

entrata



VIRTUALIZE YOUR OPERATIONS

CONVENTIONAL

Virginia Love + John Braithwaite - Entrata

JUNE 2020

MAIN AGENDA

Student Webinar

- Move-In and Move-Out Checklists & Contact Points
- Move-In Scheduler (Coming Soon)

General Features and Settings for 'Virtualizing'

- Delinquency & Pre-Collection Policies
- Early Posting of Charges
- Message Center
- COVID-19 & Inspection Manager
- Contact Points

ResidentPortal and Retention

- Retention Stats
- Virtual Retention Ideas

DELINQUENCY & PRE-COLLECTION POLICIES

- Update your doc templates
- Review your policy schedule
 - Extend your timing
 - Email as many of these as you can
 - Re-examine payment restrictions
 - Utilize Small Balance Reminders
 - Raise threshold?
- Pre-Collections
 - Extend window before sending to collections to account for repayment agreements
 - Lower threshold?

Balance Threshold Based on: Flat Amount

*Balance Threshold: \$50.00

Delinquency Notice Schedule		
TIMING	DOCUMENT	
1	Day Of The Month	Rent Reminder
4	Day(s) Since Last Notice	First Notice
1	Day(s) Since Last Notice	Late Fee Notice
5	Day(s) Since Last Notice	3 Day

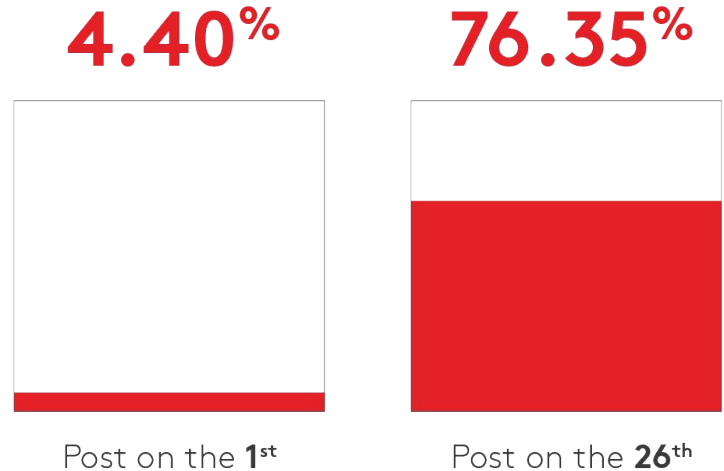
Pathways:

Documents: Setup > Company > Communication > Documents > Templates
Policies: Setup > Company > Financial > Delinquency

EARLY POSTING OF CHARGES

- Post Charges on the 26th of the month
 - Overall collections through the end of the month are stronger as well
- Get a head start, move payments online, then turn your focus elsewhere

Rent Collected Before the 1st



MESSAGE CENTER

- Template Library
- Lists, Lists, and more Lists
 - Use filters
 - Employees and Vendors
- Message Content
 - Merge Fields
 - Social Media
 - Links
 - Attachments
- Schedule

Filter Property Details

LOCATION

Building:

Floors:

Floor Plans:

Unit Types:

Unit #:

COVID-19 & INSPECTION MANAGER

- Move-In and Move-Out Inspections
- Pre-Work Order Inspection
- Pre-"Maintenance is Open" Inspection

Unit Wide

PROBLEM

CONDITION

Cleaning

Pass

Fail

CONTACT POINTS

- Are our CPs stale?
- Template Library
- Bulk Update
- Leads
 - Follow Ups & Reminders
- Applicants
 - Start the journey of portal adoption
- Residents
 - Move-In & Move-Out Process
 - Skips/Evictions
- Renewals
 - Rebuild portal adoption journey

