

Prospect Portals & Around-the-Clock Online Leasing

Over the past few years, the buzz about "online leasing" and "prospect portals" has grown louder, and an increasing number of property management companies have implemented these systems in an effort to capture more leases, more quickly.

What is a Prospect Portal?

A prospect portal allows your prospects to view your property and unit details, check availability, apply, pre-qualify, and reserve a unit via the web 24x7. When integrated with a screening system the portal allows you to integrate your online listings and property website with your application and screening process. When an applicant fills out the online forms and initiates the process, the screening results are instantly available, barring any manual steps in your application process. A notification is sent to the leasing office, and the results can be viewed through the screening provider's secure interface.

What's the Value?

Some properties use portals as a means for an applicant to select a

unit and apply from a remote location or during off-hours. Other properties are setting up computer kiosks in their offices and allowing applicants to fill out and initiate the reservation and screening process themselves, freeing the leasing staff to work on other tasks. The portal can reduce overall data entry for on-site staff, while empowering applicants with an additional way to interact with the property.

What's Available?

Check with your screening provider to determine with which systems you can integrate with. There are a variety of online leasing and prospect portals, including those offered by MRI, Property Solutions, Vaultware, and Yardi.

Georgina Bockel is the local sales consultant of RentGrow, Inc., the resident screening experts (www.rentgrow.com). She can be reached at bockelg@rentgrow.com or call 360-863-6728.

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