

Property Management **Industry Analysis**

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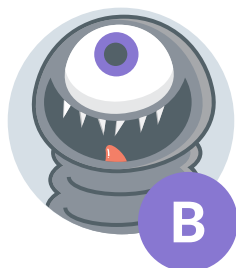
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PREFACE:

SAS Knows that **Growth Depends on Availability.**

Property Management companies know that using voicemail to field missed calls means new leads will be lost, emergencies will go unanswered, and no one will be around when tenants need you most. And when it comes down to it, the more calls you miss, the less favorable your reputation, and the less you grow. That's why many property management professionals look to Specialty Answering Service to provide exceptional 24/7 live-operator customer support.

If you've never used a call center, or if you are using a service and want to do a side-by-side comparison, then this property management analysis of a few of our valued clients will point you in the right direction.



Start with **Programming Basics.**

Succinct, straightforward scripts are the key ingredient to a successful phone call. Whether you're using SAS as an answering service or virtual receptionist, guiding the operators by way of frequently asked questions or specific language to employ will ensure that calls flow smoothly for the customer and operator alike.

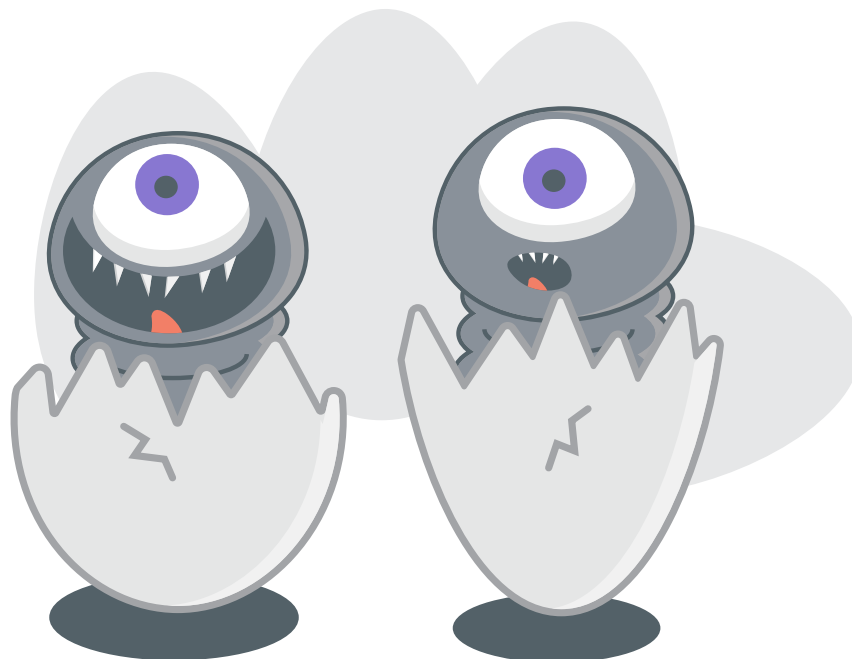
We've broken programming down into two parts.

Part 1

Frequently Asked Questions

Part 2

Call Handling Cross Section



Part 1: *Frequently Asked Questions*

FAQs allow our receptionists to provide general knowledge via phone rather than take a message. The majority of accounts contain details such as location, business hours, phone number, and website. Additional questions are formatted with concise, uncomplicated language.

Here's how four of our property management clients personalized their FAQs.



- When will our roads be plowed?
- Do you have a drop box for rent payments?



- Do you handle both commercial and residential properties?
- Do you offer 24-hour maintenance?



- What do you consider an emergency maintenance issue?
- My hot water heater isn't working. What should I do?



- Can I use the online portal to submit a service request?
- What are your office hours?

