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Tech Tips

Managing a multifamily property comes with a lot of responsibilities, from showing apartments to juggling resident packages to managing work orders. To make things more challenging, the industry is experiencing a record-high turnover rate of 33%, according to the National Apartment Association – 11% higher than the national average of 22%.

Between your ever-growing to-do list and the revolving door of employees, it might seem impossible to stay on top of your workload. But with the right technology, you can increase productivity and streamline your daily tasks. Here are four tech tips to help you do just that:

Use Mobile Apps

Mobile apps can be a game changer when it comes to improving productivity. Zippia research found that 93% of employees who own a smartphone and spend at least a third of their time away from their desks use mobile devices for work-related tasks. When employees work from their phones, managers and executives reported a 34% productivity increase.

In the multifamily space, there are plenty of opportunities to check things off your to-do list while away from your desk. For example, you can use your marketing partner's app to update apartment listings and manage your online presence. When someone drops by for a tour, use your property management system's app to check apartment availability on the spot. If you need to check out multiple keys at a time, your key control provider's app can help you keep track of which key is which.

Adopt a Package Management Tool

Package management is a time-consuming task for multifamily professionals. In a National Multifamily Housing Council survey, data showed that the number of residents who receive three or more packages per

month increased from 55% to 76% from 2019 to 2021 (the latest report available).

Adopting a package management tool can help streamline the process of managing these additional deliveries. Locker rooms and off-site storage facilities are two popular solutions, but they may not always be feasible. If you don't have the space for lockers or don't want to inconvenience residents by asking them to pick up packages off-site, consider a package tracking application that includes a handheld barcode scanner and digital signature capture pad. With this tool, you can easily scan packages when they arrive, and residents will receive a text or email notifying them when their package is ready for pickup. This way, you can streamline the process of managing additional deliveries, saving time and reducing frustration for both you and your residents.

Spend Less Time Switching Between Software

According to data from Cornell University, people spend an average of 36 minutes per day switching back and forth between software applications, and it takes almost 10 minutes to regain focus after each switch. To minimize the time you spend switching between applications, try these tips:

• **Use a single tool for multiple tasks.** For instance, if your employees are already using an electronic key control system, consider using it for other tasks such as clocking in and out, managing work orders and tracking resident packages. By having all of these features in one platform, your team can save time by not having to switch between different tools.

• **Synchronize data.** By sharing data between different platforms (like your property management and electronic key control systems), you can maintain current information on key availability, resident contact details and more. For example, if a resident picks up a package, the package tracking information can be automatically updated in your property management platform. By synchronizing data, your team can avoid manually updating information across different platforms, which can be time-consuming and error-prone.

• **Automate reports.** Schedule reports to be emailed to you so you don't have to log into a specific application every time you need to run or review a report. For instance, you can set up automatic reports to track key usage, resident move-ins and move-outs, and maintenance requests. By automating reports, your team can save time and focus on other important tasks.

By following these tips, you can reduce the number of times you switch between applications and increase your team's productivity. Additionally, using technology to streamline your workflows can help reduce errors and improve the resident experience.

Upgrade Your Manual Key Logs

If you're still using an outdated key management method like a pegboard and manual logbook, it's time to upgrade to an electronic key control system. These systems automatically record key checkout and check-in details, eliminating the need for manual logging. Additionally, with automatic text or email alerts and alarms, management will spend less time monitoring key activity. By having a reliable record of who used which keys and why, you'll reduce your property's liability.

If you have smart locks, you can even program fobs and store them in the system to avoid the need to reprogram fobs every time you need access to certain apartments.

As a multifamily professional, you have a lot on your plate, but technology can help. By adopting a package management tool, using mobile apps, minimizing app switching and using electronic key management, you'll see a big difference in your day-to-day workload. ⌂

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