PROPERTY MANAGEMENT APPLICATION USING SALESFORCE

Property

management

PROJECT NAME:

Property Management Application

Using Salesforce

Team Id: A52A903FC3339CBA8E54DD350ACA402F

Team Leader: 1 .SUSEELA.S

Team Members: 2 .SOUNTHARYA.K

3.SIVAPRIYA.R

4 .SWATHI.S

TABLE OF CONTENTS

THE BEST APPLICATION FOR PROPERTY MANAGEMENT:

Breal Estate is a Chilean company established in 2013,which, in a strategic alliance with Salesforce.com ,develops an application for managing properties.

Breal (www.breal.cl) is an application that incorporates all the functions necessary to manage different processes of the real estate sector with the best practices in mind. It is delivered as a service (SaaS) and accessed via internet from any device.

Salesforce.com (www.salesforce.com) provides the technological platform that supports the data storage, the security elements and protocois and the information backup in redundant servers in the EEUU, Europe and Asia, and a series of transversal functions such as messaging information intelligence system, alarm management, change logs, user profiles, among many others.

Salesforce.com is a company born in 1999(Nasdaq: CRM). It is the largest provider of CRM worldwide. It has been granted several awards, among which stand out the nomination by Forbes Magazine as the most innovative Company worldwide in 2011 , 2012, 2013, 2014 and coming in second in 2015. It is considered the most admired software company worlwide and the 7th best to work in worldwide.

BReal has positioned itself as the most popular "**real estate**" company in the www.appexchange.com applications portal.
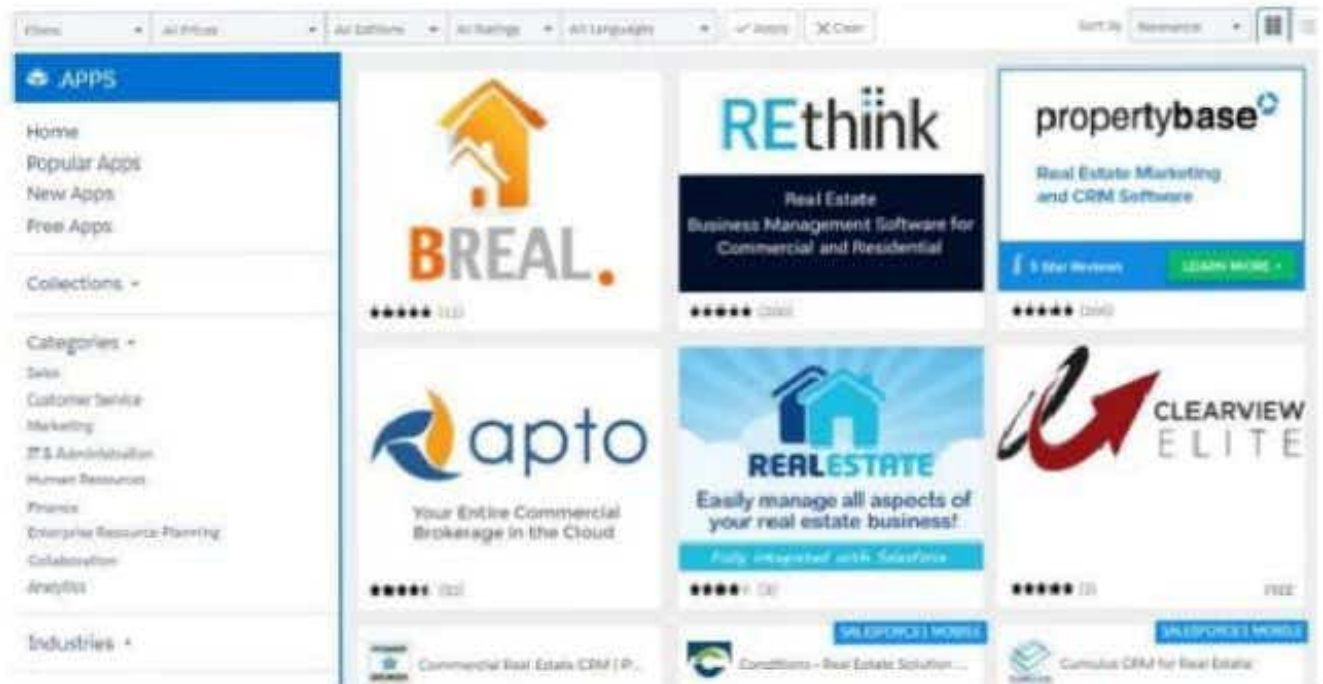
It allows the management of real estate businesses in two formats:

Property Brokerage:

geared to real estate and property brokers:

❑ Property sales (new and used).
❑ Property lease.

