



EBOOK

## 5 Stories to Inspire You

How Critical Communications Systems Transform  
Property Management



Reaching your full potential as a property management company is about more than just giving your tenants nice spaces to live and work in.

The best property management companies understand that communication plays an integral role in the success of their operations. When tenants and residents are kept informed about important events and activities — such as when work is being done on the roof, when the parking lot is going to be plowed during the winter or what activity is taking place tonight in the common area — their entire experience improves.

Read five real-world stories from property management companies that invested in critical communications systems.

The best property management companies understand that **communication plays an integral role** in the success of their operations.



**These organizations are able to experience the benefits the technology brings to their operations, including:**

- Keeping tenants and residents informed of maintenance work, community events and emergencies
- Sending out notifications regarding rent (due and past-due)
- Increasing attendance at open houses and community events
- Letting tenants know about upcoming inspections or maintenance
- Ensuring tenants and residents are safe and informed during crisis situations (e.g., an intruder in the building or a fire)
- Increasing team productivity by digitizing processes
- Protecting the environment by using less paper and ink
- Keeping your team connected from any device
- Differentiating your property from other properties that rely on old-fashioned, paper-based systems
- Increasing the chances you can rent a commercial space or residential space by keeping in constant contact with potential tenants
- Enabling residents and tenants to easily reach out to report maintenance issues, point out where repairs are needed and suggest ideas for improvement
- Communicating with residents in their preferred medium (e.g., voice messages or text messages)
- Sending tenants personalized messages from time to time (e.g., wishing them a happy birthday or happy anniversary or congratulating them on a new job)



All of these benefits add up to help these five property management companies deliver a stronger experience to their tenants, which improves tenants' impression of their businesses while increasing the chances they will stay. Because estimates suggest that turnover can cost more than \$3,000 per unit, this also increases their profitability.

OnSolve® One Call Now® is a feature-rich system that's intuitive by design. To give you a better idea of its transformative nature, let's take a look at the ways One Call Now has transformed five existing property management companies.



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ONE

# Brickpoint Saves Nearly 300 Hours in Labor

Brickpoint Properties is a leading residential and commercial property management company located right outside of Boston. The company has been in business for more than 50 years and prides itself on staying on the forefront of innovation. For example, Brickpoint recently got rid of residential leases due to the transient nature of occupancy. The company also issues rent discounts based on longevity.

When tenants needed to be notified about things such as parking lot charges, snow removal instruction, roofing projects and fire alarm testing notices, Brickpoint relayed this information to 1,200 units via hand-delivered notices. This system worked well enough, but Brickpoint set out to find a more efficient way to communicate with tenants.

After researching its options, Brickpoint came across [OnSolve One Call Now](#). As a result of using the system, the company has streamlined communication to all of its tenants, resulting in a labor savings of nearly 300 hours. The company also uses the solution to create subgroups to target their messaging more precisely. For example, Brickpoint might decide to send messages to residents in certain buildings or on specific floors of buildings or to residents with children.

“One Call Now has been of tremendous value to us,” said Wayne Kucharski, Brickpoint’s senior vice president. “It used to take two guys four hours to slide notices under the doors in just one of our communities. Now, the messages are sent in a matter of minutes, and we get verification that it was actually received.”

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TWO

## Glenbrooke Keeps Senior Community Members Safe

Glenbrooke is a neighborhood filled with 631 homes for folks who are at least 55 years old. Located in Elk Grove, California, the association caters to residents who live more active lifestyles by providing a recreation center, indoor activities, social events and a state-of-the-art fitness center.

When Glenbrooke opened its doors for the first time, workers distributed messages via letters to residents. As more and more residents moved into Glenbrooke, the community began posting messages to

its website instead. Unfortunately, not all members of the community took the initiative to log in, and messages got lost in the shuffle.

In order to deliver more value to residents, Glenbrooke was looking for a way to communicate more effectively with the community. When a colleague at a fellow property management company suggested that Glenbrooke give One Call Now from OnSolve a shot, Mina Lacuesta, the association club manager, took them up on their suggestion. Immediately, the Glenbrooke community benefited.

