

Total Economic Impact

The Total Economic Impact™ Of Entrata

Cost Savings And Business Benefits Enabled By Entrata

A FORRESTER TOTAL ECONOMIC IMPACT STUDY COMMISSIONED BY ENTRATA, AUGUST 2025

The Forrester logo is displayed in white, serif, all-caps font within a black rectangular box. The box is positioned on the left side of a large, abstract graphic that features flowing, organic shapes in various shades of green and teal, set against a black background.

FORRESTER®

Executive Summary

Property management firms with diverse property portfolios face operational drag from siloed leasing, maintenance, financial, and resident service systems that drive inefficiencies, errors, and staff burnout. By unifying these workflows on one platform, organizations can achieve greater team productivity, faster resident onboarding, and stronger financial controls while reducing software complexity and fraud risk. This integrated approach unlocks portfolio scalability, improves resident satisfaction, and sharpens the competitive edge.

Entrata is a global, AI-powered operating system for multifamily communities that supports every step of the leasing lifecycle. It unifies property management functions to enhance operational efficiency, data accuracy, and resident engagement. The platform enables owners, property managers, and renters to streamline interactions and create stronger communities.

Entrata commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study and examine the potential return on investment (ROI) enterprises may realize by deploying Entrata.¹ The purpose of this study is to provide readers with a framework to evaluate the potential financial impact of Entrata on their organizations.

141%

Return on investment (ROI) ⓘ

\$5.7M

Net present value (NPV) ⓘ

To better understand the benefits, costs, and risks associated with this investment, Forrester interviewed seven decision-makers from four organizations with experience using Entrata. For the purposes of this study, Forrester aggregated the interviewees' experiences and combined the results into a single composite organization that is a fast-growing real estate company generating \$75 million in annual revenue. It has 600 employees who manage 100 properties and 15,000 units on Entrata.

Interviewees said that prior to using Entrata, their organizations struggled with fragmented, siloed systems that managed leasing, CRM, accounting, maintenance, and resident communications separately. This patchwork of disconnected tools created inefficiencies through manual data entry and reconciliation, introduced human error, and led to unreliable reporting. Site teams faced hindered productivity from needing to log into multiple platforms and reverify information across systems, which increased delays and employee burnout. At the corporate level, disjointed data made consolidating financial, operational, and leasing information difficult, undermining leadership's confidence in reporting accuracy and slowing decision-making. Additionally, residents experienced friction navigating multiple portals with inconsistent communication, which negatively impacted satisfaction and retention. As organizations scaled their portfolios, legacy systems could not keep pace without costly customization or onboarding additional vendors, which ultimately increased complexity and hindered growth.

After the investment in Entrata, interviewees' organizations streamlined property management processes through a unified platform that automated manual tasks, consolidated multiple systems, and enhanced visibility across leasing, maintenance, rent collection, and resident communications. Key results from the investment include increased onsite and corporate team efficiencies, accelerated resident onboarding, reduced software costs, and increased profit due to reduced fraud. These improvements enhanced day-to-day operations, reduced errors, and enabled better decision-making — ultimately unlocking stronger operational oversight to support portfolio growth and resident retention.

Key Findings

Quantified benefits. Three-year, risk-adjusted present value (PV) quantified benefits for the composite organization include:

- **Site team operational efficiency gains worth \$5.2 million over three years.** By streamlining property management workflows, automating manual tasks, and reducing the need for platform switching, Entrata improves the day-to-day

productivity of onsite teams by 10%. As a result, they can process leases and renewals faster, complete maintenance requests in real time, reduce errors in resident communications, and streamline rent collection. These gains free up staff to focus more on resident engagement and service delivery, which improves both resident experience and property operation consistency.

- **Corporate team operational efficiency gains worth \$1.0 million over three years.** With Entrata in place, the composite organization consolidates more than a dozen systems into one unified platform for centralized reporting, faster financial close, and real-time portfolio oversight, which improves corporate team productivity by 5%. Corporate users gain visibility into site performance, flag accounting issues before they hit the books, and monitor marketing ROI without relying on manual check-ins.
- **Reduced time to onboard new employees by 50%.** With Entrata's unified platform and integrated learning management system (LMS), the composite organization eliminates inefficiencies that previously slowed down onboarding for onsite personnel at newly built or acquired properties. By consolidating multiple disconnected systems into a single intuitive interface, Entrata helps new employees ramp up 50% faster and cuts down user provisioning steps by 80%. These improvements reduce training redundancy, lighten the load on IT and internal support teams, and speed up time to productivity. Over three years, this equals \$79,000 in savings.
- **Cost savings from retiring legacy software worth \$3.3 million over three years.** Before Entrata, the composite organization relied on a mix of disconnected third-party tools for key property management functions — each with its own licensing fees, integration charges, and support requirements. After investing in Entrata, the organization retires more than 10 legacy systems and eliminates redundant per unit and per property software spend. The consolidated platform also removes the need for ongoing API maintenance and third-party plug-ins. As a result, the composite achieves a 15% reduction in platform-related costs across onboarded properties each year.
- **Reduced revenue loss due to fraud of up to 40%.** Entrata's embedded fraud prevention tools, including ResidentVerify, PreciseID, and biometric identity verification, enable the composite organization to reduce fraudulent move-ins and payment reversals. By streamlining identity and income verification directly within the leasing workflow, Entrata eliminates reliance on fragmented third-party tools and manual checks. This leads to more accurate leasing decisions, fewer skipped rents and evictions, and improved net operating income (NOI). Over three years, this equals \$162,000 in revenue protection.

