



Delivering
Outstanding
Experiences
Through
Technology

**A Community
Manager's Guide**

Within the past few centuries, economic experts say the world has passed through three industrial revolutions.

These prior revolutions introduced steam power, electricity, and finally, computers. Each one changed society and business in ways that few people could foresee. People adapted to these new technologies because they enjoyed the benefits of better solutions.

Right now, we are in the midst of the 4th Industrial Revolution where technologies are beginning to blur the lines between the physical and digital world. Technology is dramatically changing the way we live, work, and interact with each other at an unprecedented scale, regardless of what industry you're in.

Today's successful, modern businesses are capitalizing on this revolution. Their technology allows them to offer instant, mobile services. Thanks to these companies, this change in customer expectations is here for good. Because of this, your homeowners, board members, and employees will increasingly come to expect instant, mobile and modern experiences as well. It's time to evolve and meet their demands or risk failing as a modern business.

Now is the time to look for ways to upgrade your community management business with high-tech solutions that will improve the lives of your homeowners, board members, and employees.



In this guide, you will discover why making the most of new community management technology is the key to future-proofing your business.

You will learn:

- 1** How automating routine business processes can save time for you, your team, board members, and homeowners.
- 2** Why making it easy for your staff to access critical business information anywhere, at any time is key to making better and faster decisions.
- 3** Easy ways to streamline communications with homeowners and board members, while using their preferred communication methods.
- 4** How to select a technology partner who understands your unique needs and keeps you ahead of the competition.

Save Time by Automating Manual Processes



Customers are demanding faster and better service than ever in today's on-demand economy. However, providing excellent service and experiences for each and every member of the community quickly becomes difficult as your business grows.

Nearly 60% of community managers say that manual processes are a major hindrance to their business growth.*

To achieve excellent customer service and organizational efficiency at a larger scale, modern community managers are turning to the power of automation. Modern tools can now automate many time-consuming tasks, such as assessment collection and processing, violation tracking, architectural reviews, and board member approvals. With automation in place, no matter how large your business grows, you can ensure that your team is providing timely and high-quality service to each and every member of the community.

Overall, customers and employees alike report better satisfaction with their community management businesses when they use automation to create personalized, highly effective experiences.

**According to a recent study of community managers conducted by AppFolio and John Burns Real Estate Consulting.*



Empower Your Team to Make **Better, Faster Decisions**

To attract and retain talented employees who will keep your business ahead in the new economy, you need to offer them the best tools for the job.

Having accurate records in a database that anyone can access from anywhere, on any device, also enables your team to better communicate information to your associations, and to make better decisions in less time.

The greatest benefit of the time saved is that it helps free up your team to focus on building customer relationships, adding even more to the overall experience your association receives.

Today's tech-savvy employees prefer using flexible, mobile-friendly tools to save time, reduce errors, and work from the field.



Open the Lines of **Communication**

92 percent of community managers spend at least 10 hours of their work week communicating with board members.*

By keeping homeowners and board members in the loop with email and text messages, you can reduce the number of phone calls and office visits. This gives you and your team more time to spend on business strategy and growth, while keeping your homeowners and board members highly satisfied with the enhanced experience and service.

Homeowners and board members will also appreciate being able to handle important tasks such as paying assessments, viewing documents, and requesting service from their laptops or mobile devices.

Not only can you save time with better communication options, but you can also impress your customers by giving them choices about what communication methods they prefer for you to reach them at. By letting homeowners and board members opt-in to receive messages from you on their preferred channels, you'll reach more of your community no matter where they are.

Using modern communication technology can also make board meetings more effective, less contentious, and hopefully shorter. When everyone has the same information delivered to them electronically in advance, they can arrive at the meeting prepared to discuss important issues and make decisions more quickly.

**According to a recent study of community managers conducted by AppFolio and John Burns Real Estate Consulting.*



Find an Innovation Partner

With the pace that technology is moving, advances that took decades to come to fruition are falling into place in years and months. The technological landscape is changing at a pace never seen before, so it's critical for modern businesses to align with innovative partners to ensure that the solutions that work for them today will also work for them in the future. When looking at new technology, ensure you're accounting for a partnership that goes beyond the solution itself, such as:

- 1 **Constant innovation and updates**
- 2 **Modern communication tools**
- 3 **Award-winning customer support**
- 4 **Consistent and reliable accounting features**
- 5 **Free on-demand training**



Prepare Your Business for the Fourth Industrial Revolution

Every industrial revolution succeeded because of the benefits that new technology provided to people. Steam engines allowed people to travel faster and more efficiently than they could by relying on horses or wind power. Typewriters produced documents much faster and more reliably than pens and ink. Telephones offered quicker communication than mailing letters or visiting in person. Looking back, it's easy to understand why these revolutions took hold.

Businesses in each industrial revolution had to adapt or get left behind — this is why you don't see many steam engines or electric typewriters in the 21st Century. Consumers accepted mobile phone tech even faster than they adapted to electricity. With the amazingly fast adoption of mobile phones, even landline phones have quickly become relics. With each technological shift, businesses that refused to adapt to new technology lost customers and employees.



By preparing your business to capitalize on technological advances that will connect the physical and digital world, you can create seamless experiences for homeowners, board members, and employees that will give your business a serious competitive edge.

Visit www.appfolio.com for more information on high-tech community management software to improve the experience of both customers and employees. Start empowering your employees to deliver outstanding service and experiences to homeowners and board members.

appfolio
PROPERTY MANAGER