“We had a situation where the police had to be called to apprehend three intruders,” Lacuesta said. “We were able to send several updates out in real time to let everyone know what was happening and when it was all safe again.”

Thanks to OnSolve One Call Now, the residents of Glenbrooke are kept in the loop about all kinds of developments in the community.

“Our residents have become accustomed to the notifications,” Lacuesta said with a laugh. “If I had turned it off, I’d have people start chasing me down!”



THREE

## Harmon Cove Keeps Residents Informed from Any Connected Device

Harmon Cove Towers is a multi-tower high-rise community located just four miles from Manhattan in Secaucus, New Jersey. Founded in 1981, the community has 25 floors filled with 562 high-rise luxury apartments. It also has 31 commercial units available on premises.

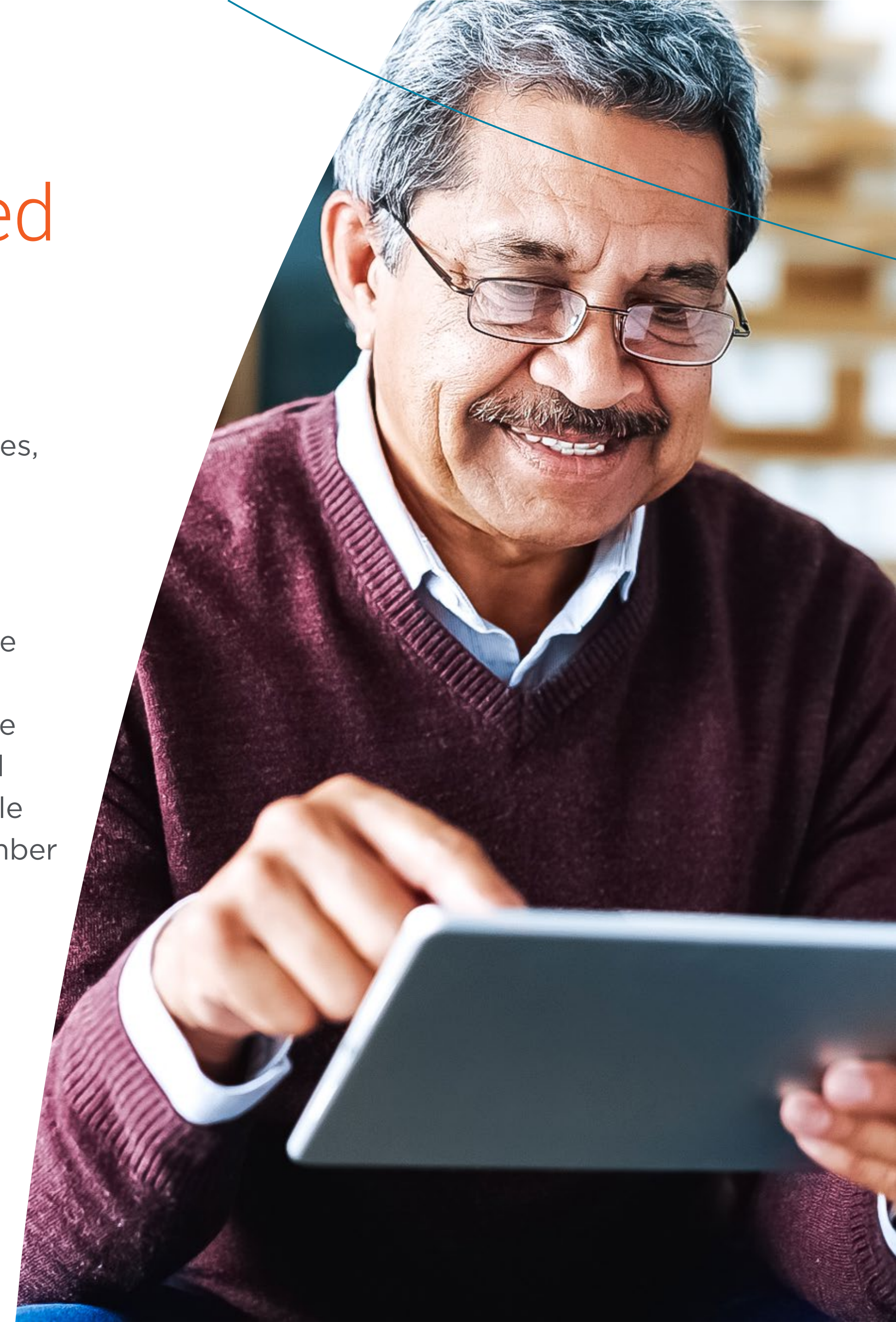
According to Marianna Galassi, the assistant property manager at Taylor Management Company, the community operates under the assumption that more communication is better than less. This is because the people who live there have high expectations that management will keep them informed about all relevant information in a timely manner.