Unquantified benefits. Benefits that provide value for the composite organization but are not quantified for this study include:

- **Purpose-built solutions for student and affordable housing.** Entrata's tailored tools for student and affordable housing allow the composite organization to streamline complex workflows, such as bulk unit assignments and housing compliance, within a single platform. By automating previously manual tasks like roommate matching and recertification tracking, Entrata reduces administrative burden and audit risk while improving reporting accuracy.
- **Improved lead-to-lease rates.** Entrata's integrated marketing and leasing automation tools enable faster, more efficient responses to prospective renters, which helps the composite organization convert more leads without manual intervention. By streamlining the leasing workflow and reducing delays, teams experience higher lead flow, fewer missed opportunities, and faster application completion.
- **Elevated IT efficiency.** Entrata's all-in-one platform reduces the need for custom integrations and vendor coordination, which allows the composite organization's IT team to focus less on troubleshooting and more on strategic initiatives. Minimizing system issues and support tickets frees up IT resources for higher-value work.
- **Better provider support.** The composite organization benefits from Entrata's responsive and collaborative support model, with teams that are readily available, open to feedback, and committed to continuous improvement. From implementation through ongoing operations, Entrata's partnership approach ensures it consistently meets client needs.
- **More informed, faster business decisions.** Entrata's centralized platform and unified data layer provides the composite with real-time access to leasing, financial, and property data. With integrated analytics tools and open APIs, teams eliminate data silos, streamline reporting, and drive strategic decisions without relying on manual updates or specialized data staff.

Costs. Three-year, risk-adjusted PV costs for the composite organization include:

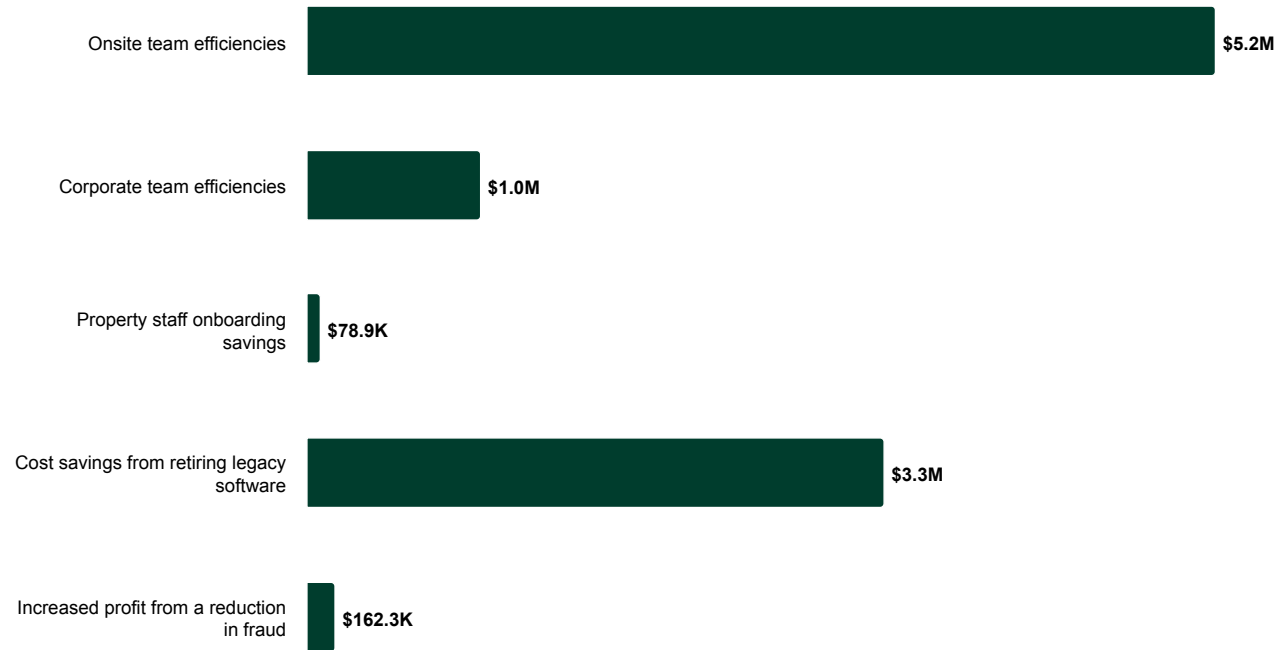
- **Entrata fees totaling \$3.2 million over three years.** The composite organization pays monthly per unit subscription fees for Entrata’s core platform and add-on modules, along with setup fees that scale based on the number of properties deployed. Costs increase over time as it rolls Entrata out to more properties. The analysis excludes resident-paid transactional fees.
- **Property onboarding and platform maintenance fees of \$549,000 over three years.** The composite organization incurs internal labor costs primarily during new and migrated property onboarding, with ongoing platform maintenance requiring minimal effort. In Year 1, cross-functional teams invest significant time to transition 80 properties to Entrata. As teams gain experience, onboarding becomes more efficient, requiring fewer FTEs and less time per property. Ongoing maintenance remains low due to Entrata’s reliable performance and quarterly updates.
- **Training fees totaling \$315,000 over three years.** The composite organization incurs training costs as it onboards 500 onsite staff and 100 corporate and support staff to Entrata. Organizations train employees through a mix of live sessions led by Entrata, self-paced modules on Entrata’s LMS, and internally run sessions tailored to role-specific use. Early investment in hands-on training and new standard operating procedures supports consistent platform adoption and use.

