



# The way property maintenance should be.

Creating a positive maintenance experience with HomeRiver Group Boise

*HomeRiver Group Boise has been a Property Meld customer since the fall of 2017. Since implementing smart maintenance, they realized the profitability of a streamlined maintenance process was key to exceeding their company goals. Here is their story.*

## Accounting System: Propertyware

Number of Properties: 3,630

### Summary

HomeRiver Group Boise has been serving Boise since 2005 with the mission to provide aggressive, proactive, and honest property management. They strive to be professional, to communicate well, and to continue educating themselves and their customers. When

workarounds became a habit in their maintenance process, they inadvertently embedded inefficiencies as well. HomeRiver Group did not realize that they had become their own worst enemy in their maintenance process. With this realization they began the hunt for a maintenance solution.

### The Problem

Mac Wrigley, director of the property services group at HomeRiver Group Boise, was charged with creating greater efficiencies to grow revenue and reduce costs. They were experiencing rapid growth and needed a solution that could grow with them. They had found tools to supplement their communication with owners and residents and had a makeshift scheduling process with technicians, vendors, and residents. Their entire process

# Since implementation, their maintenance revenues have increased 30% year over year.

They attribute their growth and increase in top-line revenue to Property Meld

required lots of workarounds like copying and pasting communication from outside the system to capture it for documenting purposes. They needed to do more with fewer people and leveraging a technology solution seemed like the obvious evolution to explore.

## Product Vetting & Potential Risks

HomeRiver Group Boise had investigated Property Meld in 2016, a year before they signed on. At this point they had made the decision not to proceed. There were several things they liked about the Property Meld, but there were a few things they felt were missing. They provided the feedback to Property Meld as to why they were not the right solution at the time, and moved on.

Fastforward a year and HomeRiver Group Boise was revisiting Property Meld as a potential solution. They were amazed at how much evolution and development had taken place. It was apparent that Property Meld had listened to the feedback and grown to meet their clients' and prospects' needs.

The risks for HomeRiver Group Boise centered around cost. They were not replacing one software with another; they were adding a new software, which meant adding an additional recurring monthly expense. They needed to

create enough efficiencies from Property Meld to justify the added cost and the value needed to be high.

*"Our average work orders completed per day jumped from about 6, to 12. Thanks to smart maintenance, we are scheduling residents faster. Before Property Meld, our operating cadence was to send the residents a message, hear back the following day, and then schedule. Now we feel like we have greater visibility, an operating cadence that is much faster, and the API integration with Propertyware is fantastic."*

*- Mac Wrigley, Director of the Property Services*

## Results & ROI

Since implementation, their maintenance revenues have increased 30% year over year. They attribute their growth and increase in top-line revenue to Property Meld.

Since implementing Property Meld, HomeRiver Group Boise has better-coordinated maintenance across three markets. Their maintenance process is faster and more efficient. As a direct result of Property Meld, they are managing more work orders per day, allowing each of their techs to generate more daily revenue.



# **It's time to turn the headaches into profitability.**



# The way property maintenance should be.

Creating a positive maintenance experience with Beaufort Rentals

*Beaufort Rentals has been a Property Meld customer since the fall of 2017. Since implementing smart maintenance, they realized the profitability of a streamlined maintenance process was key to exceeding their company goals. Here is their story.*

**Accounting System: Rent Manager**

**Number of Properties: 717**

## Summary

With a literal lifetime in property management, Matthew Flewelling of Beaufort Rentals was scaling and growing his business, making daily decisions on efficiency and monitoring the bottom line.

## The Problem

Beaufort Rental's original challenge was disorganization. They had loads of work to be done and no way to effectively review information at a glance or schedule. The entire office felt the maintenance-related stress. Constant resident complaints drove the office morale down, and as a boss, Flewelling was angry with his staff for not taking care of it. They were also losing money. With no way to properly schedule in-house maintenance and track their work, revenue was leaking out.

## Product Vetting & Potential Risks

Before attending a 2017 NARPM conference, the Beaufort team had no idea there was a solution to their problems. After visiting the Property Meld booth, they discovered there might be a solution.

# No one can fully appreciate the value of Property Meld until you start to use it.

It all came down to communication for Beaufort Rentals

After exploring different possible solutions, Property Meld stood out as the easiest to use with the highest level of communication. We put Flewelling in contact with a few other users. One stood out as similar to Beaufort Rentals, and they used several of the same processes.

The only risk they considered was that if the product didn't work, it would be a waste of time, and they would be left starting from square one, three, six, or nine months down the road.

## Results & ROI

For Beaufort Rentals, it all came down to communication. With two full-time maintenance guys on the road and over 500 residents, the phone hardly rings, and the team knows exactly what's going on. The scheduling, the reminders, the in-portal communication, and the follow-up eliminates resident calls almost entirely.

## Future Plans

The previous mission for Beaufort Rentals was to make as much money as possible. But now, their goal is to provide the highest level of service to their customers and residents – the money follows organically. They don't want to be the biggest or the richest; they want to be the best. They have put one goal since starting with Property Meld is to use software to be more efficient and improve customer experience. They have recently implemented several new software platforms to do just that, and Property Meld has opened their eyes to the possibilities.

*"To do what Property Meld does for me, you would need one capable full-time employee. Calls, missed calls, searching for the information... it's priceless. I got Meld just as I was looking at hiring another maintenance coordination. I never had to make that hire. In addition, resident review scores have gone up, and employee turnover has gone to 0 because the job is less stressful."*

- Matthew Flewelling, Property Manager



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