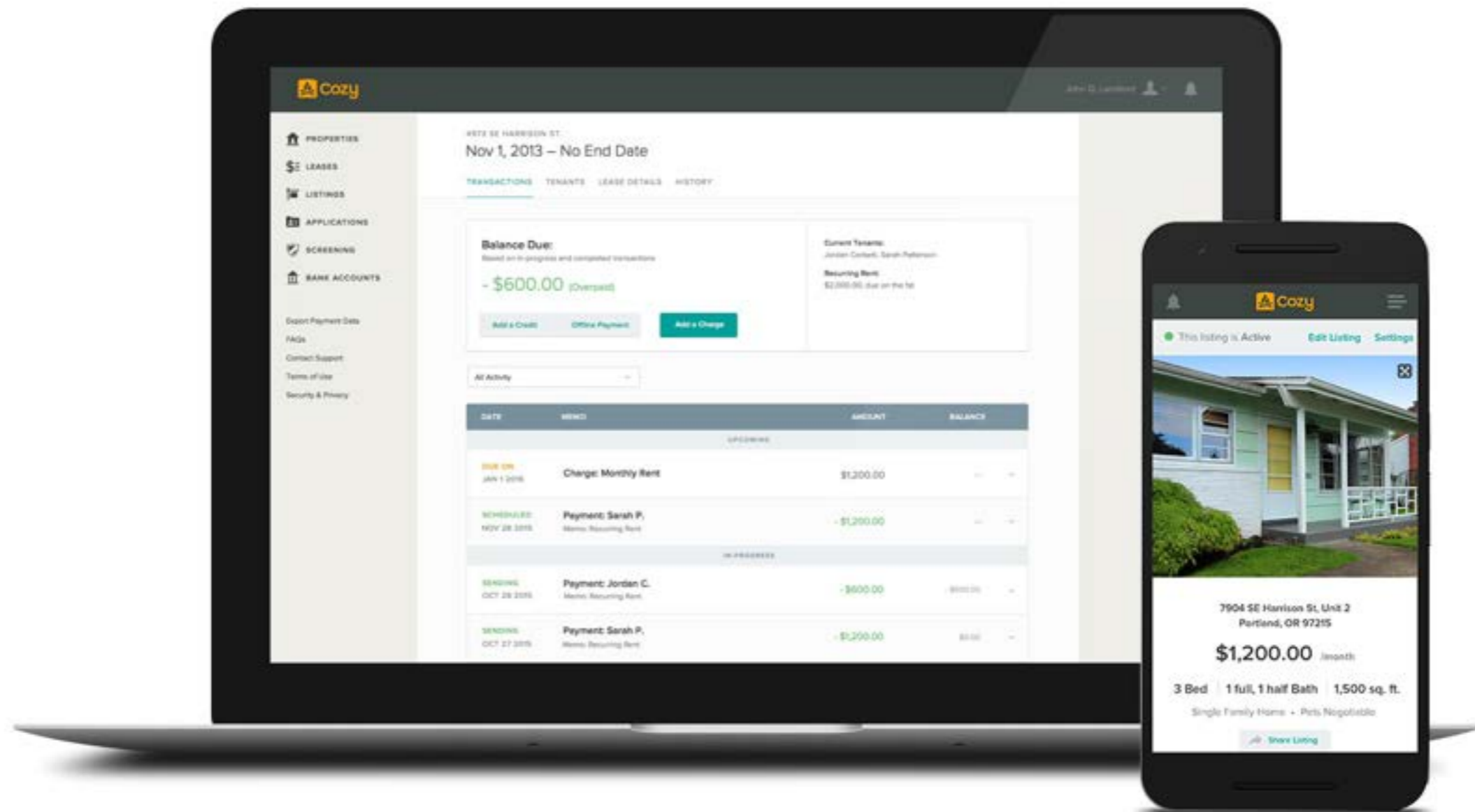
### THE LANDLORD LIFECYCLE

The complete guide to the phases of renting a property and related resources

[www.landlordology.com](http://www.landlordology.com)