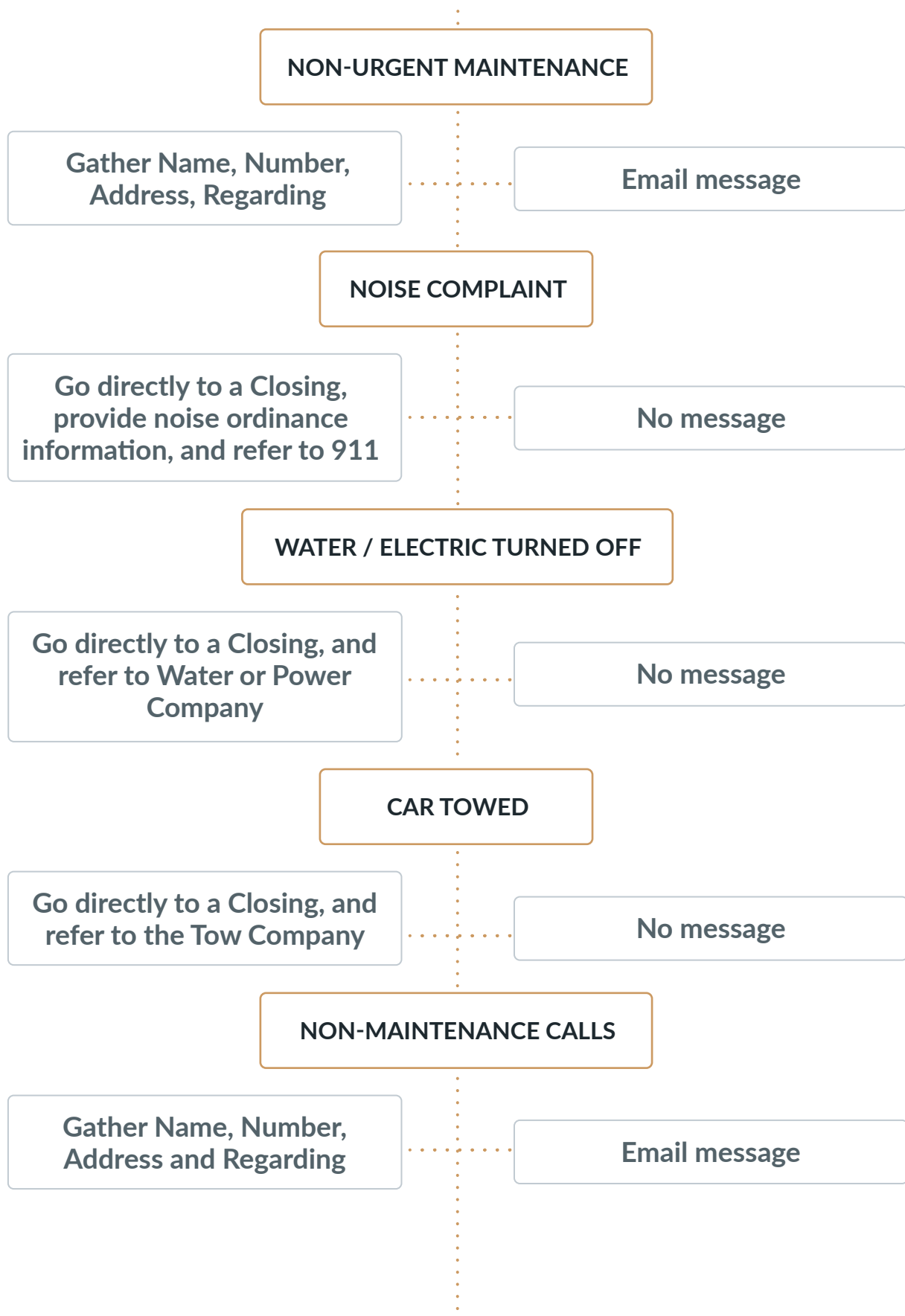
When an emergency isn't really an emergency: Sometimes, what a tenant considers an emergency may have an easy fix. For example, an air conditioner on the fritz could be as simple as a thermostat that needs batteries or a filter that needs to be cleaned. It may be beneficial to include information in your FAQs that will enable operators to walk callers through basic troubleshooting and eliminate the need to have a technician visit the property during off-peak hours.