The financial analysis that is based on the interviews found that a composite organization experiences benefits of \$9.8 million over three years versus costs of \$4.1 million, adding up to a net present value (NPV) of \$5.7 million and an ROI of 141%.

Key Statistics



Benefits (Three-Year)



Market Overview

Modern Renters, Modern Expectations: Why AI Is Reshaping the Resident Experience

The housing market continues to face pressure from evolving renter preferences and digital-first expectations. Today's residents are no longer satisfied with traditional leasing models — they increasingly demand self-service capabilities, faster responses, and AI-enabled support that mirrors the convenience they experience in other consumer interactions.

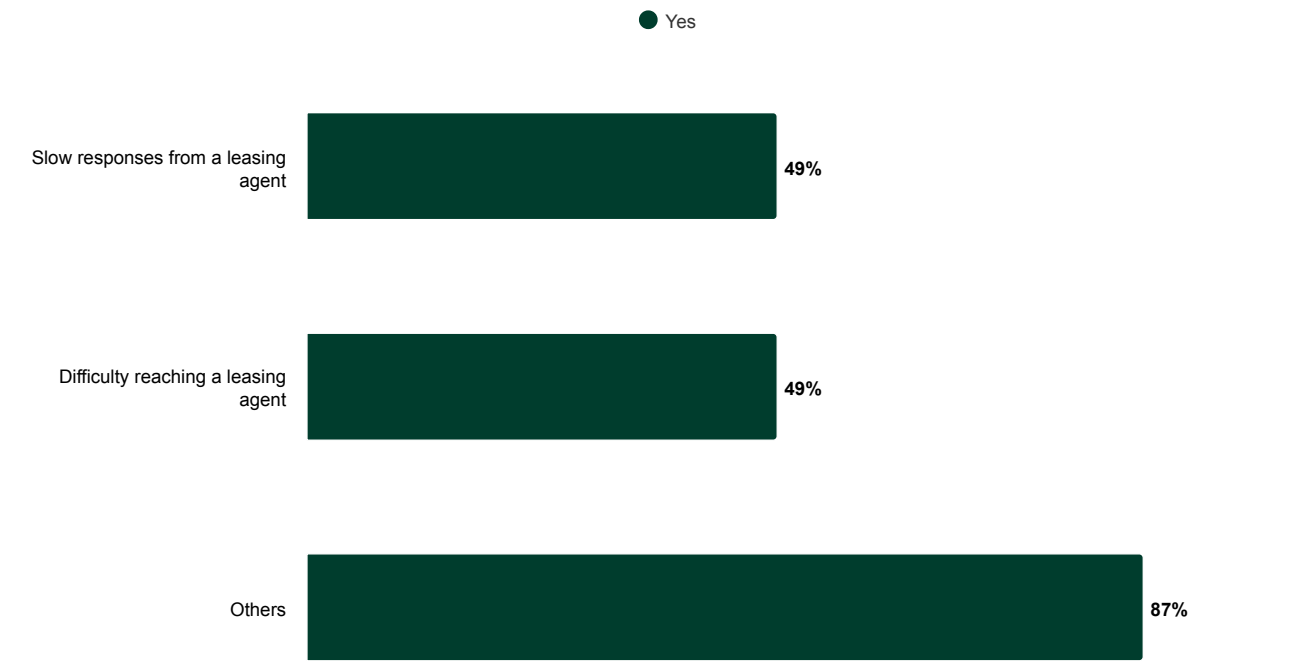
Survey findings from a commissioned study conducted by Forrester Consulting on behalf of Entrata — based on responses from 2,012 residential property renters in the US — highlight the urgency for multifamily property operators to adapt. Nearly half of respondents (49%) have abandoned an apartment search due to slow responses or difficulty reaching a leasing agent. Additionally, 60% said it would be helpful to have a virtual AI tour option available at any time, and 48% would be likely to complete the entire leasing process online if an AI assistant guided them through each step. These trends reflect growing expectations for immediacy, availability, and digital convenience across the resident lifecycle.

