

Customer Story

ALLTRADE PROPERTY MANAGEMENT



About Alltrade

Alltrade Property Management, founded in 2005, is a full-service, third-party property management company that manages assets ranging from single-family homes, to duplexes, to large 200+ unit apartment communities. While Alltrade HQ is based in Louisville, Kentucky, the company oversees around 5,800 units across Kentucky, Indiana, Alabama, and North Carolina. Alltrade offers leasing, maintenance, accounting, marketing, and construction services to its clients.



Outgrowing a proprietary software

A full-service, third-party property management company, **Alltrade Property Management** services 5,800 units ranging from single-family homes, to duplexes, to large multifamily communities. When the company was founded, they developed a proprietary software customized to their company's needs. They loved the advantages of having their own custom software, but as the company began experiencing significant growth, Alltrade quickly began to outgrow the capabilities of its program. To fill the gaps in their software, the team at Alltrade compiled sophisticated spreadsheets to track various business operations, but this process was not sustainable.

The central challenge that Alltrade faced was that their team relied too heavily on manual data entry, which left too much room for error, and their business analysis relied on manual manipulation of the data. As the company began serving more sophisticated clients, they realized that their software's limitations were holding back the entire operation.



THE GOAL

Attract and retain more sophisticated clients

“Rent Manager has allowed us to **market ourselves** to potential clients, residents, and employees in ways that we were not able to before.”

Kristin Hatten

Director of Professional Development



An advanced platform with the flexibility of custom software

After conducting an extensive review of the property management software market, Alltrade narrowed their options down to three: AppFolio, Yardi, and Rent Manager. The team identified challenges across their operations—from volume and consistency issues, to their ability to analyze and report on their performance. The deciding factor in their software selection process was the Rent Manager API Program, which gave Alltrade the ability to customize the software to their business. Because the software change was such a huge step for them, being able to customize the program to their processes, while slowly transitioning their operations to the new software, was invaluable.

Alltrade has gained new visibility into their operations and financial performance, and their staff of 180 use the software for nearly everything: maintenance, leasing, marketing, accounting, reporting, generating critical letters and documents, and more. New insights into their leasing performance allows them to incentivize staff and promote healthy competition.

And by working with Rent Manager's Professional Services team, Alltrade created custom reports to track the company's key performance indicators (KPIs). These reports include metrics such as overall occupancy, economic occupancy, maintenance cost per door, and more.

“More than anything, **Rent Manager has given visibility into our metrics** that we really struggled to track in a reliable manner. Through this visibility, we now **make more informed decisions.**”

Kristin Hatten

Director of Professional Development



New visibility into core metrics

With Rent Manager, Alltrade has discovered many areas where they can operate more efficiently—from creating standard client report packages, to internal reporting, record keeping, and standardizing the language in their documents. They've experienced significant time savings on data entry and reporting, and have been able to streamline workflows and employee training like never before. . .

- New visibility into metrics, which enable informed decisions
- Reduced costs through efficient workflows
- Significant time savings via automated data importing and reporting
- Ability to strategically position themselves in the market

Alltrade has maintained its portfolio size since converting to Rent Manager, but has also seen the sophistication of their clients increase, while experiencing an uptick in opportunities within their asset portfolios.

Utilizing Rent Manager has allowed Alltrade to market themselves to new clients, residents, and employees in ways they were not able to before. For example, by offering an easy online application and payment system, the process to apply, pay rent, etc. is much more convenient for residents. For owners/investors, they are able to deliver precise reports that share meaningful insights into their assets. For potential employees—especially in leasing—Alltrade can demonstrate countless ways that Rent Manager will save time and simplify processes for them.



PRODUCTS USED:

- Rent Manager Online
- rmVoIP Integrated Phone System
- Owner and Tenant Facing Portals
- rmAppSuite Pro:
 - Service and Inspection Apps
 - Text Broadcasting,
 - Phone Broadcasting
- Internal Training Program:
 - Rent Manager University Plus

INTEGRATIONS:

- PayLease
- AmRent
- AvidXchange
- Rent Recovery Solutions
- Tenant Turner
- Apartment List
- RentSync powered by Landlord Web Solutions