Property Administration:

geared to property brokers, real estate investors, shopping malls, Strip malls, and corporate companies that lease multiple properties.

❑ Lease collection.
❑ Lease adjustments.
❑ Property expense controls.
❑ Property Project administration.
❑ Generation of work orders.
❑ Management and generation of common expenses (HOA expenses).
❑ Ticket requirement management of branches.

Application Unique in Market:

Provides a management model:

The application takes into consideration the best management practices, which allows if to consolidate the way in which its team of collaborators works and carry out a more complete and detailed management.

Everything in one single system:

Integrates in one single application the modules that usually exist separately. The client accesses all the modules that it needs to manage the real estate business in an integral manner.

Maximum availability and security:

The application is built and operates with the best technology in the world: Salesforce.com

Permanent access from anywhere:

Access to the application at anytime from anywhere and with any device connected to internet. (Smartphone, Tablet, PC).

Your needs are personalized:

You can create new fields and eliminate the ones unused. You can create new sections and recorder the fields.

Adjust language:

All names and field labels can be changed to allow for the personalization of each company or country.

Information security:

Increase the level of security of the information in the Salesforce.com could with maximum levels of security worldwide, thus avoiding loss of information, and immediate access from anywhere.
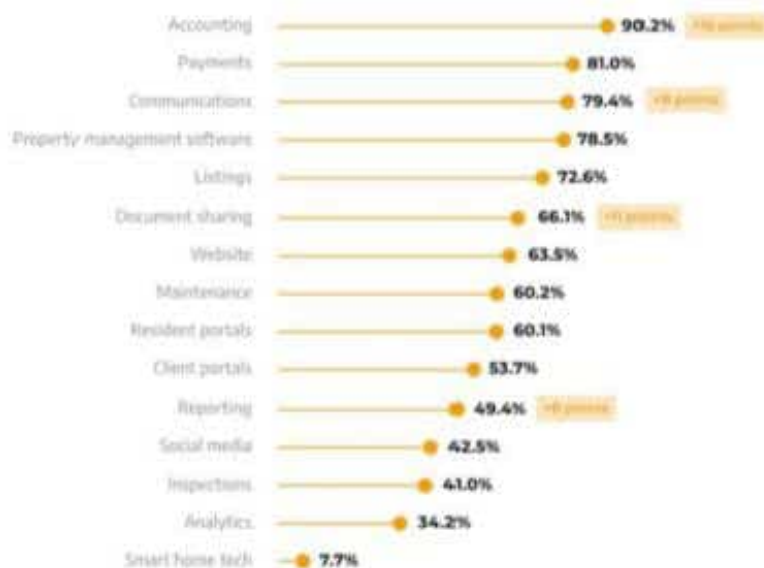
2.CRM SOFTWARE IN PROPERTY MANAGEMENT:

Besides that, Property Management Industry Report by Buildium mentions the most popular features real estate management software users look for:

- Online rental listings (77%),
- Rental applications (63%),
- Lease signing (52%),
- Virtual showings,3D video tours (25%),

Self-service showing(15%).

How Property Managers Use CRM

Category	Percentage
Accounting	90.2%
Payments	81.0%
Communications	79.4%
Property management software	78.5%
Listings	72.6%
Document sharing	66.1%
Website	63.5%
Maintenance	60.2%
Resident portals	60.1%
Client portals	53.7%
Reporting	49.4%
Social media	42.5%
Inspections	41.0%
Analytics	34.2%
Smart home tech	7.7%

Ascendix

Most property rent managers also look for other features in the CRM:

- Improved visibility in property portfolios and cataloging of property units, and leases extension.

- Enterprise-level system security and data protection.

- Automated lease management process via creating renewals and reminders

- Seamless integration to daily sales and trading platforms, data warehouses, and commission systems.

- Automated client and tenants' reminders to stay on top of their payments.

- Real-time analytics of all business-critical information via customizable dashboards.

- Simplified property and unit search and view.

- Centralized tracking capabilities to report on in-progress or upcoming new and renewal leases.

- Seamless integration with e-signature and document generation apps.

- Data encryption with effective data-recovery techniques.

- Managing the fundraising and property acquisition process.

Benefits of Salesforce CRM for Property Management

This cloud-based property management software attracts users thanks to:

- Enterprise-level platform security that improves with each release

- Infinite customizability of the system

- Over 4,000 native integrations both free and paid

- Consolidated databases via integration of various data sources to build a central database of accounts, properties, tenants, or listings.