Once moved in, residents continue to value proactive communication and intelligent services. More than 60% of respondents reported that it would be helpful to receive AI-powered notifications about scheduled maintenance, and 78% expected to save time using AI chatbots that can prefill application details based on submitted documents. Lease renewal is another potential high-impact moment: 59% of residents said they would be more likely to renew their lease if offered AI-generated, personalized renewal options based on their history and market trends.

However, delays and friction persist. More than 90% of respondents reported waiting one or more days for a resolution to maintenance requests, and 21% said they frequently struggle to receive timely responses to general inquiries. These pain points represent areas where automation and AI can directly address resident frustrations and improve operational efficiency.

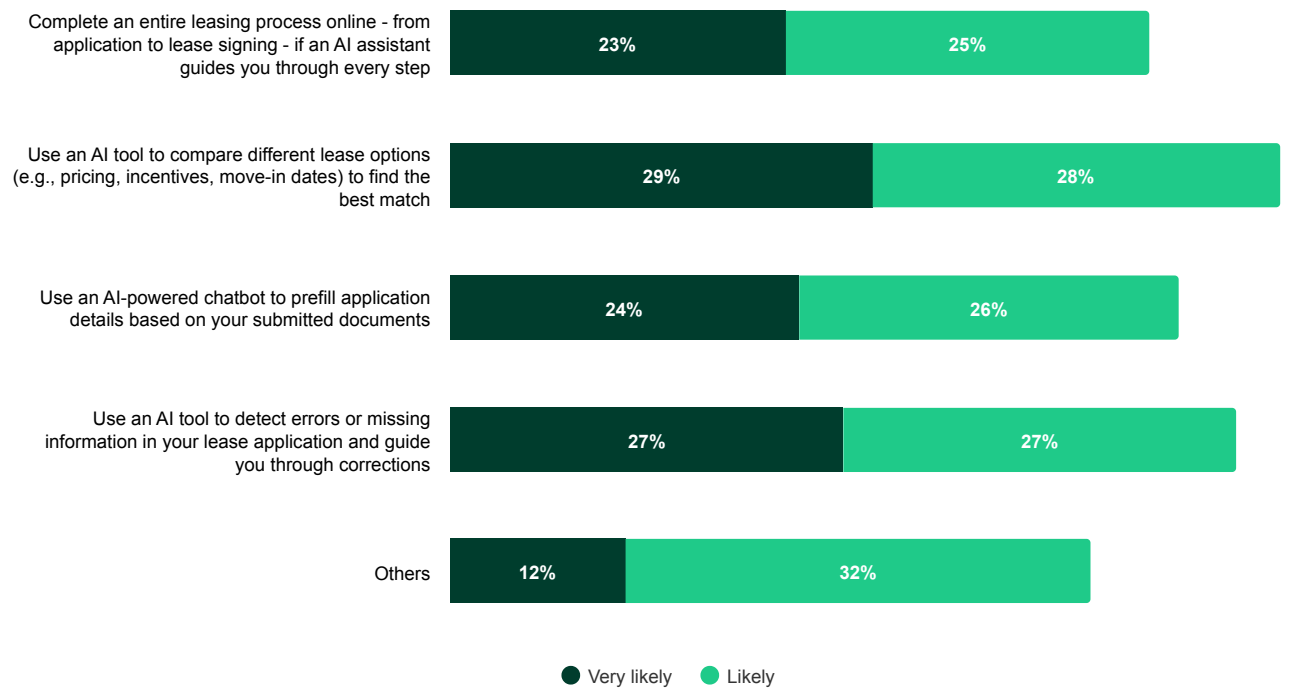
In this environment, multifamily housing providers face a clear mandate: to deliver a smoother, smarter resident experience powered by automation and AI. Platforms like Entrata are positioned to help close the gap between outdated processes and modern expectations — reducing friction for residents while easing the operational burden on property teams.