Harmon Cove had been relying on a call center service to communicate with tenants.

Unfortunately, this service charged high fees, which caused Harmon Cove to limit their communications and only reach out with emergency alerts.

Seeking a better way forward, Harmon Cove found OnSolve and chose to deploy the solution specifically because of its attractive price point. By moving to OnSolve One Call Now, the high-rise community would be able to reduce its costs while increasing the number of messages it sent out to its residents.

“Now, we can notify residents for every incident that occurs, including water shutoffs, weather emergencies, parking issues, parties and payment reminders,” said one Harmon Cove employee.



In addition to being able to deliver more value to residents, Harmon Cove also enjoys the fact that the solution is easy to use — “we record most of our messages in our own voice,” Galassi said — and accessible from any device.

“The biggest benefit is being able to access the system from anywhere,” Galassi said. “All you need is an internet connection and you can do what needs to be done.”

Like the team at Glenbrooke, Harmon Cove also enjoys the critical communications system’s functionality that enables sending messages to tenants by subgroups. “We have a lot of water shutdowns in the building,” Galassi said. “Because each floor has a line, the whole line has to be shut down when a repair is necessary. The subgroup feature enables us to notify only those tenants that are affected.”

## What Are Subgroups?

With subgroups, organizations can target messages to the right contacts and ensure they receive relevant information. For example, a subgroup can be created for all residents on a particular floor or specific building.

What’s more, Harmon Cove is also impressed by the fact that all contact information is stored and easy to update as information changes and tenants come and go. The Harmon Cove staff also enjoys receiving notifications that confirm message delivery, giving them the peace of mind that comes with knowing tenants are always informed.

“It’s great for emergencies, and it’s great for letting residents know important information right away — even when they are at work,” Galassi said.

## FOUR

# StuartCo Keeps Residents Informed in Real Time

Over the last 50 years, StuartCo has grown into one of the most respected full-service residential property management firms in the upper Midwest. Currently, the company has more than 5,000 units and 150,000 square feet of commercial space spread out across Minnesota's metro areas, Nebraska and Wisconsin. StuartCo has almost 400 employees who oversee the company's diverse portfolio, which includes market-rate apartments and townhomes, a senior housing campus that includes memory care, independent and assisted living facilities, affordable housing and commercial properties.

StuartCo leadership decided that the company needed to prioritize environmentally friendly business practices to preserve the planet for future generations. The company

wanted to begin making smarter, energy-saving choices, and it set a goal of reducing waste by 10 percent.

Travis Guza is StuartCo's director of IT. He began looking at what specific actions StuartCo could undertake in order to save on manpower, paper and ink. After surveying the lay of the land, Guza noticed that property managers would send out printed reports and notifications and hand-deliver them under residents' doors each week. Not only did this create a lot of paper and ink costs, but it also took up a lot of time.

To reduce this waste and reclaim time, Guza decided to implement OnSolve One Call Now at Riverview at Upper Landing, a property in St. Paul. The property needed a method to let residents know in real time

what was happening before and during an expected flood and whether they needed to evacuate. The solution seamlessly facilitated these messages, and based on its positive experience, StuartCo decided to deploy the solution across all of its properties.

"The decision to go with One Call Now was an easy one," Guza said. "Their team made it very easy for us. Everything we requested during implementation was done without issue."

