

entrata

Features for Social Distancing

COVID-19 RESPONSE

Entrata Features for Social Distancing



DISCLAIMER:

Please consult with your operations team prior to implementing new policies and workflows. To access screenshot demonstrations for these options, contact your Entrata representative.

MESSAGE CENTER AND FILTERED LISTS

Quickly send bulk emails to all your residents or even a targeted group of residents using Entrata's dynamic list feature. TIP: use a consistent subject line when communicating a specific topic. For example: Entrata Apartments, Community Update, 3/16/20

- **(Tools > Message Center)**

SCHEDULED CALLS

Set up bulk outbound calls to all current or future residents using Entrata's Scheduled Call functionality. You can record a message, or use our text-to-speech engine to type out a message that will be converted into audio and sent to your designated recipients.

- **(Setup > Company > Residents > Scheduled Calls)**

CONTACT POINTS

Use contact points to augment your current capacity to handle incoming communication. For example, a contact point for missed calls can be utilized to auto-send an email and/or SMS message to any lead or resident that goes unanswered with additional information for the best way to get a hold of your team.

- **(Setup > Property > Communication > Contact Points)**

OFFICE HOURS ADJUSTMENTS

You can adjust both your general office hours and your specific appointment availability independently. Set default appointment length and limit the number of simultaneous appointments to ensure the best possible experience for your teams and visitors.

- **(Setup > Property > General > Hours) (Setup > Property > Calendar)**

ENTRATA VOICEMAIL

With Call Tracking, voicemail messages are emailed as audio files to any number of recipients at each property, making sure you can access your voicemail from anywhere. You can use Entrata settings to record your voicemail greeting and even determine how long the phone will ring.

- **(Setup > Property > General > Contact Methods > Greetings & Voicemail)**
- **(Setup > Property > Communication > Call Handling > Call Tracking)**
- **(Setup > Property > Communication > Notification Recipients)**

RESIDENTPORTAL ANNOUNCEMENTS

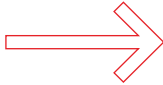
Generate custom announcements for ResidentPortal with prioritized information that residents will see every time they log in.

- **(Residents > Community > Announcements)**

BULK SMS SENDING

Send mass SMS text messages to residents directly from each of the Leads, Applicants, or Residents tabs. Once you have filtered your list, the bulk drop down let's choose text as an option. Entrata will automatically filter out any recipients that have not opted-in to SMS communication and give you a preview of that list.

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ABSORB ACH AND CREDIT CARD FEES

If you aren't currently, consider absorbing ACH and credit card fees to incentivize the use of online payments and eliminate the need for customers to visit the leasing office during rent week. Please contact merchantservices@entrata.com to request this change.

ENABLE PARTIAL PAYMENTS

Give your residents more flexibility during stressful times by enabling partial payments, letting them pay you on a schedule that works for them. Tip: Other settings that combine well with Partial Payments are Allow Late Payments and expanding your accepted Online Payment Days.

- **(Setup > Properties > Residents > ResidentPortal > Payments)**

DISABLING AUTOMATIC LATE FEES

Consider disabling automatic late fees in order to not impose any extra hardships on your residents.

- **(Setup >> Properties >> Financial >> Delinquency >> Delinquency and change Automatically Post Late Fees to No)**

CHARGE CODES

Create separate charge codes and GL accounts to book any waived fees, concessions, adjustments to resident ledgers, then create report filters that show activity for those charge codes and accounts to easily report COVID-19 data to stakeholders.

- **(Setup >> Company >> Financial >> Charge Codes and Setup >> Company >> Financial >> GL Trees)**

NSF FEES

You can suspend fees for residents whose checks may be returned.

- **(Setup >> Properties >> Pricing >> Other Fees)**

For easier, more robust tracking, add a new COVID-19 NSF charge code in a negative amount to offset your fee. The NSF fee will still hit the ledgers, but will be reversed to the proper charge code and GL account.

MTM FEES

To facilitate things for residents who are unable to move out due to the crisis, adjust Month-to-Month fees.

- **(Setup >> Properties >> Pricing >> Other Fees) and MTM rent (Setup >> Properties >> Financial >> Charges >> General).**

Be sure to review any MTM pricing settings already listed.

- **(Setup >> Properties >> Pricing >> Rent and Bulk Edit Renewal Rents)**

Remember: Using a distinct charge code to enhance reporting options.

- **(Setup >> Properties >> Financial >> Charges >> General)**

NOTICES

Update your late notice policy **(1)** to ensure timely communication to residents. You can customize actions in policy documents as appropriate, e.g., easing restrictions on portal-related payments, etc. or customize document templates to address emergency communications and resources **(2)**.

- **(1) (Setup >> Company >> Financial >> Delinquency)**
- **(2) (Setup >> Company >> Communication >> Documents >> Templates)**

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REPAYMENT AGREEMENTS

Send repayment agreements via phone call or email, and execute those agreements in ResidentPortal. Once repayment agreements are set up **(1)**, they can be applied to individuals in the More Actions dropdown of the resident record. Notifications can be set up to keep your office and residents aware when actions are due **(2)**.

- **(1) (Setup >> Properties >> Financial >> Payments >> General)**
- **(2) (Setup >> Company >> Residents >> Notifications)**

POSTING CHARGES

Try posting rent on the 26th. When rent is posted early, nearly 76 percent of renters pay before the 1st, reducing the number of residents seeking face-to-face assistance during rent week. Schedule rent reminders for the early posting date to maximize adoption.

- **(Setup >> Properties >> Communication >> Contact Points >> Payments)**

CONTACT POINTS

Update your contact points to use automated communications to keep prospective renters and residents informed of changing policies **(1)**. Using bulk update settings **(2)** can make those updates fast and easy.

- **(1) (Setup >> Properties >> Communication >> Contact Points)**
- **(2) (Setup >> Properties)**