- Data integration of various data sources

- Streamlined lead management and nurturing with Salesforce to ensure that you can generate leads from various channels and streamline lead-to-deal workflows.

- Automated omnichannel lead tracking, Account and Lead management, and routing

- Boosted document management and improved collaboration on contracts, agreements, and deals by defining user roles

- Boosted document management and improved collaboration on contracts, agreements, and deals by defining user roles

- Simplified template-based document generation, tracking, and approval

- Improved management of maintenance requests/tasks/calls

- Simplified tenant onboarding routine and creation of administrative information, service descriptions, and agreements within a real estate app

- Facilitated the rent collection/payment process

- Unified data storage, lease administration, and portfolio management

- Comprehensive reporting & analytics on property status and availability, agents' KPIs, profitability, local and global trends, and real estate market fluctuations

- Forecasting based on interaction history and automated report scheduling

- Simplified renewals and leases management

- Automated tenant notifications.

3.SALESFORCE FOR PROPERTY MANAGEMENT

Salesforce is the world's leading CRM platform that caters to the needs of over 150,000 clients of all business domains and sizes. It offers 20 off-the-shelf CRM suites called "Clouds" that focus on various needs and industries. Among the most popular ones are sales cloud, service cloud, and Marketing cloud.

As a CRM industry leader, salesforce tries of fulfill the basic demands for the software of any business. And over 2,000 Salesforce consulting partners are ready to tweak the system to every tiny business request.

And even if Salesforce doesn't offer CRM packages specifically for property management companies, there are Salesforce consulting and AppExchange app development partners like Ascendix that can customize and configure the system to match any tiny requirement.

Moreover, if you want to purchase an out-of the-box CRM system with the most common feature set for property managers, developers, and investors, Salesforce's app marketplace-AppExchange-already has 400+ apps and solutions designed for this.

Real Estate Company Use Salesforce for Property Management

with the help of this cloud-based property management software, managers can automated collaboration with tenants, nurture these relationships, and track essential information about properties in both residential and commerical real estate verticals.

The core property management CRM software functionality helps:

- Leverage real-time reports and dashboards

- Streamline lead, opportunity, and contact management

- Simplify document management and data sharing

- Enhance communication and collaboration tools

- Have reminders and notifications of important events, emails, and calls

- Synchronize calendar, task management system, and email services with the CRM

- Integrate digital advertising with the client-management system

- Centralize management of all tenure contracts, units, and other data

- Stay in touch with clients, monitor all client communications, and rent administrator's activities and their statuses

- Synchronize Activity administration and email tracking

- Integrate a website with a customer portal to allow for requests, client profiles, account statements, etc.

- Automate conditional and client's approvals and workflows

With little Salesforce configuration and customization, you can leverage:

- Various features for managing lease and sale inquires

- Improved data management for straightforward data import/export

- Automated tenant notifications

- Administration of inventory by unit, floor, or building

- Streamlined creation of invoices and track installments as individually tailored installment plans

- Automation of sending payment notifications to clients'

Comparison of property Management Software

Best Property CRM on Top of Salesforce

CRM Name	Rating	Starting Price
AscendixRE CRM	⭐ 5.0	$79 user/month
BReal Estate CRM	⭐ 5.0	$25 user/month
Agent Hub Property CRM	⭐ 5.0	$130 user/month
Rethink CRM	⭐ 4.0	$159 user/month
PropertyBase CRM	⭐ 3.9	$79 user/month

Source: ascendix.com

ascendix

AscendixRE Key Features:

- Contact, Account, Lead management
- Prospecting tools
- Email marketing
- Calendar & contact sync
- Dashboards & reporting
- Data deduplication & management
- Mass records update & editing
- Custom fields
- Bulk emailing & campaign management
- Third-party integrations

- Lead management, distribution & segmentation
- Customizable Enhanced drip campaigns
- property listing portal
- Map search
- Branded report & flyer generation tool
- Centralized data storage
- Secure virtual collaboration & deal rooms
- Automated workflows/processes
- Property alerts & listing management.

Pros and Cons of Developing a Custom Property Management App on Top of Salesforce

If you have a revolutionary idea of the software that will disrupt the PropTech world and is not yet available on the market. Or you have an idea of an app that will fill in the functionality gap in Salesforce and will smoothly integrate with it, this is definitely the best option for you.