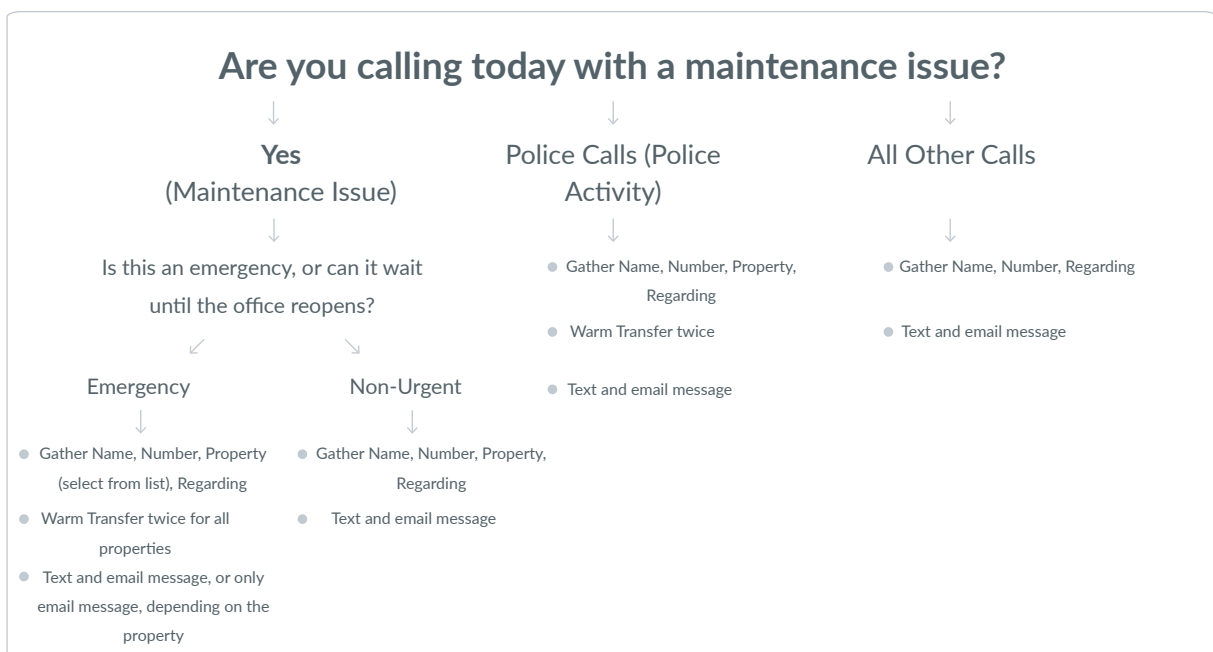
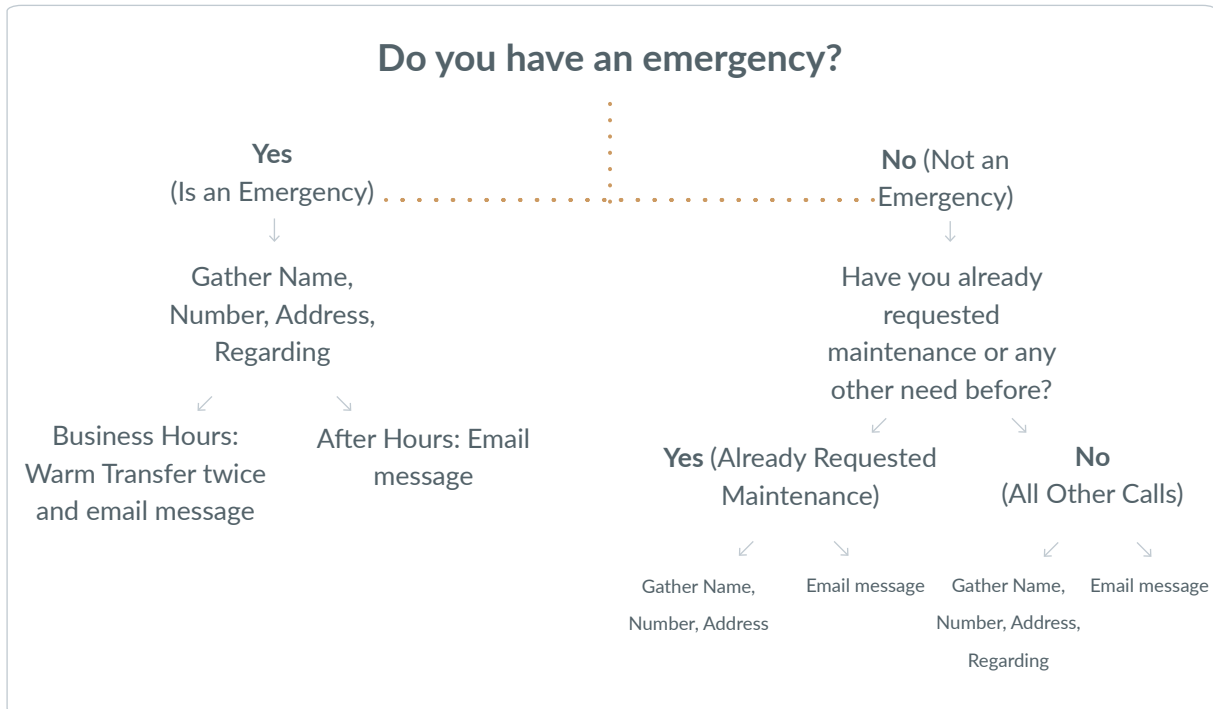
Part 2: ***Call Handling Cross Section***

Call handling, or scripting, is what the operators use to interact with your customers. You might have different instructions based on the caller's question or issue, or maybe you want a basic message for all calls.

As you can see below, scripts run from simple message taking to more involved scenarios.









The details above are just the tip of the iceberg. There are all kinds of things that you can add to your script, such as Web-Based Maintenance Requests, Custom Integrations for Online CRM software, Continuous Reach On-Call for emergencies, and more!



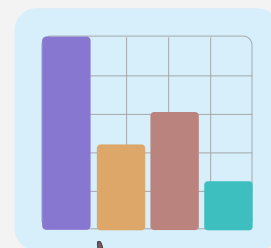
Evaluating Statistics **by Call Type.**

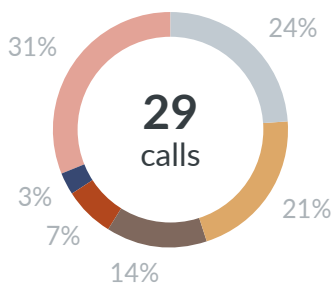
Depending on the nature of your property management company, inbound call statistics can vary. For example, you may see an uptick in maintenance calls during summer and winter months, when air conditioning and heating are essential.