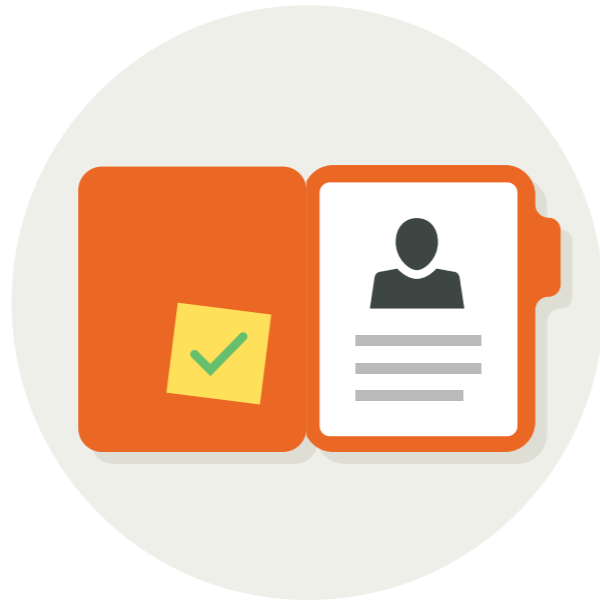
# Modern Property Management Software



[www.cozy.co](http://www.cozy.co)



**Marketing**



**Screening**



**Payments**



**Education**

**100% Free**

# GV

# SOCIALCAPITAL



General Catalyst  
Partners



realtor.com<sup>®</sup>



NATIONAL  
ASSOCIATION *of*  
REALTORS<sup>®</sup>

**85k**

**managers**

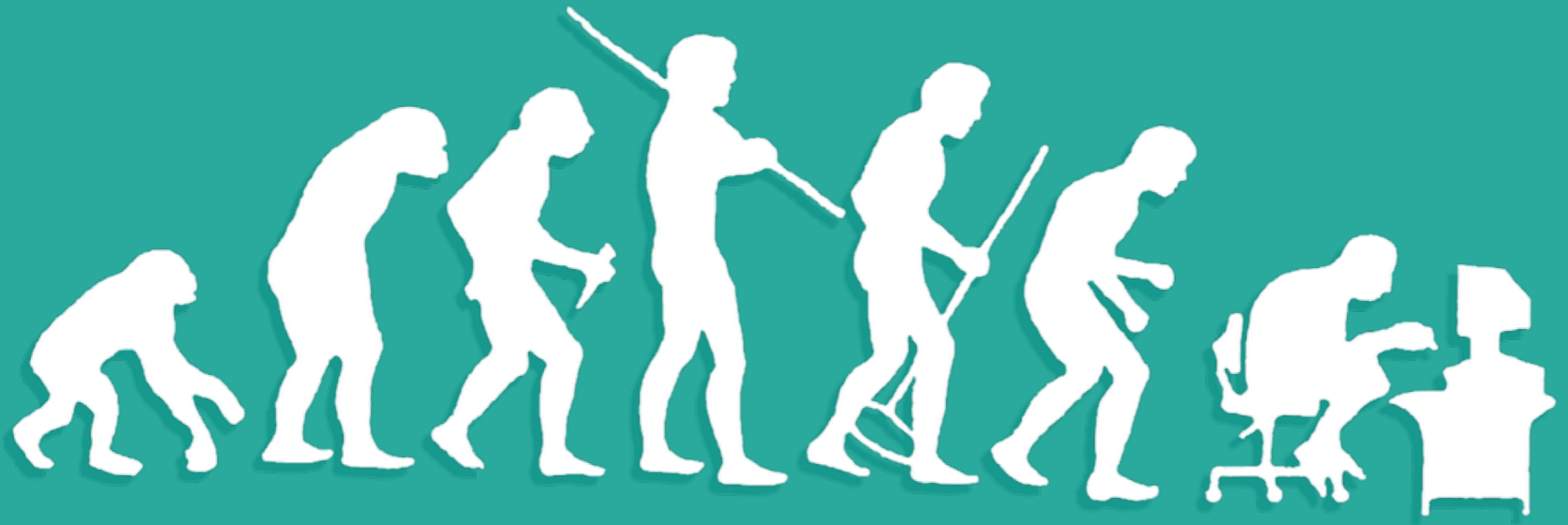
**185k**

**residents**

**12k**

**zip codes**





**TECHNOLOGY**

# BLESSING?



# PROMISES THE WORLD

- Connect You
- Solve Problems
- Save Time
- Increase Profits



# CURSE?







**The difference is you!**

# LANDLORDS

(RALPH FURLEY)



VS.



