



SiteTablet by Property Solutions

One year after its launch, the SiteTablet™ iPad application has been recognized by the multifamily industry as the most innovative new technology. Property Solutions CEO Dave Bateman sits down to discuss what inspired the application and where it's headed.

Q: The SiteTablet™ app for iPad was voted the most innovative technology by MHN readers. Where did the idea come from?

A: We had our team trying out the iPad and brainstorming ways to harness its unique capabilities as soon as it came out. We focused on ways to make SiteTablet an all-inclusive tool for site-level property management staff. That meant including tools for both marketing and resident retention. We envisioned SiteTablet as a way to automate a wide variety of daily tasks and help get property staff out from behind the desk and interacting with residents and prospects more effectively.

Q: How has SiteTablet impacted the management strategy and processes of your customers?

A: Our clients have told us that one of the best things about using the iPad in the leasing office is how cool it makes them look. True story! Prospective renters walk in and see a leasing agent with an iPad, or are able to interact with property and unit information or enter their guest card on the touch-screen form...they walk out with a great impression of that property.

We've also seen SiteTablet contribute to our clients efforts to "green" their leasing offices by cutting paper and printing costs. The information on a paper brochure will always be stuck in time, while a digital brochure provides real-time availability information and pricing so prospects can leave the office with an email instead of a handful of paper.

Q: How do management companies justify spending \$600 per iPad for each property?

A: If the SiteTablet were just a piece of technological eye-candy it wouldn't make sense to invest that much on hardware. But beyond reducing paper and printing costs, our clients have been able to use the tool to streamline processes, automate forms, and improve interactions with both residents and prospects. The integration between the SiteTablet and property management software creates enough efficiency to make our clients using the SiteTablet very happy with their investment.



Q: How are property managers responding to the SiteTablet?

A: Clients have been overwhelmingly positive. There are three things about this technology that everyone really loves: First, it puts everything the property manager needs literally at their fingertips. Real-time availability and pricing? Check! Guest cards? Applications? Leases? Check! Work orders? Applications? Check! Online payments? Check!

Second, the SiteTablet acts as a mobile kiosk that managers can carry with them when touring units or walking the property. The added mobility lets them answer any questions immediately.

Finally, properties using the SiteTablet tell us that they are able to focus more time on personal interactions and building relationships with their residents and prospects because it allows them to spend less time managing forms, paperwork, and data-entry.

Q: For those considering adding the iPad to the leasing office, what insights would you share?

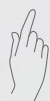
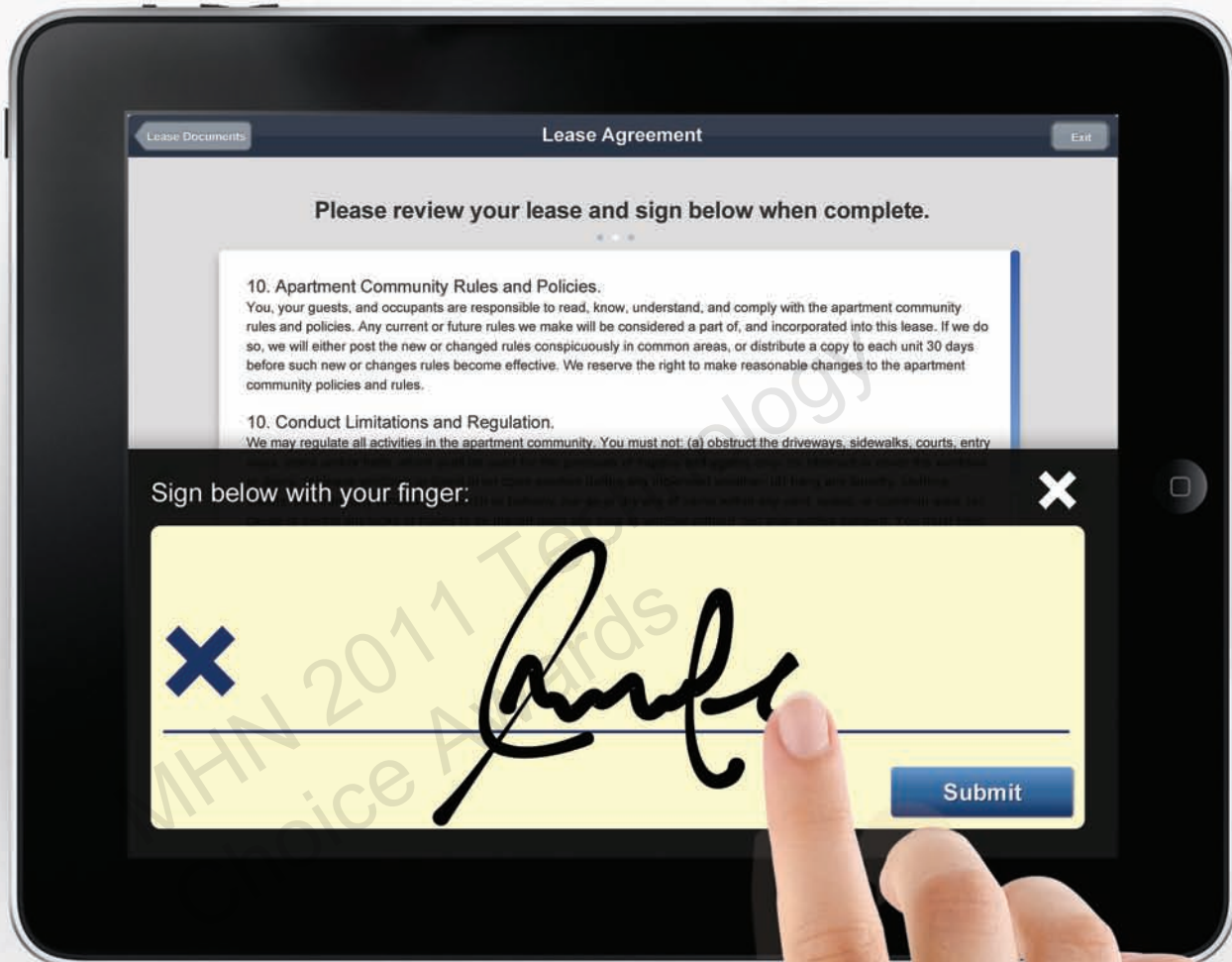
A: Make sure to give your staff ample training and opportunities to get comfortable with the technology. The iPad can really go a long way to making leasing agents more effective at customer service. A prospective resident wants to know where the nearest dry cleaner is or how to get to the freeway? With the iPad, a leasing agent can answer these questions in a matter of seconds. With new apps daily, the possibilities are limitless. On the flip side, they may just spend a lot more time playing Angry Birds.

Q: One of your SiteTablet campaigns is "The Tablet Has Evolved." How is SiteTablet evolving to meet property managers' needs?

A: It just keeps getting better. When we released SiteTablet with leasing functions, resident tools, and real-time integration we were ahead of the curve. Since then we've beefed up its marketing capabilities and added online lease and renewal signing. Now someone can come in and actually sign their lease on the touchscreen with their fingertip. And we'll keep innovating; think move-in and move-out checklists with unit inspection forms that link directly to maintenance requests. We anticipate that the SiteTablet will continue to lead the industry in functionality. ■

Property Solutions SiteTablet™ ...

A nice touch.



See it in action
Scan the QR code to watch
our SiteTablet video



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