Understanding your call traffic helps SAS staff accordingly, and the data trend will give you an indication of which months might cost you a bit more or a bit less so that you can plan ahead from a financial standpoint.

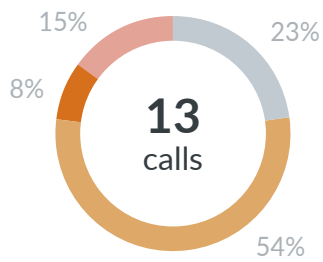
Check out the 2017 call volume breakdown for these four clients.

Whether you're looking for the total number of calls or calls segmented by type, we have you covered. Knowing peak hours will help you determine whether to use SAS 24 hours a day or just for after-hours or overflow support.

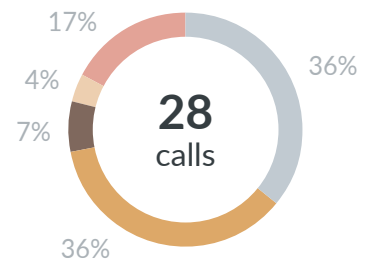




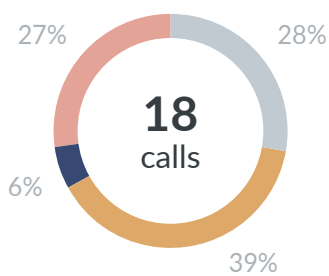
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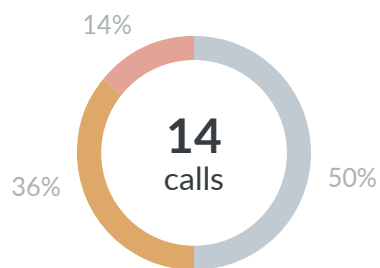
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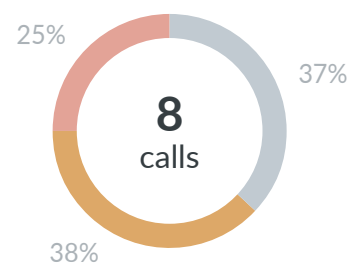
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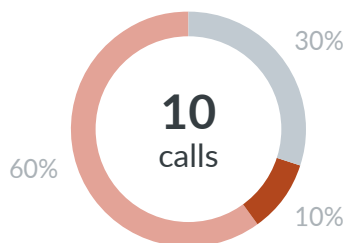
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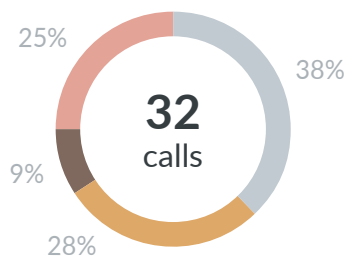
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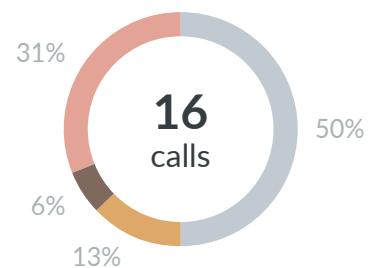
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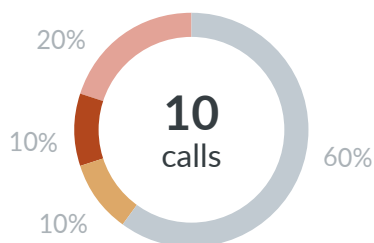
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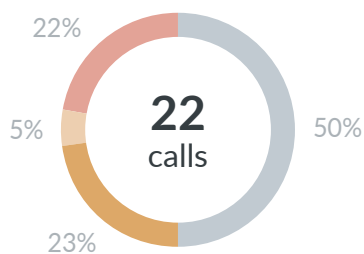
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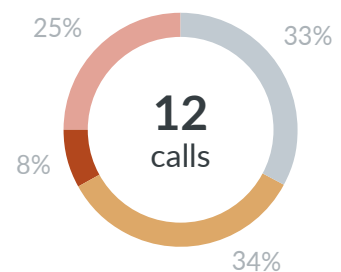
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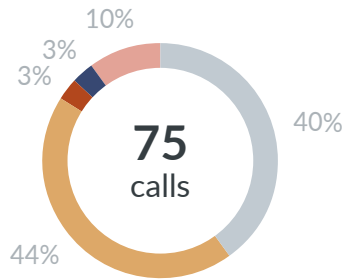
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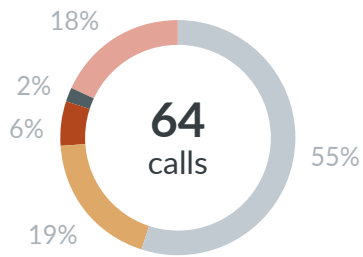
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LEGEND:

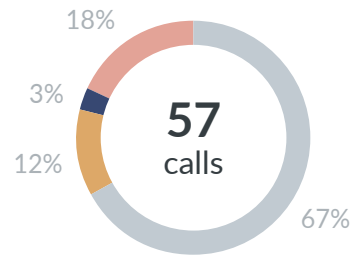
- Non-Urgent Maintenance
- Lock Out
- Noise Complaint
- Looking for an Apartment
- Water Turned Off
- Info Only - Answered Question, Solicitor, Wrong Number
- Emergency
- Electric Turned Off



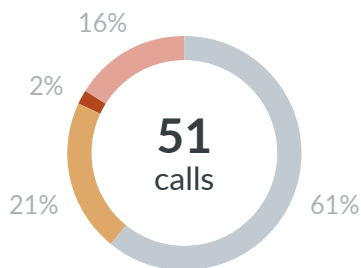
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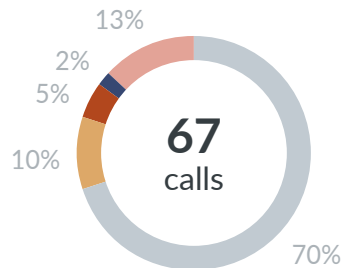
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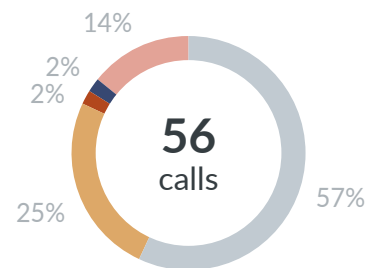
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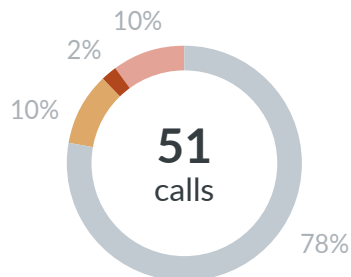
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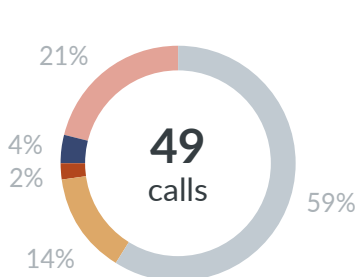
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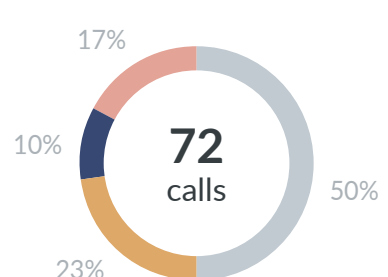
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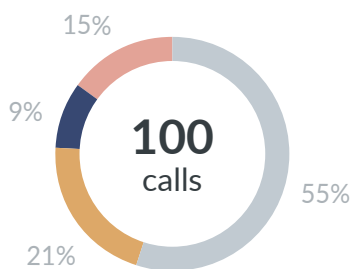
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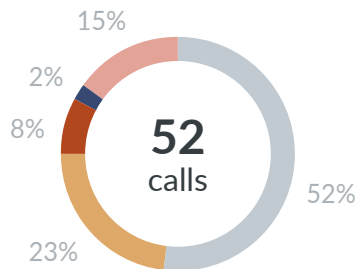
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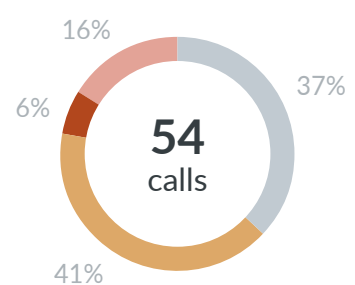
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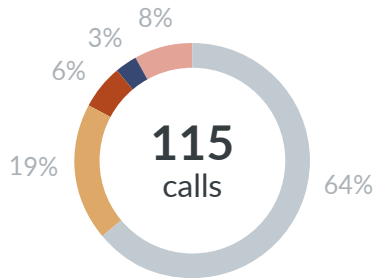
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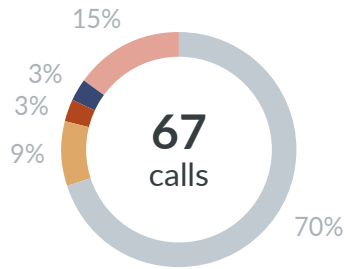
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LEGEND:

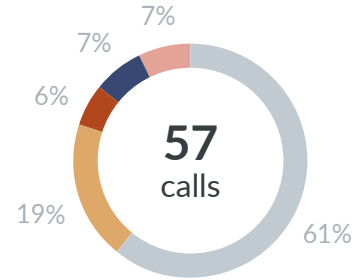
- General Message
- Non-Emergency
- Info Only – Answered Question, Solicitor, Wrong Number
- Emergency – No Answer
- Call Transferred