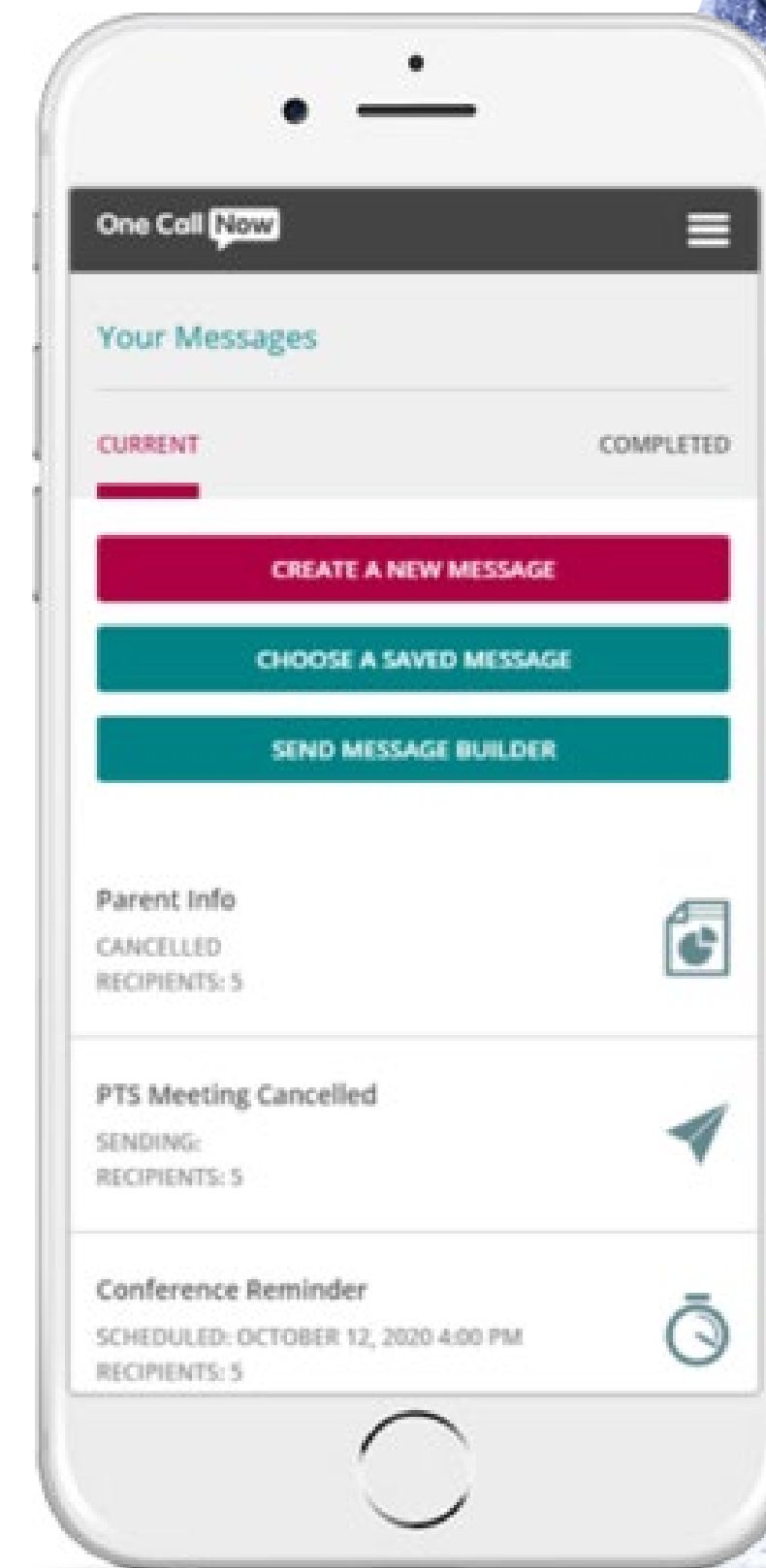
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To achieve additional efficiencies, the platform's messaging was integrated with StuartCo's current property management software system. This enabled property managers to pull contact information from their existing records instead of having to pull that information manually and enter it into a new system, a process which lends itself to error.

Now, StuartCo uses OnSolve One Call Now for everything, including emergencies, community events, package pickup, maintenance issues, water shut-offs, snow plowing notifications and more.

"The biggest benefit is real-time notifications," Guza said. "We deal with multiple residents in each building. Winter can be terrible in Minnesota, and the system alerts residents immediately about snow plowing."

