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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?
- What do you consider an emergency maintenance issue?
- My hot water heater isn’t working. What should I do?
- Do you handle both commercial and residential properties?
- Do you offer 24-hour maintenance?
- 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.
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.

**LOOKING FOR AN APARTMENT**
- Gather Name, Number, Regarding
- Email message

**I LOCKED MYSELF OUT OF THE APARTMENT**
- Go directly to a Closing, and provide Locksmith’s phone number
- No message

**Emergency Calls (Only Water Leaks, Fire, No Heat)**
- Is your call regarding a Water Leak, Fire or No Heat?
  - Gather Name, Number, Address, Regarding
  - Text on-call
Do you have an emergency?

Yes (Is an Emergency)
- Gather Name, Number, Address, Regarding
  - Business Hours: Warm Transfer twice and email message

No (Not an Emergency)
- Have you already requested maintenance or any other need before?
  - Yes (Already Requested Maintenance)
    - Gather Name, Number, Property (select from list), Regarding
    - Warm Transfer twice for all properties
    - Text and email message, or only email message, depending on the property
  - No (All Other Calls)
    - Gather Name, Number, Address, Regarding
    - Email message

Are you calling today with a maintenance issue?

Yes (Maintenance Issue)
- Is this an emergency, or can it wait until the office reopens?
  - Emergency
    - Gather Name, Number, Property, Regarding
  - Non-Urgent
    - Warm Transfer twice
    - Text and email message

Police Calls (Police Activity)
- Gather Name, Number, Property, Regarding
- Warm Transfer twice
- Text and email message

All Other Calls
- Gather Name, Number, Regarding
- Text and email message
Are you calling about a maintenance issue?

Yes (Calling about a Maintenance Issue or Repair Status)

Is this an urgent issue?

No (Non-Urgent)

Gather Name, Number, Address, Community, Regarding

Email message

Business Hours:

Warm Transfer three times

If no answer, Reach On-Call

Email message

Yes (Urgent Issue)

Calling with a General Complaint

Gather Name, Number, Address, Community, Regarding

Email message

Account Services (Billing Issues, or Questions on Account)

Gather Name, Number, Address, Community, Regarding

Email message

All Other Calls

Gather Name, Number, Regarding

Email message

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!
CHAPTER 2:

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.
Answering Service Industry Case Study: Legal

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

January 2017: 29 calls
- Non-Urgent Maintenance: 31%
- Looking for an Apartment: 24%
- Emergency: 7%
- Lock Out: 3%
- Noise Complaint: 14%

February 2017: 13 calls
- Non-Urgent Maintenance: 23%
- Looking for an Apartment: 15%
- Emergency: 4%
- Lock Out: 8%
- Noise Complaint: 7%

March 2017: 28 calls
- Non-Urgent Maintenance: 36%
- Looking for an Apartment: 17%
- Electric Turned Off: 4%
- Lock Out: 7%
- Noise Complaint: 36%

April 2017: 18 calls
- Non-Urgent Maintenance: 28%
- Looking for an Apartment: 27%
- Emergency: 6%
- Lock Out: 6%
- Noise Complaint: 39%

May 2017: 14 calls
- Non-Urgent Maintenance: 36%
- Looking for an Apartment: 14%
- Emergency: 13%
- Lock Out: 9%
- Noise Complaint: 38%

June 2017: 8 calls
- Non-Urgent Maintenance: 38%
- Looking for an Apartment: 25%
- Emergency: 10%
- Lock Out: 31%
- Noise Complaint: 37%

July 2017: 10 calls
- Non-Urgent Maintenance: 60%
- Looking for an Apartment: 10%
- Emergency: 10%
- Lock Out: 10%

August 2017: 32 calls
- Non-Urgent Maintenance: 31%
- Looking for an Apartment: 28%
- Electric Turned Off: 9%
- Lock Out: 10%
- Noise Complaint: 38%

September 2017: 16 calls
- Non-Urgent Maintenance: 50%
- Looking for an Apartment: 13%
- Electric Turned Off: 6%
- Lock Out: 9%

October 2017: 10 calls
- Non-Urgent Maintenance: 60%
- Looking for an Apartment: 10%
- Electric Turned Off: 10%

November 2017: 22 calls
- Non-Urgent Maintenance: 50%
- Looking for an Apartment: 23%
- Electric Turned Off: 5%

December 2017: 12 calls
- Non-Urgent Maintenance: 34%
- Looking for an Apartment: 8%
- Electric Turned Off: 25%
CHAPTER 3:

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
- **4,168** MINUTES totaling **3.51** MINUTES PER CALL

### Call Volume Statistics

<table>
<thead>
<tr>
<th>Client</th>
<th>Answered calls</th>
<th>A total minutes</th>
<th>Average call length minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>308</td>
<td>618.28</td>
<td>2.01</td>
</tr>
<tr>
<td>B</td>
<td>906</td>
<td>3289.95</td>
<td>3.63</td>
</tr>
<tr>
<td>C</td>
<td>972</td>
<td>4,056.38</td>
<td>4.17</td>
</tr>
<tr>
<td>D</td>
<td>2,060</td>
<td>8,707.71</td>
<td>4.23</td>
</tr>
</tbody>
</table>
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:

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!

<table>
<thead>
<tr>
<th>Client</th>
<th>Average Monthly Cost</th>
<th>2017 Invoice Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>$120.17</td>
<td>$1,442.07</td>
</tr>
<tr>
<td>B</td>
<td>$288.04</td>
<td>$3,456.53</td>
</tr>
<tr>
<td>C</td>
<td>$502.90</td>
<td>$6,034.76</td>
</tr>
<tr>
<td>D</td>
<td>$978.70</td>
<td>$11,744.45</td>
</tr>
</tbody>
</table>
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.
Gaining Perspective

Now, let’s imagine two scenarios:

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

**2-Bedroom Rental**
- 200 tenants x $1,180 = $236,000
- $23,600 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.

**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!