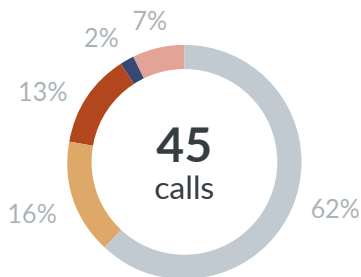
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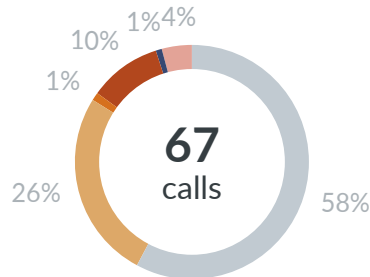
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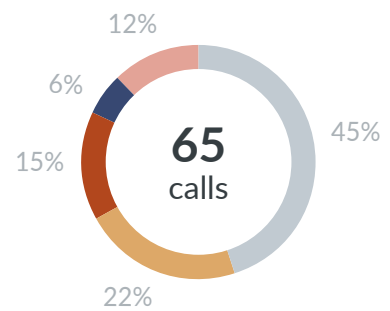
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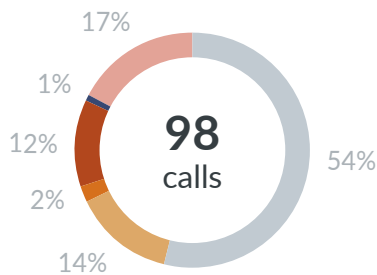
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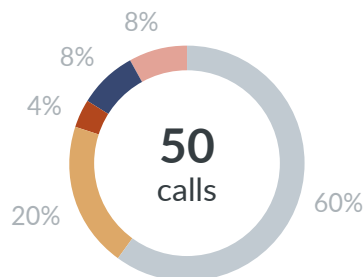
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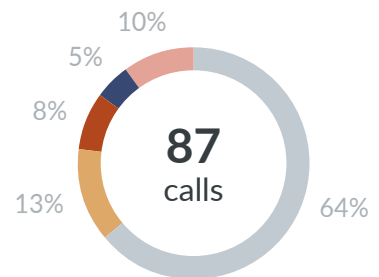
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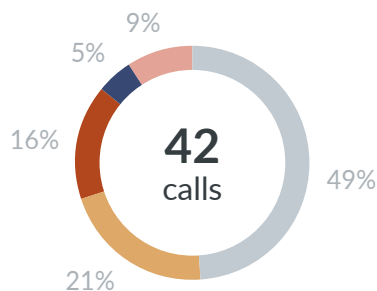
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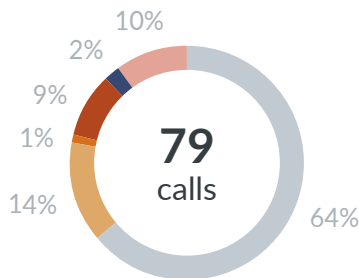
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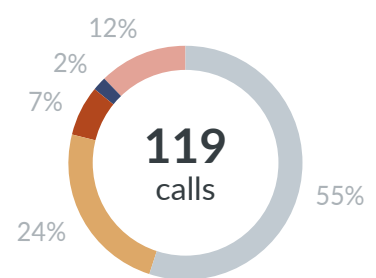
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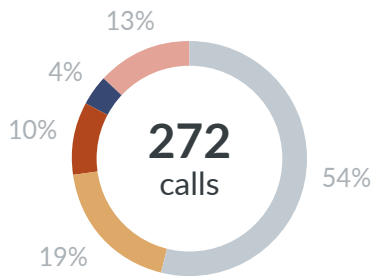
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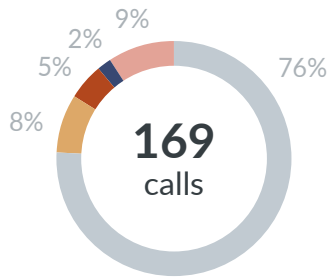
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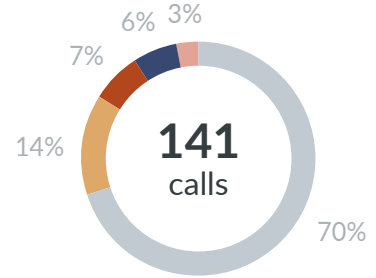
- Call Transferred
- Non-Urgent
- Police Calls – No Answer
- Emergency – No Answer
- General Message
- Info Only – Answered
Question, Solicitor,
Wrong Number



