

CRM and Rent Manager

An important business capability not generally mentioned or recognized among small to midsize property management companies is CRM (Customer Relationship Management). It is however, a very important facet of property management operations. It is also a very important feature of the Rent Manager Systems.

The concept originated in the 1970's and began its software development with the mainframe systems of that time and the large companies that used those systems . Initially the spreadsheet reports established categories for the communications directed to clients and prospects. It became apparent that information about clients and prospects could be of value in both creating more business and also maintaining business via regular contacts and communications,

In 1986 a customer evaluation system called ACT was released which provided a contact management service and database. I had the opportunity to assist a company that was using Act and a popular property management system during the "90's". They were interested in tracking both property management owners and real estate brokerage clients, There appeared however, to be an ongoing issue of the client data not being updated for both systems resulting in a lack of synchronization.

Follow on systems appeared in the 1990's some that became popular based on their presence among Fortune 500 companies. They included PeopleSoft, Oracle and SAP. The first cloud based systems appeared at the end of the 20th century and began to proliferate during the millennium.

Initially property management systems for the most part was focused on the accounting and the reporting of the systems. Later, letter writing was introduced and integrated as an important element of CRM. Tenant prospects and the means to track them began to appear in some systems along additional routines and reminders for follow on communications.

Systems developers who have been involved with the development of property management systems the longest logically are most likely cognizant of the importance of CRM. Rent Manager appears to recognize that need and provides many features and system functions promoting CRM capabilities. They include:

Prospect routines and reporting –

Reminders –

User Defined Fields -

User Defined Tabs -

Letters, E-mails and Texts –

Broadcasting -

Phone Integration –

And More -

It often appears that senior management is not aware of the CRM capabilities or their importance in maintaining positive and frequent contacts with prospects, tenants and owners for not only maintaining business , but also increasing the business via CRM operations.

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