"Have you ever abandoned an apartment search due to slow responses or difficulty reaching a leasing agent?"



Base: 2,012 residential property renters in the US
Source: A commissioned study conducted by Forrester Consulting on behalf of Entrata, May 2025

“Thinking about a leasing process, please evaluate how likely or not likely you would be to use AI in the following scenarios.”



Base: 2,012 residential property renters in the US
Source: A commissioned study conducted by Forrester Consulting on behalf of Entrata, May 2025

The Entrata Customer Journey

Drivers leading to the Entrata investment

Interviews			
Role	Industry	Revenue	Entrata Use Characteristics
Executive vice president (EVP) of management services	Real estate	\$250M	200 properties
VP of operations and systems			20,000 units
			1,000 users
COO	Property management	\$75M	80 properties
Senior director			12,000 units
			600 users
Director of property management	Real estate	\$25M	75 properties
Regional manager			17,000 units
			450 users
President	Real estate	\$10M	50 properties
			11,000 units
			300 users

Key Challenges

Before investing in Entrata, interviewees’ organizations used a mix of disjointed tools and systems to address their property management needs. The interviewees noted how their organizations struggled with common challenges, including:

- **Siloed systems and disconnected data.** Organizations relied on a patchwork of platforms, often from different vendors, to manage leasing, CRM, accounting, maintenance, and resident communications. These tools were either loosely integrated or entirely separate, requiring teams to enter and reconcile the same data across multiple systems. This not only created inefficiencies but also introduced human error and led to unreliable reporting. The COO of a property management organization explained: “Before Entrata, we had different vendors and solutions for CRM, leasing, and operations, and then multiple bolt-ons in between. Even when we tried to integrate them, it never felt like one system.” The senior director at the same organization added, “We were doing the same thing in multiple systems just to keep the data consistent but doing this manually meant human error was inevitable.”

“We were having trouble properly documenting housing payments, separating ledgers, and managing recertifications [in our legacy environment]. We needed a one-stop shop.”

Director of property management, real estate

- **Hindered productivity at the site level.** Switching between disconnected tools slowed down site teams and made even simple tasks feel unnecessarily complex. Interviewees described constantly referencing multiple systems,

resetting passwords, and needing extra time to complete processes that should have been automated. The EVP of management services at a real estate organization shared: “With our old systems, even basic steps felt overcomplicated. We had to log in to several systems and bounce back and forth to get anything done.”

Because they did not have standardized or centralized workflows, staff often had to reverify details like lease terms or payment status across multiple platforms, which increased the risk of delays and errors — especially during high-volume periods like move-ins. These inefficiencies not only reduced time available for higher-value work like leasing and community engagement but also affected site performance and contributed to employee burnout. Interviewees described staff as constantly operating in reactive mode, with little time for proactive improvements.

“We had to remember all these different passwords and platforms. There were so many that people would forget which one to use for what.”

Regional manager, real estate

- **Inaccurate data and ineffective reporting.** At the corporate level, the use of multiple disconnected platforms made it difficult to consolidate operational, financial, and leasing data into a single source of truth. Financial data, occupancy rates, leasing performance, and maintenance records often lived in separate systems, each requiring manual exports and spreadsheet reconciliation. The COO of a property management company shared: “Nothing integrated the way we wanted. Leasing data was separated from financial data, which was separated from tour data. And our old system didn’t have an open API — it was like a closed fist.”

This fragmented environment slowed down reporting, planning, and stakeholder communication. Leaders lacked confidence in report accuracy or timeliness, which made it harder to respond quickly to market conditions or investor questions. A VP of operations and systems at a real estate company explained: “Our data was constantly inconsistent across systems. We had to manually pull information from different sources and try to piece it together, but the lack of integration led to inaccurate reporting and a loss of trust in the data we were using across leadership.”

- **Resident experience friction.** Because the tools used to manage leads, leases, payments, and communications weren’t connected, residents often had confusing, inconsistent, and frustrating experiences. They received messages from multiple systems, had to remember different logins for different functions, and frequently struggled to self-serve even basic tasks like making payments or checking maintenance request statuses. The disjointed experience eroded trust and led to frequent service complaints. The EVP of management services at a real estate organization said: “We’d hear complaints all the time — residents couldn’t pay their portion until housing payments were posted and they’d get nervous seeing the full balance. Navigating work orders was also glitchy.”

Site teams were often left to triage the confusion. Instead of focusing on community-building or leasing activities, they spent time explaining account balances, reentering requests, or digging through different systems to understand where a resident stood in the leasing or renewal process. The senior director at a property management organization explained: “Leads got lost between platforms. If a prospect came back with a question, staff had to dig through two or three systems to figure out what was going on.”

