



## TOMORROW'S TECH TODAY:

How to prioritize current technology adoption for future success.





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### Joe Easton

*Channel Partner Account Manager*



3 years with Rent Manager  
Host of the *Beyond Rent* Podcast

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### How Property Management Changed

After the explosion of **software adoption** in the industry

- Becoming a more professional industry
- Better equipped to empower a decentralized team
- More capable of using and understanding data
- Providing a better resident experience

**But there's still more work to do.**





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### What Most Consider To Be *The Future* Is Actually Achievable Today...

- Freedom of Choice
- Accessing Data/One System of Record
- Communication
- Automation
- Reporting
- A Platform for the Future

All this is possible through open architecture.




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### Freedom of Choice

- How you operate is your greatest competitive advantage
- Create your own network of providers that leverage your business strategy

**The Problem:** More software can create blind spots in your operations/ processes, unless it can access the data




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### Accessing Data / One System of Record

- Multiple systems updating and using the same data
- Integrations make it easier than ever to use new tools
- Modern platforms use modern tools – API
- One system of record
  - To really control your data, there must be one source of truth
  - All operations need to sync back to your primary software
  - Manual updates, imports, and exports are slow and error-prone




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### Communication

- Mobile communication
  - Use of personal cell phones, computers, etc.
- Your brand is your communication
- Elevate yourself as a professional through the tools you use to communicate
- Third-party vendors – Are you losing data/conversations?

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### Automation

- Streamlining your business is very important, but we can't jump right to automation
  - Defining processes
  - Determining what you can automate using the tools you already have
- Only as good as the data it can access

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### Reporting

- Only as good as the accessible data

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**A Platform For The Future**

**Amenities**

- Resident benefit packages, etc.
- If there is income, how is it tracked in your accounting software?

**Where Does AI Fit In?**

- The current state of AI - Sophisticated auto-responders
- Only as good as the data it can access
  - Need for open environments and powerful APIs




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**Conclusion / Takeaways**

**Identifying Which Tech To Use**

- Understanding current challenge while keeping the future in view
- Don't focus too far into the future if you aren't already up to date with today's tech
  - Communication: VoIP / Texting / Phone
  - Self-Showing / Virtual Tours
  - Online Payments / Leasing




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**Conclusion / Takeaways**

**Tips For Preparing Your Company For Tech Adoption & Success**

- Understand your company goals
- Focus on your current challenges
- Avoid group think
- Adopt tech that is open and flexible
- Your greatest competitive advantage is how you operate




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