

## HSC IMPROVES MANAGER EFFICIENCY WITH INTEGRATION TO PM SOFTWARE



- Location: Western States
- Units Managed: 30,000 Units
- Portfolio: Fee Managed
- Products: ProspectPortal™, ResidentPortal™, ResidentPay™



Since 1989, HSC Real Estate, Inc. has provided high-level property management services to clients from throughout the United States. Whether corporations, partnerships, individual owners, or government housing groups, HSC's clients have benefited from the personal attention to detail, thorough reporting, accurate accounting, and strategic marketing that help each property reach its maximum investment potential. HSC's commitment to aggressive property management has resulted in remarkable growth, with over 30,000 units now under management across eight Western States.

“Property Solutions’ saves us 5 – 6 minutes for every online payment received and 10 – 15 minutes per online lease application.”

CHALLENGE	SOLUTION	RESULT
Preserve HSC's tradition of maximizing property value for clients.	Launch Property Solutions community web sites to enhance marketing and expand services.	Accurate up-to-the minute reporting due to streamlined integration with management software.
Provide residents and prospects easier access to community services.	Implement online applications, maintenance requests, and payments.	Increased resident satisfaction with access to services and simplified leasing process.
Help property managers improve efficiency in daily transactions.	Integrate web site data with existing property management software.	Reduced walk-ins and phone calls to the leasing office leading to increased manager efficiency.

## THE CHALLENGE

“HSC trains its employees to constantly think like property owners,” explains Naomi O’Ferrall, HSC’s Corporate Trainer. “Our on-site managers want to achieve the maximum value for their community.” With that goal in mind, HSC managers began to notice inefficiencies in their traditional processes. Interactions with residents and prospective renters were limited to business hours, while most daily transactions (e.g., lease applications, rent payments, and maintenance requests) had to be re-entered into HSC’s property management software by office personnel. HSC decided to investigate web technology that would improve office efficiency while continuing to provide the high standards of reporting and accounting detail they required.

## THE SOLUTION

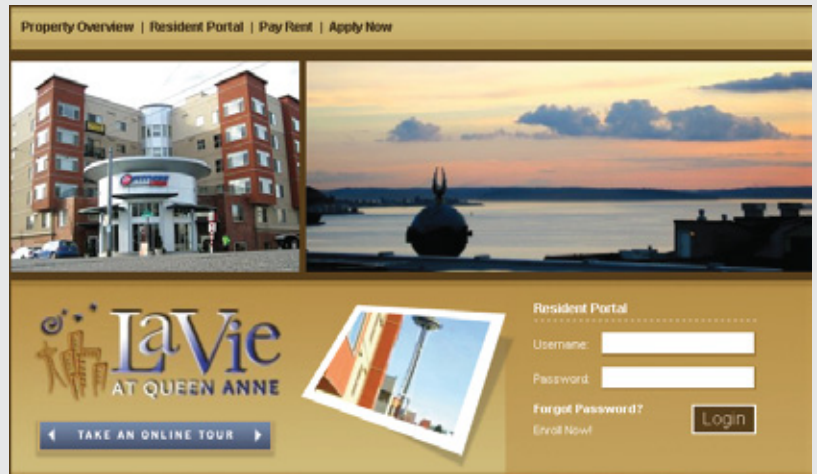
HSC set high standards. “We were looking for a web developer that could customize online lease applications to fit our screening company’s criteria,” says O’Ferrall, “and they had to offer online payment services that would coordinate seamlessly with our own banking facility.” Property Solutions, the nation’s largest provider of apartment community websites, offered the functionality HSC wanted, and more.

Starting in January 2006, HSC launched Property Solutions web sites and online payments for its 190-property portfolio. ProspectPortal™ provided customized online lease applications, guest cards, and lead sources, as well as virtual tours, floorplans, and driving directions. ResidentPortal™ gave HSC’s residents the ability to submit maintenance work-orders 24 hours/day, with additional access to community information. ResidentPay™ provided online payment options for rent, deposits, and application fees.

Most importantly, Property Solutions web site technology integrated fully with the AMSI eSite property management software used by HSC. Community web sites displayed real-time apartment availability with data pulled from HSC’s software, then allowed prospective residents to reserve specific units with their online application. Meanwhile, managers no longer had to re-enter applicant information, which transferred automatically to their eSite software. Similarly, payments made through the web site, by credit card or electronic check, were posted immediately to accounting software, allowing real-time reporting and eliminating data re-entry.

“HSC trains its employees to constantly think like property owners,...to achieve the maximum value for their community.”

HSC's community web sites provide 24/hour access to management services while promoting each property's unique atmosphere.



## THE RESULTS

HSC met its goals for improved efficiency with Property Solutions web site technology. “Our managers now have more control over web site content, and with the software integration they save time and operate more efficiently,” says O’Ferrall. “Residents and prospects love it because it’s so convenient.”

O’Ferrall estimates that Property Solutions’ software integration saves office personnel an estimated 5 – 6 minutes for every online payment received and 10 – 15 minutes for every online lease application. “HSC’s commitment to our clients means keeping up with relevant technology,” O’Ferrall explains. “Property Solutions provides the web based management tools and software integration that let us offer the highest value to our clients and the best service to our residents.”



Founded in 2003, Property Solutions International, Inc. is the nation's largest provider of apartment community web sites and a leading developer of innovative property management software tools. The company offers a variety of web-based solutions for leasing, rent collection, and maintenance request processing. Property Solutions' web portals and electronic payment processing tools offer the advantage of full data integration with most widely-used property management software packages. For more information, go to [www.propertyolutions.com](http://www.propertyolutions.com).

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