While these fragmented workflows frustrated staff, they also left a negative impression on prospective and current residents. In a competitive market where experience drives retention and reputation, this was a significant limitation.

“Residents had to navigate multiple portals, and something always went wrong. We’d get blamed for things outside our control because the systems didn’t talk to each other.”

Regional manager, real estate

- **Inability to scale with growth.** As their organizations' portfolios expanded, interviewees found that their legacy tools couldn't keep up. Scaling required onboarding multiple vendors or customizing existing tools — adding cost and complexity. The president of a real estate organization explained, "We needed a solution that could grow with us — our multifamily side started expanding rapidly, and we didn't have the tech stack to support it."

"The fact that everything was in one system and we weren't bouncing back and forth between several logins ... made it easier on the UX-side from the user perspective and reduced the need for complex steps to achieve tasks. This improved overall productivity and ease of use for our team."

VP of operations and systems, real estate

Investment Objectives

The interviewees' organizations searched for a modern solution that could:

- Consolidate disparate systems into a single, unified platform to streamline core property management operations.
- Improve productivity and operational ease for site and corporate teams by eliminating redundant tools, minimizing errors, standardizing workflows, and incorporating AI into their everyday tasks.
- Enhance visibility and data access through centralized reporting to enable faster, more confident decision-making.
- Improve the resident experience with a more intuitive, self-service-friendly system that would reduce friction across the leasing lifecycle.
- Increase customizability to optimize functionality for different types of housing.
- Support business growth and scalability by providing a flexible platform that can evolve with portfolio expansion, without adding complexity.

After an RFP and business case process evaluating multiple vendors, the interviewees' organizations chose Entrata and began deployment.

"The thing that attracted us most about Entrata is that it had a lot of the products we were integrating already built into the core. It gave us a more seamless experience for both team members and residents."

President, real estate

Composite Organization

Based on the interviews, Forrester constructed a TEI framework, a composite company, and an ROI analysis that illustrates the areas financially affected. The composite organization is representative of the interviewees' organizations, and it is used to present the aggregate financial analysis in the next section. The composite organization has the following characteristics:

- **Description of composite.** The fast-growing \$75 million organization in the real estate industry has 600 employees spread across various properties and corporate teams. The organization functions under an own-and-operate model with a focus on community investment, acquisition, operation, and management.

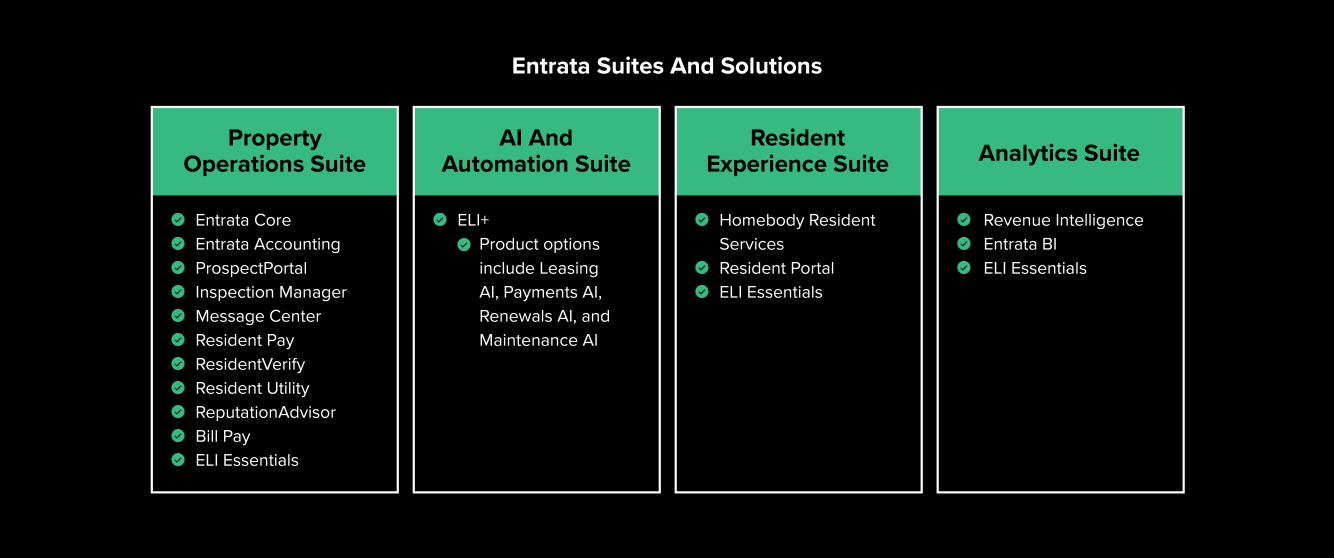
Before investing in Entrata, the organization used a mix of disjointed tools to address its property management needs. This siloed, unintegrated environment resulted in inefficiencies across internal and resident-facing business processes. To remedy this, the organization needs a centralized platform that breaks down silos, streamlines operations, improves site team productivity, and scales with organizational growth.