Resident Contact Points

EVENT

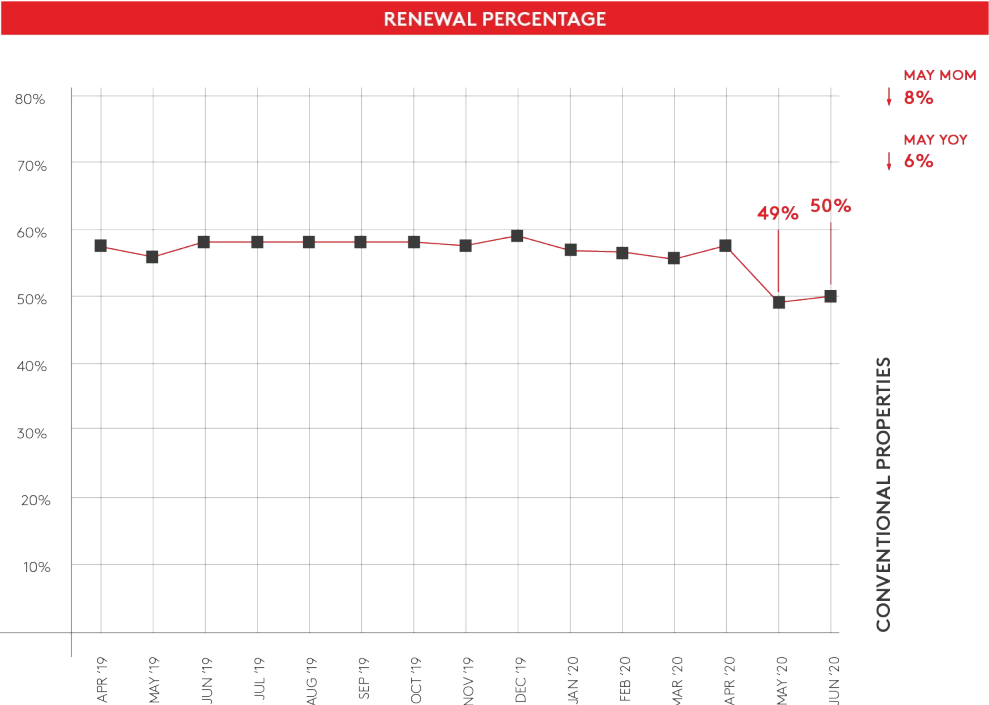
Status Changes

Pre Move-in Reminder (3 days before)

