

Entrata's Top 5 Features

In July 2020, Entrata surveyed over 400 of its customers to find out which features on the Entrata platform were most helpful and why.

Top 5

Entrata Dashboard

1

FEATURE TIP

In combination with using Entrata's Customer Relationships Management tools, Peak Campus uses the dashboard as an effective tool to stay in touch with leads. The dashboard allows them to manage progress throughout the customer journey and helps track lead to lease conversion.



Peak Campus has seen leases convert **three days faster** since moving to Entrata.

"At Peak Campus we love the dashboard because we're able to prioritize our leads and really focus on those leads that have the highest propensity to lease."

Ashly Poyer
Director of Sales at
Peak Campus

"At Mill Creek we are using contact points to focus on the interactions that need a human-connection. This allows us to get rid of the mundane elements of emailing and focus on our personal touchpoints."

Kaitlyn Hubert
Brand Manager at
Mill Creek Residential

Entrata's Communication Tools Message Center & Contact Points

2

FEATURE TIP

Through Entrata's Contact Points, you can automatically instruct, guide, and stay connected with leads and residents during the times when communication is most needed.

Mill Creek suggests taking the time to block contact points into different call to action elements based on your conversion funnel. This way you'll be able to track which messages in your contact points are converting. You can even utilize UTM links that lead prospects and residents back to the website to add an extra layer of tracking.

By setting up UTM links in their contact points, Mill Creek has seen their website conversion ratio jump to an average of **84%**.

84%

"Entrata's help section, the additional training videos that they have, and the amount of training environments we have access to truly test new features within Entrata, really helps our team excel... For example, [through the Help Section] we learned about lease autogen, and have successfully rolled this out to over 85 of our communities during Covid."

Isa Gutierrez
Systems Transitions
Manager at Cardinal
Group Companies

Entrata's Search Functionality & the Help Section

3

FEATURE BENEFITS

Within Entrata's system, you have access to a variety of resources that will provide any additional help or information about the products, services, and features that you might need.

Make use of Entrata's automated features, which allow you to directly jump to the Entrata training related to the tab or setting you're on. You can also use the "Find My Setting" to help locate and understand any of the specific property settings.

Resources available in Entrata's Help Section

- Training videos
- User guides
- Release Notes

ResidentPortal

4

FEATURE TIP

Through the ResidentPortal, residents can easily submit a work order, pay all of their monthly payments, and see things like their ledger, utility invoices, and payment history. By letting residents use ResidentPortal, property managers will also be able to track and manage all of their residents' transactions in one place.

79%

79% of renters prefer to pay rent online or via smartphone

"My favorite feature within the ResidentPortal is that it creates an open line of paperless communication with our residents."

Sage Kralik
Operations Director at
AION Management

Entrata Reports

5

FEATURE BENEFITS

With a comprehensive set of filters and display options, you can dive deep into your data by customizing standard reports within Entrata's system.

If you cannot find or customize a standard report exactly how you want, W3 suggests using Entrata's custom reporting team to help you create an in-depth report that pulls the specific data you're looking for.



20+ hours saved on monthly reporting by W3 when using a custom report created by Entrata's custom reporting team.

"With Entrata Custom Reporting, W3 was able to create a report that provides all of our KPIs in one report, saving corporate operations 20+ hours on our weekly and monthly reporting. Now that's a HOME RUN."

Z Young
Vice President of
Property Management
at W3 Luxury Living

entrata