# PROP. MGRS

(THE GATE KEEPER)



**PROPERTY  
MANAGEMENT  
TECHNOLOGIES**





# Use the cloud

**Security & accessibility**

# 1. ONLINE APPLICATIONS

## Sarah Patterson

sarahpatterson@email.com

(415) 555-7837



### Monthly Income:

\$8,450.00 /mo.

### Age:

32 years old

### About:

Hi, I'm Sarah, a 32 year old professional looking for the perfect apartment to share with my roommates. I'm a quiet, neat, responsible, and grown-up individual who has lived in the Bay Area for nearly 10 years. I have a small dog named Lucy who is trained and is very well-behaved.

### Pets:

Dog – 15 lb. pug named Lucy

# 1. ONLINE APPLICATIONS

1. Minimizes **barriers** to apply
2. Accessible **anywhere**
3. **Consolidated** applicants
4. Replaces **faxes & scanners**

# 2. ONLINE SCREENING

## Credit Report for James Hacquer

As of August 27, 2013

Provided by  Experian

### CREDIT SCORE

# 744

Calculated with VantageScore 3.0 that has a range of 300-850.

300



850

This score is **Great**

Ranks higher than 71% of U.S. Consumers

### CREDIT SUMMARY

Credit Used

**47%**

# Report for George Michael Bluth

Consider

Personal Information	
First Name	George
Middle Name	Michael
Last Name	Bluth
Date of Birth	-
Social Security #	xxx-xx-0909
Zipcode	94210
Driver License	-
Prior Driver License	-
Email	gm@bluthco.com
Phone	801-555-0909

Report Information	
Package	tenant-basic
Created at	Feb 25, 2015, 6:58:53 PM
Completed at	Feb 25, 2015, 6:59:30 PM
Turnaround Time	a few seconds

SSN Verification [Clear](#)

Eviction Search [Clear](#)

Sex Offender Search [Clear](#)

Terrorist Watchlist Search [Clear](#)

National Criminal Search [Consider](#)

See County Criminal Search

County Criminal Search [Consider](#)

**Orange County, CA**

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ARSON (FELONY) 2000-10-20

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Case Number	09939092920920
County	ORANGE COUNTY
Court Jurisdiction	County
DOB	1985-02-07
File Date	2000-10-20
Full Name	GEORGE MICHAEL BLUTH
State	CA
Charge	Arson
Charge Type	Felony
Disposition	Guilty
Offense Date	2000-10-20
Sentence	30 DAYS JAIL, 16 DAYS CREDIT TIME SERVED

# 2. ONLINE SCREENING

1. Uses “soft inquiries”
2. No entity or site visit required!
3. Instant identity verification
4. Seamless integration w/ software
5. Mitigates physical storage req’s