Pros of Custom Development

- An opportunity to create a unique software not only for internal use but to successfully sell it to other real estate companies.
- A chance to elevate the business to a new, more digitalized level and dominate the real estate market.
- A possibility to create a true one-stop-shop solution and unify multiple business directions within a user-friendly interface.
- A shorter custom development cycle thanks to using Salesforce click-not-code tools.
- Improved user experience thanks to designing the most intuitive system powered by Salesforce platform benefits.

Cons of Custom Development

- The necessity to have a dedicated team that will develop, maintain, and improve the system release by release.
- Need for continuous improvement to meet Salesforce's security requirements and prove market fitness.
- Substantial time and money investment.

What makes Ascendix unique is that we can eliminate all the disadvantages of the above-mentioned options and multiply their advantages. We are both consulting service and software product company with a strong presence in the CRE Tech business for over 15 years.

Our team works sincerely and aggressively to implement a customer-centric practical philosophy in our services and CRM products.

Besides that, we are a certified AppExchange app development partner that has built 17 own software products, among which our flagship products for commercial real estate pros: **AscendixRE, Ascendix Search, Composer**, and **Marketspace.**

AscendixRE CRM is a cutting-edge solution that combines Salesforce robustness with features designed for commercial real estate companies, agents, investors, and property managers.
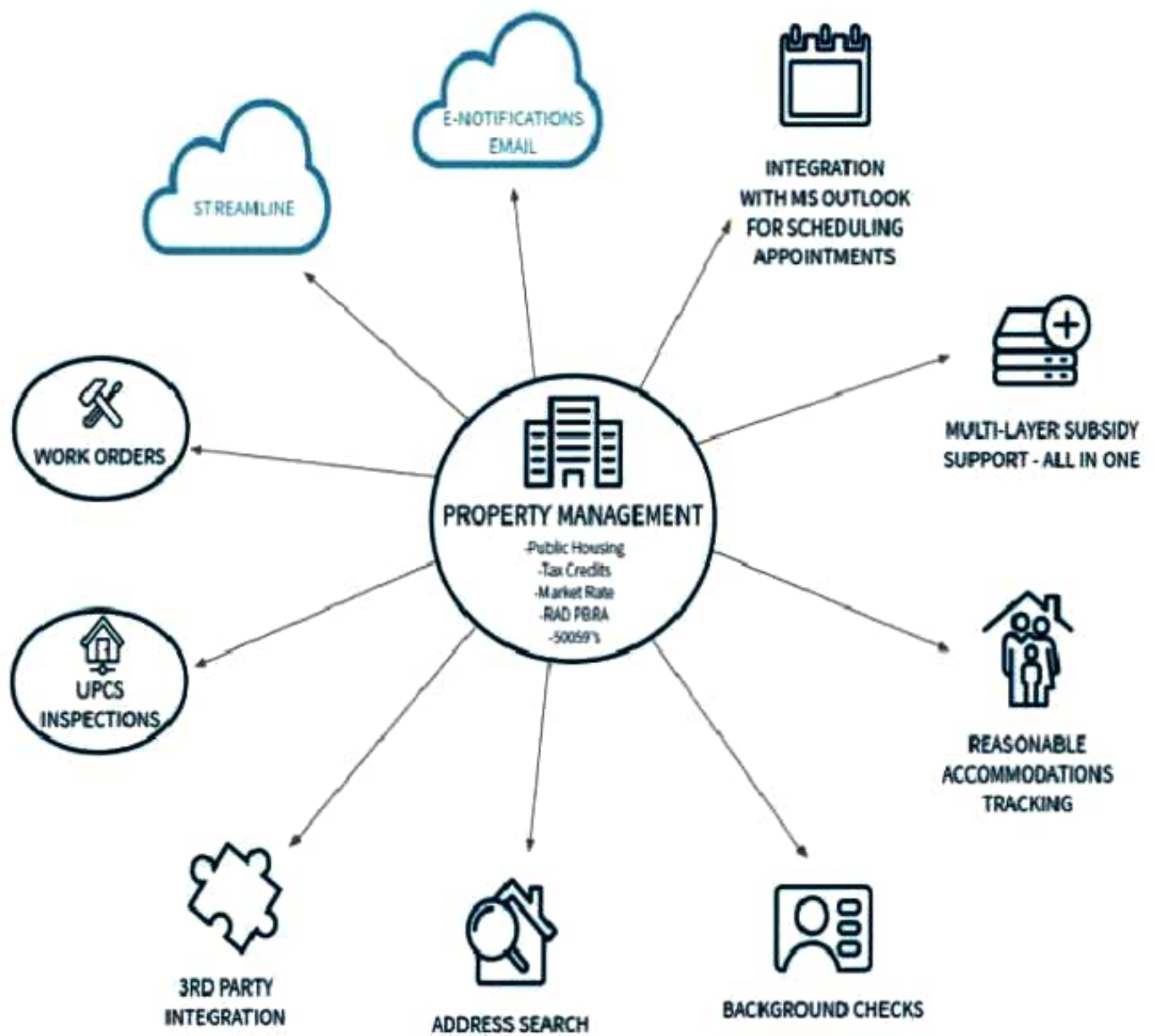
Ascendix Search is an app with advanced geo-mapping and property search features.