- **Deployment characteristics.** The composite organization uses a mix of the Entrata solutions outlined in the chart below. It manages a combination of conventional, student, and affordable housing and onboards all newly built and

newly acquired properties into Entrata. The composite is also in the process of migrating its current properties to Entrata. In total, the organization manages 100 properties and 15,000 units on the Entrata platform. Of these properties, 20% are newly built, 30% are newly acquired, and 50% are migrated from the prior environment. Of the organization’s 600 total employees, 500 employees make up its site teams, with about five team members per property, and 100 employees comprise support and corporate teams.

Key Assumptions

- \$75 million annual revenue
- 600 employees use Entrata
- 100 properties and 15,000 units on Entrata



Analysis Of Benefits

Quantified benefit data as applied to the composite

Total Benefits						
Ref.	Benefit	Year 1	Year 2	Year 3	Total	Present Value
Atr	Onsite team efficiencies	\$1,870,000	\$2,103,750	\$2,337,500	\$6,311,250	\$5,194,835
Btr	Corporate team efficiencies	\$374,000	\$420,750	\$467,500	\$1,262,250	\$1,038,967
Ctr	Property staff onboarding savings	\$71,366	\$8,905	\$8,905	\$89,176	\$78,928
Dtr	Cost savings from retiring legacy software	\$1,220,182	\$1,331,305	\$1,478,653	\$4,030,141	\$3,320,443
Etr	Increased profit from a reduction in fraud	\$29,160	\$58,320	\$116,640	\$204,120	\$162,341
	Total benefits (risk-adjusted)	\$3,564,709	\$3,923,030	\$4,409,198	\$11,896,936	\$9,795,514

Onsite Team Efficiencies

Evidence and data. Interviewees said that Entrata’s unified, all-in-one operating system dramatically improved the day-to-day productivity of their on-site property teams by automating manual tasks, reducing platform switching, and unifying workflows across leasing, maintenance, rent collection, and resident communication. Interviewees cited time savings, fewer errors, and greater visibility, all of which enabled staff to shift their focus from administrative work to resident service.

Leasing And Renewals

Entrata’s leasing and screening products allowed leasing agents to handle applications, screening, and lease execution in one system, eliminating the need for multiple platforms. This reduced redundant data entry, improved accuracy, and accelerated the lead-to-lease cycle.

- The regional manager at a real estate organization shared, “We can process renewals in minutes, not hours, and everything is tracked, signed, and archived automatically.”
- When prospects submitted their information online, they could complete the full leasing process — from application to lease — in as little as 20 minutes. A VP of operations and systems in the real estate industry estimated Entrata saved 30 minutes per lease, which translated into substantial time savings across high-volume student housing properties that completed eight to 60 leases per week.
- Renewals also saw major gains. The same interviewee shared: “If 10% of the residents were up for renewal, it could take more than half a day to get it all figured out. With Entrata, it takes less than 1 hour.”

“Entrata automatically shows who’s up for renewals. You can click to email that group, drop in a templated message, and send them all out in seconds.”

VP of operations and systems, real estate

Maintenance And Work Order Management

Entrata’s Facilities app and smart workflows improved how staff received, tracked, and completed maintenance requests. Technicians could update tickets in real time from the field, reducing delays, duplication, and lost work orders. Interviewees cited up to a 25% reduction in average close time for maintenance tickets, resulting in faster resolution and fewer resident complaints.

- The regional manager at a real estate organization explained: “Our staff is able to close and open work orders on the spot as they finish their tasks. Before, they had to go back to the office, go through all the work orders, and put notes.”
- The senior director at a property management organization added: “Now that work orders are mobile, we don’t have to chase technicians for updates. Residents get notified instantly.”

Resident Communications And Dashboards

Mass communication templates and built-in CRM dashboards helped staff send targeted updates and track lead engagement in real time. Managers could prioritize outreach and spot performance issues without needing to pull reports.

- The president at a real estate organization shared: “The dashboard is helpful for prioritizing leads and understanding next steps. Managers can now monitor whether leads are being processed without pulling a report.”
- Entrata’s marketing integrations, especially the website connection, significantly improved accuracy and responsiveness. The regional manager at a real estate organization noted: “Being able to put a special we have in Entrata and having it match on the website and across websites is amazing. Previously, price and availability updates were delayed due to manual coordination with marketing departments, sometimes resulting in lost leads.”

