Entrust + Entrata

Enabling prospects and residents to seamlessly engage with properties to deliver a better experience for everyone.

Entrust Property Solutions was founded in 2016 by a group of experienced veterans of the multifamily industry with the goal to reimagine how to manage properties with the vision of becoming more economical and efficient. Entrata has been the chosen property management software provider for Entrust since the beginning because it aligned more closely to those goals than other solutions in the marketplace.

Entrata helps Entrust deliver a seamless experience for residents navigating the lead to lease process by pushing applicants from one step to the next when the previous step has been completed. This ensures that Entrust isn't responsible for any bottlenecks. If there is a slowdown, it's caused by the applicant not completing a step in the process.

One of the biggest benefits Entrata provides is ease of use, which helps teams at Entrust be more efficient, especially when compared to a number of systems cobbled together via integrations and APIs.

"[With other solutions], multiple processes are required to produce the same outcome that we get with Entrata, which is much more seamless and time efficient," said Amanda Hall, President and COO at Entrust. "It integrates within itself, so when you assign a lease or assign a unit to a new lead, it adjusts all of the other pieces within Entrata, all the way to the website to ensure that you can't double lease a unit."

Beyond that, the accuracy of reporting and overall robustness of offering are much better than the other solutions Entrust has evaluated. Entrata encompasses every aspect of the business from vendor management, to lead management, to maintenance, to invoicing and more. And all of this comes with customer support that's head and shoulders above other property management software providers according to Hall.

"If you didn't know how to run a property, you could almost pick up on everything that's needed just by simply doing a tutorial in Entrata," said Evan Williams, Director of Operations at Entrust. "It's just pretty all encompassing that way."

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Smooth transition from lead to lease

Lease execution runs smoothly at every step of the lead to lease process with virtually every step completed and advanced online–from tour to application to verification to approval to move in.

"What's super important to note is that even though there are all those steps, which seems like a lot, and it is, but with Entrata it allows the process to be seamless," stated Hall. "Once one step is completed, it literally forwards you to the next step."

Being able to execute the entire lead to lease process was extremely helpful during COVID lockdowns. It afforded Entrust with the ability to continue leasing and processing renewals in a world of social distancing, which was critical to their operations at the height of the pandemic.

Additionally, because the entire process on the Entrata side is automated, it reduces the possibility for errors to be introduced by users. The end result of this increased efficiency is that it leads to more time for site teams to focus on the resident experience.

One area where increased efficiencies are most notice-able is during the verification process, which could take upwards of a week or more outside of Entrata, but is much faster with ResidentVerify.

"We worked with the ResidentVerify team to set all of that up, what our criteria is," said Hall. "Once an applicant completes the application, then ResidentVerify does that backend work for us, to verify that that applicant meets all of that criteria. ResidentVerify also allows us to set conditional approvals for those that are close to meeting the requirements set for residents."

Entrust + Entrata

More efficient marketing spend

With LeadManager, Entrust is able to identify marketing channels that are converting at the highest rate and use that data to make informed decisions about where to invest.

"We recently looked at lead sources and were able to determine one of the ILSes is producing a lot more leads than the other," said Aimee Earl, Senior Director at Entrust. That definitely gives us some planning tools for what we're going to do going forward for the property."

Enable residents to engage with Entrust on their terms

The biggest benefit of ResidentPortal is providing residents the ability to pay rent online without having to go into the office. This also benefits site teams because it frees up time to focus on more strategic initiatives rather than completing administrative tasks.

Paying rent online is just one area where ResidentPortal simplifies the living experience for residents. It also brings needed order to maintenance requests.

"Our residents are able to go in and submit those work orders," relayed Hall. "They're able to provide document-ation, including photos, to the service department and follow the progress on the app."

And they're able to provide access to that level of service 24/7 for activities that residents used to need to go into the office for.

"The efficiency and seamless communication within Entrata make it easier on every single individual using the software is what really sealed the deal for us," concluded Hall.