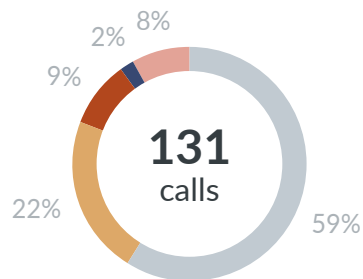
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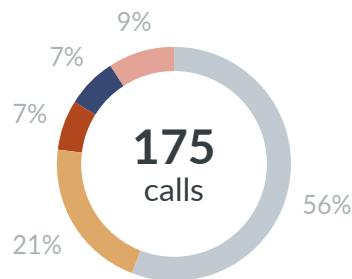
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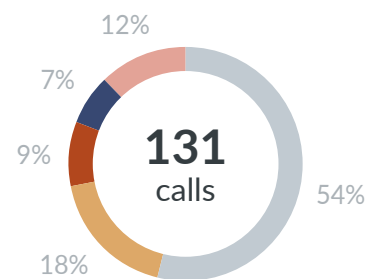
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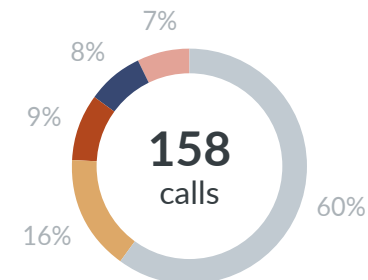
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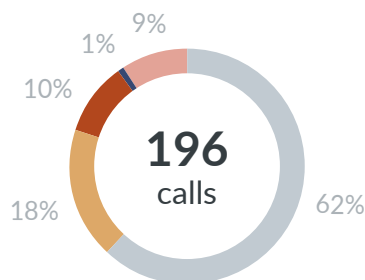
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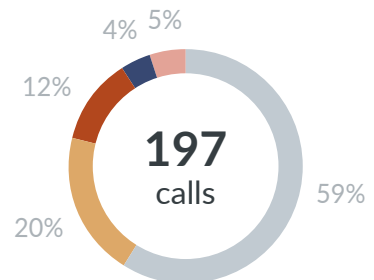
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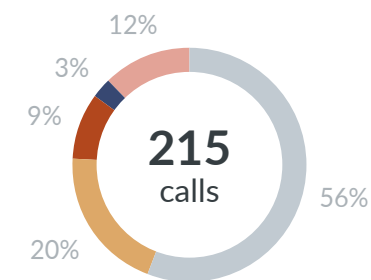
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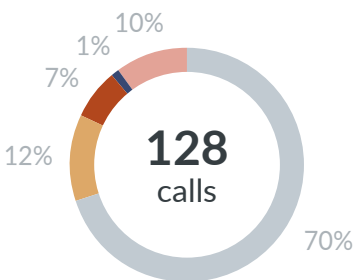
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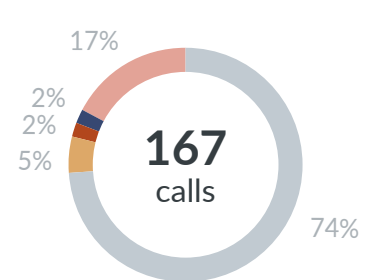
September 2017



October 2017



November 2017



December 2017

LEGEND:

General Message

Dialed out

Maintenance

Maintenance - Call Transferred

Info Only - Answered Question, Solicitor, Wrong Number

Putting it All Together

Call Volume Statistics.

Taking an average of the data for all four property management clients, in 2017, we answered approximately :

1,062
CALLS

totaling
4,168
MINUTES

with a typical length of
3.51
MINUTES PER CALL

Client



| | | | | |
|-----------------------------|--------|---------|----------|----------|
| Answered calls | 308 | 906 | 972 | 2,060 |
| A total minutes | 618.28 | 3289.95 | 4,056.38 | 8,707.71 |
| Average call length minutes | 2.01 | 3.63 | 4.17 | 4.23 |

The Cost for **Amazing Service.**

At SAS, we strive to provide cost-effective service that is designed to improve your day-to-day operations and make your life easier.