# DATA SOURCES



DISCONNECTED  
PROCESS

CREDIT BUREAU



MANAGER



TENANT



SOFTWARE





CREDIT BUREAU



TENANT



API



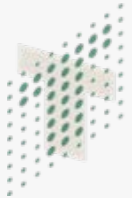
SOFTWARE



MANAGER



SEMI-INTEGRATED  
PROCESS



TransUnion®

# INTEGRATED PROCESS



## CREDIT BUREAU



API



SOFTWARE



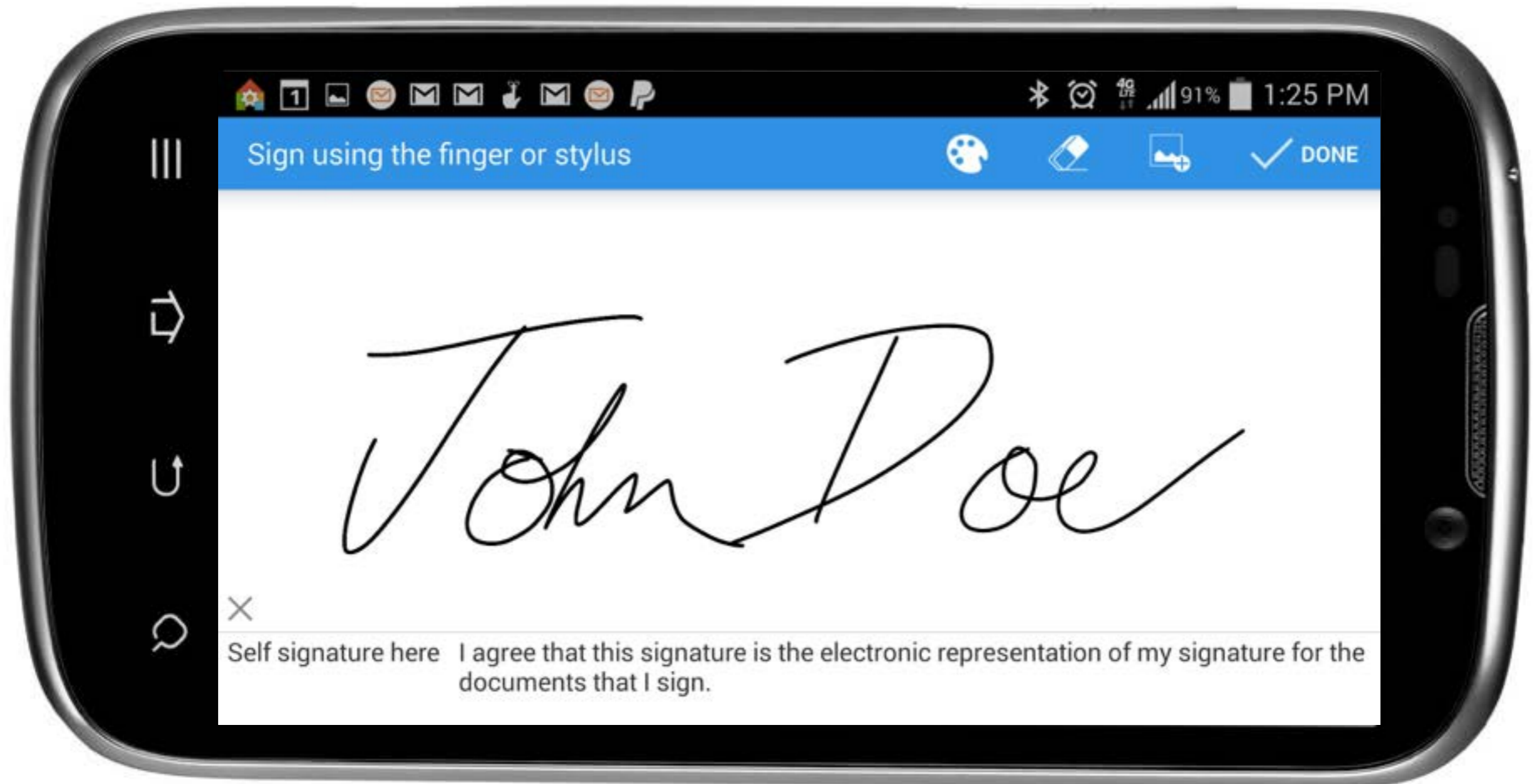
MANAGER



TENANT



# 3. DIGITAL SIGNATURES



# 3. DIGITAL SIGNATURES

1. Easier, quicker, & more efficient
2. Complies w/ **federal & state** regs
3. Legally binding (**ESIGN Act of 2000**)
4. **Remote** signings!
5. Online storage & **file sharing**

# SIGNING TOOLS

*SignNow*

\$5/mo

 HELLOSIGN

\$13/mo

**Docu***Sign*®

\$25/mo



PM Software

\$X/mo

# 4. ONLINE RENT COLLECTION



JORDAN C.  
**\$868**/MO

READY TO PAY



SARAH P.  
**\$950**/MO

READY TO PAY



MARK L.  
**\$850**/MO

READY TO PAY

# 4. ONLINE RENT COLLECTION

1. No more checks
2. Can be automatic, effortless
3. Get paid faster / quick NSF
4. Decrease in late rent
5. Happy tenants!

# 5. INSPECTIONS





# INSPECTION TOOLS

1. HappyCo

HAPPYCO

2. zInspector



3. Phone Apps



4. Property Management Software

# RENTAL SOFTWARE

## SINGLE SERVICE



## MULTIPLE SERVICES



## THE KITCHEN SINK



# COST / FEATURES



# MY FAVORITES

## 1. Sm. - Mid. PMs

1-200 units



## 2. Large PMs

200-1000+ units



# MONTHLY COST

UNITS	 Cozy	Other 1	Other 2	Other 3
10	\$0	\$65	\$300	Too Much
100	\$0	\$150	\$300	Arm & a Leg
1000	\$0	\$1,100	\$1,300	“Custom”
10,000	\$0	\$10,000	\$12,550	First Born



**How will you improve?**



# RESOURCES

[www.landlordology.com](http://www.landlordology.com)



[www.cozy.com](http://www.cozy.com)