Thanks to One Call Now from OnSolve, StuartCo has been able to move rapidly toward meeting its environmental goals while improving the resident and tenant experience across its properties.



## FIVE

# Campbell Village Creates a More Informed and Engaged Community

Campbell Village is an Oakland Housing Authority project managed by the John Stewart Company, a firm that offers housing management, development and consulting services to properties across California. Approximately 250 residents call the property home, mostly single women, children and seniors on fixed incomes.

Like other properties, Campbell Village had been hand-delivering flyers and posting them on front doors of units when they needed to communicate important information with their residents. Every time residents need to be notified about upcoming inspections, maintenance announcements, entry notifications and service program announcements, employees would go door

to door, crossing their fingers that the residents would ultimately receive the message.

“The reality is: People don’t always use their front doors, and residents weren’t always getting information in the most effective manner,” said Constance Cole, resident services coordinator at Campbell Village.

Further, the paper-based system made it impossible for the staff at Campbell Village to communicate information with any sense of urgency.

“If I received information about a community event happening that same day, I simply didn’t have time to make, print and distribute flyers,” Cole said. “So there were times when I just couldn’t share community information at all.”



Every time residents need to be notified about upcoming inspections, maintenance announcements, entry notifications and service program announcements, employees would go door to door, crossing their fingers that the residents would ultimately receive the message.

To overcome these challenges, Campbell Village implemented OnSolve One Call Now. As a result, the community is now able to record a single voice message and send them to all residents at once. To make sure the message is received, staffers still put flyers up in some communal areas.

“We relied a lot on paper, and now we don’t use as much,” Cole said. “We are saving money on office supplies, and our maintenance staff doesn’t spend time distributing flyers. It’s definitely more efficient.”

Campbell Village saved 239 hours in its first year using OnSolve One Call Now, making more than 14,000 attempts to connect with 6,300 numbers. In addition to improving along

these metrics, the solution also helps the community improve the resident experience.

“Residents like a heads-up to remind them of important things going on in their unit, like inspections, maintenance issues and pest control,” Cole said. “I put out a calendar every month, but it is also great to send out a reminder call for the day’s events. It improves attendance and participation.”

Since moving to One Call Now, Campbell Village hasn’t looked back. “It’s a tremendous resource, and residents are grateful to have the reminders,” Cole said. “It has definitely improved communication from a property management and resident services standpoint. It’s like having another staff member.”



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# Onsolve One Call Now Is an Affordable, Robust Critical Communications System for Property Management Companies

As you begin searching for a critical communications system that is perfect for your requirements, you'll quickly realize there are a lot of options. It is important to select the right solution that meets your everyday needs and can also help you respond quickly during critical events.

Onsolve One Call Now gives property managers everything you need to communicate with residents and employees to improve the tenant experience:



Get unlimited messaging with support for calls, texts, push notifications and emails.



Send messages in different formats (e.g., text or voice).



Create subgroups to target your audience more precisely.



View and track responses in real time to make sure your messages are being read.



Send messages from any mobile device to keep tenants informed even when you're on the go.



Pre-record messages and use them at any time to accelerate response times.



Take advantage of robust support services to ensure your system is optimized for your unique requirements.

# Ready to revolutionize the tenant experience at your residential and commercial properties?

Building a profitable property management business starts with delivering exemplary tenant experiences every day. The happier residents and commercial tenants are, the less likely they will be to move to a new locale, and the easier it will be for your company to keep cashing checks every month.

Improving communication is an easy way to make sure tenants are informed every step of the way, and it will differentiate your properties from your competitors'.

OnSolve One Call Now is the ideal critical communications system for property management companies like yours. But don't just take our word for it. Schedule a demo today to learn more about what you can do to improve the tenant experience at your properties and build a safer, more engaged community along the way.



A woman with long, curly brown hair is sitting at a table in a cafe, looking down at her smartphone. She is wearing a grey sweater over a teal collared shirt. In the background, there is a laptop, a potted plant with a pink flower, and a warm, ambient light from a lamp.

Learn how One Call Now from OnSolve  
can help your organization.

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