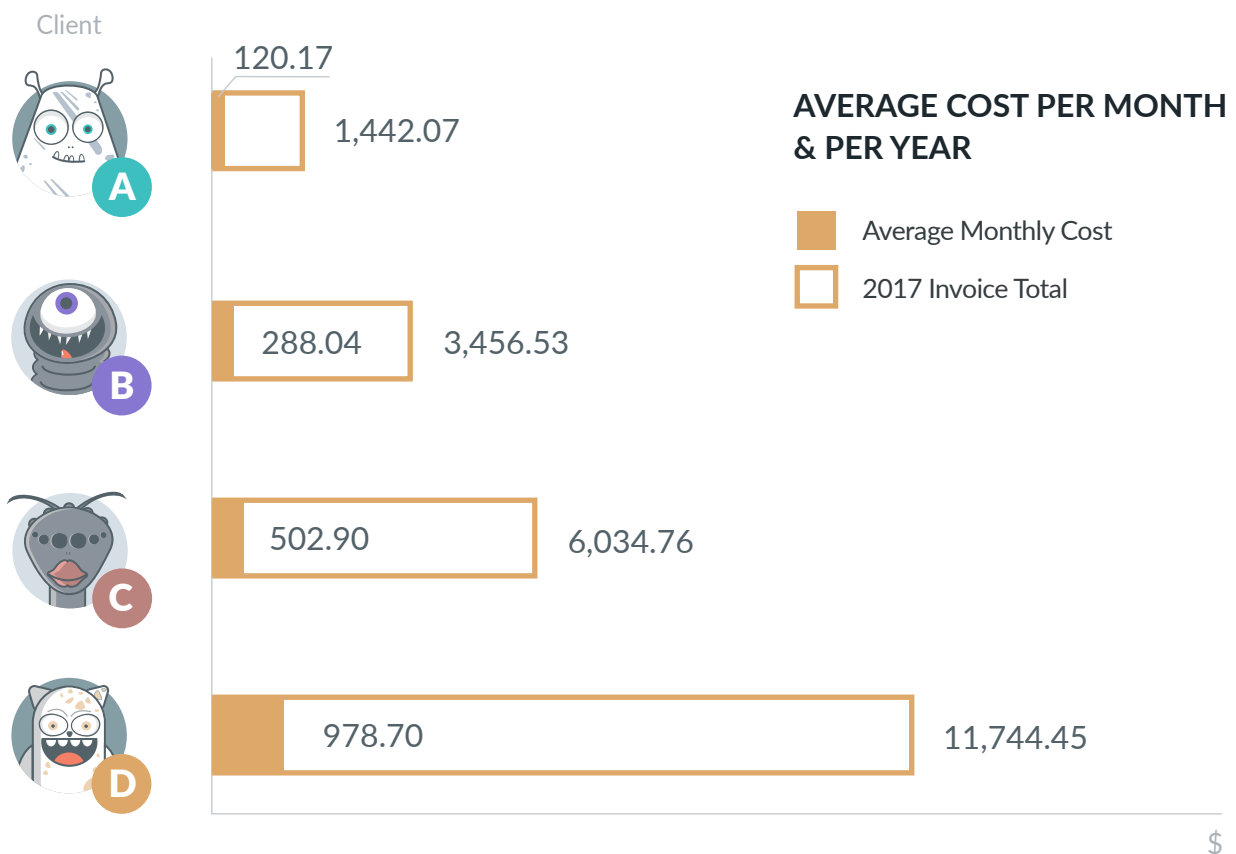
Based on our data, the average property management company can expect to pay around:

\$472
PER MONTH

&

\$5,669
PER YEAR

Consider this. According to Glassdoor.com, the average salary for a full-time receptionist is around \$29,000. That's more than twice the annual invoice total for our busiest property management clients, and it doesn't take into account overhead costs such as insurance and equipment!



Gaining Perspective.

Ultimately, what are the benefits of using Specialty Answering Service over having an answering machine manage your missed calls? Reviewing the call and cost data as a whole, the answer is clear.

If you're looking for ways to justify cost, this generalization will do the trick:

- You receive 1,062 calls per year.
- As a result of your busy schedule, you miss 320 calls for residential property maintenance in a 200-unit complex, or about 30%.
- Instead of leaving a voicemail, tenants contact the landlord for assistance. With no time to field maintenance calls, the landlord decides to look for another property manager.
- According to ApartmentList.com, the average rent for a 1-bedroom apartment in the United States is \$951, and the average rent for a 2-bedroom apartment is \$1,180.
- AllPropertyManagement.com notes that most property management companies charge fees between 8% and 12% of the monthly rental value. We'll go with 10%.
- The average cost of having SAS capture the missed calls might be close to Client C's invoice total. We'll round it up to \$6,050.



Now, let's imagine two scenarios:



1-Bedroom Rental

- 200 tenants x \$951 =
=\$190,200 x .10 = \$19,020
- **19,020 - \$6,050 = \$12,970**



2-Bedroom Rental

- 200 tenants x \$1,180 =
\$236,000 x .10 = \$23,600
- **\$23,600 - \$6,050 = \$17,550**

Without SAS:

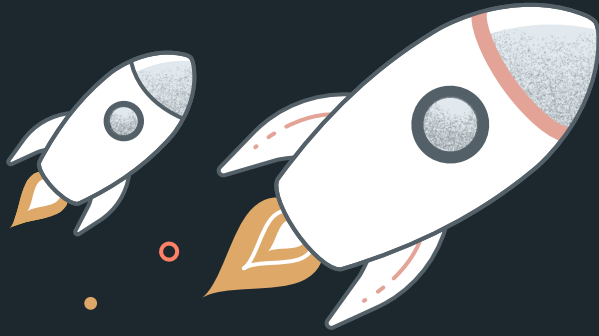
You lose **\$19,020** per year in management fees, and that doesn't include other fees that you might assess, such as those for placing or evicting tenants.

You lose **\$23,600** per year.

With SAS:

You gain back **\$12,970** of the revenue that blew out the window when your answering machine picked up.

You'll have **\$17,550** net revenue.



• Taking You **Farther, Faster.**

With Specialty Answering Service on your side, you will have the freedom to worry less about what you're missing and the time to focus on taking care of the day-to-day matters that every property management company addresses, one tenant at a time.

Contact SAS today, and get ready to open the door to more business, happier clients, and a healthier bottom line!