Composer is an application for a fast and creative generation of branded CRE flyers, tour books, and brochures.

Marketspace is an innovative portal for secure collaboration of brokers, clients, and partners.

4. Property management flowchart:

STREAMLINE

E-NOTIFICATIONS
EMAIL

INTEGRATION
WITH MS OUTLOOK
FOR SCHEDULING
APPOINTMENTS

MULTI-LAYER SUBSIDY
SUPPORT - ALL IN ONE

WORK ORDERS

PROPERTY MANAGEMENT
-Public Housing
-Tax Credits
-Market Rate
-RAD PBRA
-50059's

REASONABLE
ACCOMMODATIONS
TRACKING

UPCS
INSPECTIONS

3RD PARTY
INTEGRATION

ADDRESS SEARCH

BACKGROUND CHECKS

5. File Format to property Management:

Property Management Application

Salesforce Development: Build a real-time project using Apex and visual force Integrate Salesforce with external System.

Description: We will build a Property Management Application from scratch using out-of-the-box features of Salesforce, Apex and Visualforce. This property Management application will communicate with third party Service using REST web services. We will process credit card payments through Authorize.Net

What you will learn:

- Integrate Salesforce application with external applications
- Create your own custom application using APEX, Visualforce and out-of-the-box features of Salesforce.
- Communicate with third-party application using Rest web services.
- Learn about custom settings
- Difference between List and Hierarchy Custom settings
- Learn about Remote Site Settings
- Create controller extension, Trigger, Apex Class, Restful web services, Custom Setting and Remote Site Settings.

Create Custom App: Property Management Application

Add the following Tabs:

- Home
- Contacts
- Reports

Custom Object 1: Rental Unit

Label	Data Type
Rental Unit No	Auto Number, RU-{ffffffff}
Rental Unit Name	Text, Required
Unit#	Text ,Length tf55
Number of Bedrooms	Number tf,ff Decimals
Number of Bathrooms	Number tf,ff Decimals
Floors	Number tf,ff Decimals
Garage	Picklist • Attached • Detached • Assigned Parking
Number of Parking Spaces	Number tf,ff Decimals
Laundry	Picklist • In-Unit Hook-Ups • Community
Appliances Included	Checkbox

PROPERTY MANAGEMENT AGREEMENT

PARTIES

- This Property Management Agreement (hereinafter referred to as the **"Agreement"**) is entered into on _____ (the **"Effective Date"**), by and between _____, with an address of _____ (hereinafter referred to as the **"Owner"**), and _____, with an address of _____ (hereinafter referred to as the **"Agent"**) (collectively referred to as the **"Parties"**).

GENERAL

- Hereby, the Owner exclusively appoints the Agent to manage the property that is located at

  _____
  _____.

- The Agent hereby accepts such responsibility and agrees to manage the property aforementioned.
  The Owner agrees to pay the fees associated with the services that the Agent will provide when managing the aforementioned property.

TERM

- This Agreement shall be effective on the date of signing this Agreement (hereinafter referred to as the **"Effective Date"**) and will end on _____.

THE RESPONSIBILITIES OF THE AGENT

- To rent and lease as well as operate the property.

- To collect rent and monies applicable from potential tenants in due time. However, the Agent will not bear the responsibilities of the potential tenants in case of refusal of payment or other.

- To provide a monthly accounting of rents received and paid expenses as well as any other applicable incomes, monies or sums to the Owner.

- To decorate, improve, repair and maintain the property when needed.

- To hire as well as supervise employees (if any) when needed.

- To inform the Owner of any improvements and repairs that exceed _____ and to obtain consent from the Owner prior to paying such fees.

6. Conclusion:

A good property Management system (PMS) takes care of these tasks so you can do what you do best:

Property management means someone else runs a property you own for you, handling the day-to-day tasks big and small.

*Make informed decisions and build
Customer loyalty.*