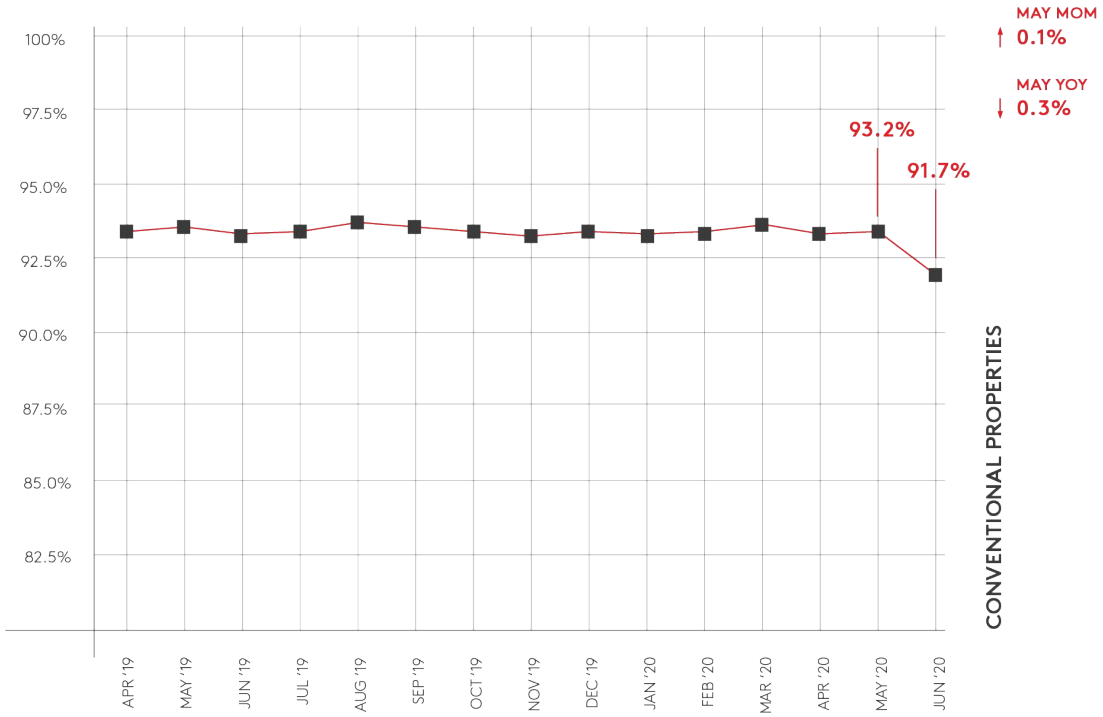
Move-in - On Status Change

Move-in

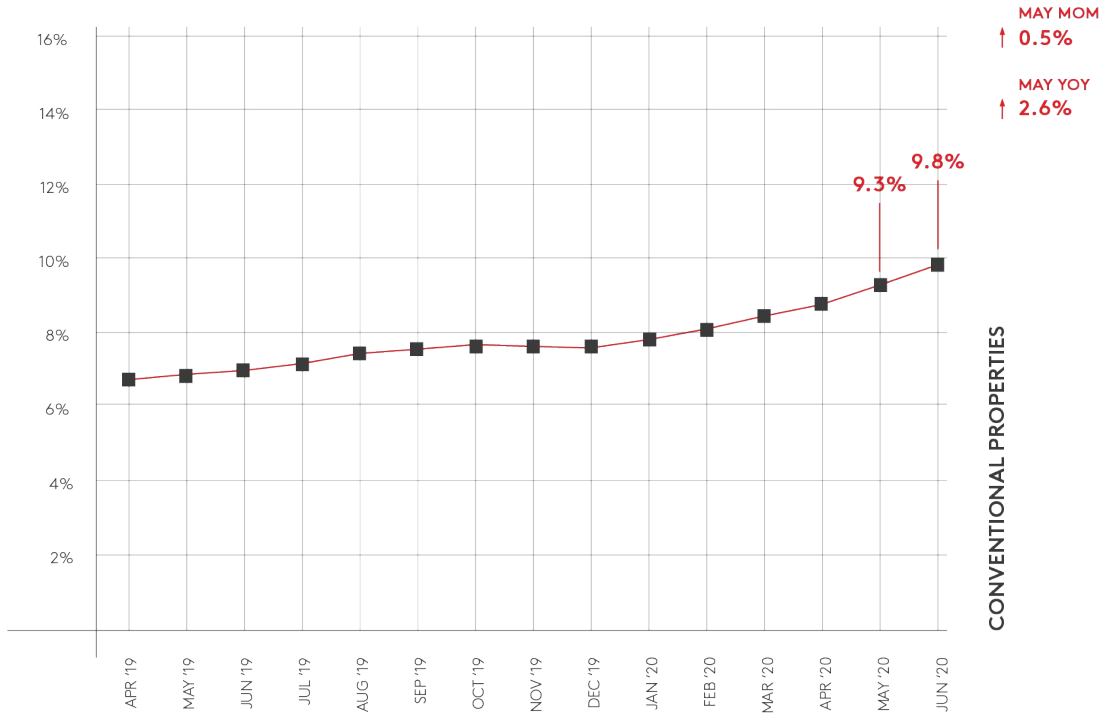
RETENTION STATS



OCCUPANCY PERCENTAGE



MONTH-TO-MONTH PERCENTAGE




VIRTUAL RETENTION IDEAS


- ResidentPortal
 - **Reservable Amenities** - Build value to the property
 - **Events** - Bring people together
 - **Announcements** - Keep people in the loop
 - **Clubs** - Grow the community
 - **Classifieds** - Introduce a small marketplace
- Message Center
 - Pulse survey
 - Survey of retention menu
- MTM and Expiring Tactics

No Balance Due
\$0.00


Events



S'mores Night!
7 pm - 10 pm at the The Patio
Join us for a S'mores party Thursday night on the



Fiesta de Family Feud
2 pm - 5 pm at the Casa de Club
Se va a mostrar el episodio nuevo de nuestra no
comunidad



Study Session
12 pm - 2 pm at the Back Patio
I need some help studying for exams. Slytherin c

Five Takeaways

- Update your touchpoints (Policy Docs, Template Library, and Contact Points)
- Do a settings review
- Create or adjust Message Center Lists
- Set up custom Inspections
- Be creative with your retention campaigns



THANK YOU FOR JOINING!

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