

Integrate Screening with Other Systems to Improve Your Operations

By Mike Lapsley, president and CEO of RentGrow, Inc

There was a time when property websites, resident screening systems, property management software, and other multifamily technologies functioned as distinct, disconnected units. Today, systems integration allows these systems to seamlessly transfer applicant data between one another, simplifying the overall property management workload. For example:

- * Applicant information can flow between the screening system and the property management system
- * Around-the-clock applications and screening can be conducted by integrating the screening system with online property listings and portals
- * Data can be transferred from the screening system into various electronic forms

Integrated systems allow property management companies to choose their favorite system for each aspect of running their business and then tie them together. The benefits to the management company include:

- * Less manual data entry, resulting in reduced likelihood of data entry errors
- * Time savings in the leasing office and greater staff productivity
- * Greater integrity of applicant data across multiple properties, offices, and systems

Integration capability is often dependent on the product versions you are using, so contact your various technology providers for more details.

The MITS Initiative: An Industry-wide Collaboration

One big factor in allowing a smooth integration process is the growing practice of the MITS Initiative, or the Multifamily Information and Transactions Standards. It is a great example of the multifamily industry working together. MITS is a non-profit initiative within the apartment industry to facilitate common data standards and technology practices. MITS is funded and sponsored by a broad group of industry firms, is supported by NMHC, and is a national outreach partner for NAA.

When multifamily technology companies collaborate, the industry benefits because management companies can choose and seamlessly integrate the “best of breed” companies in each industry category. Take the time to find out what multifamily systems you’re able to integrate with in order to improve your operations.

For more information about MITS, go to <http://www.mitsproject.com/>.

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