Rent Collection And Payment Processing

Entrata’s ResidentPay enabled flexible payment options (e.g., ACH, credit card, recurring) while autoreminders and late-fee automation improved collection rates and reduced delinquencies. The regional manager at a real estate organization explained, “With recurring payments and autofees set up, collections basically run themselves.” Interviewees observed a 10% to 15% increase in on-time rent payments and reduced foot traffic in leasing offices due to more residents paying online.

Document Handling, Reporting, And Auditability

Entrata also helped site teams minimize data entry errors and stay compliant with housing regulations. Audit tools, standardized workflows, and digital lease execution made document management easier and more accurate. The VP of operations and systems at a real estate organization explained: “The property manager can click to email a group, automatically drop a templated email, and send out individual emails in seconds. Before, it would take hours just to build the list and emails.”

“We used to miss work orders or duplicate them because the paper trails got messy. Now everything is tracked digitally, and nothing slips through.”

President, real estate

Modeling and assumptions. For the composite organization, Forrester assumes the following:

- The composite onboards 500 onsite FTEs onto Entrata by Year 3.
- The blended fully burdened annual salary of an onsite FTE is \$55,000.
- Site team members see a 10% improvement in efficiency after deploying Entrata for property management.

Risks. Onsite team efficiencies may vary depending on the following:

- The total number of properties and onsite personnel the Entrata platform affects.
- The maturity of site team workflows prior to implementing Entrata.
- The salaries of affected FTEs.
- The productivity recapture rate (e.g., individual employees may apply additional time savings toward professional development, training, and work-life activities).

Results. To account for these risks, Forrester adjusted this benefit downward by 15%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$5.2 million.

10%

Improvement in site team operational efficiency

Onsite Team Efficiencies					
Ref.	Metric	Source	Year 1	Year 2	Year 3
A1	Total properties on Entrata	Composite	80	90	100
A2	Average onsite FTEs per property	Composite	5	5	5
A3	Total onsite FTEs on Entrata	A1*A2	400	450	500
A4	Blended fully burdened annual salary for an onsite FTE	Composite	\$55,000	\$55,000	\$55,000
A5	Site team operational efficiency improvement with Entrata	Interviews	10%	10%	10%
At	Onsite team efficiencies	A3*A4*A5	\$2,200,000	\$2,475,000	\$2,750,000
	Risk adjustment	↓15%			
Atr	Onsite team efficiencies (risk-adjusted)		\$1,870,000	\$2,103,750	\$2,337,500
Three-year total: \$6,311,250			Three-year present value: \$5,194,835		

Corporate Team Efficiencies

Evidence and data. Entrata’s unified operating system enabled corporate teams to manage property operations at scale by consolidating tools, accelerating financial cycles, and providing real-time oversight across portfolios. Interviewees cited substantial time savings, improved report accuracy, and faster strategic decision-making enabled by Entrata’s centralized and customizable tools.

Consolidation Of Systems And Streamlined Oversight

Before Entrata, corporate teams juggled multiple point solutions with limited customization and little data integration. By replacing more than a dozen third-party tools, Entrata enabled a single login experience with modules that spoke to each other, from accounting to leasing to compliance. This consolidation reduced operational complexity and eliminated data silos, improving productivity for corporate teams.

- The president at a real estate organization shared: “The amount of reporting we can customize and have access to has been amazing. We have uninhibited visibility into everything across our company, which makes understanding the state of our organization much easier.”
- Corporate users also appreciated the ability to oversee site performance from a single dashboard without needing to pull reports or request updates. The regional manager at a real estate organization shared: “I can go in and see which of my sites isn’t processing leads properly, with no need to pull a report. It’s right there on a tab.” Customizable dashboards allowed managers to spot issues in marketing, leasing, or compliance in real time, enabling faster intervention and improved outcomes across departments.

“Entrata gave us a centralized command center. Now, instead of chasing data or emailing sites for updates, we can log in and instantly see how every property is performing.”

Senior director, property management

Marketing Optimization

Entrata's CRM and lead management dashboards allowed corporate marketing teams to monitor performance across sites without relying on manual reporting or local team check-ins. Corporate teams could quickly identify underperforming sites and intervene before issues impacted occupancy or revenue. Centralized campaign controls and website integrations ensured pricing and specials stayed consistent across platforms, reducing errors that previously caused missed leads. These tools enabled corporate teams to track marketing ROI, adjust campaigns in real time, and ensure brand alignment across regions.

Accelerated Reporting And Financial Close Cycles

Entrata Business Intelligence (BI) and Revenue Intelligence gave corporate teams real-time access to operational data. Interviewees described saving more than 20 hours per month on recurring reporting tasks by eliminating manual compilation and spreadsheet-driven processes.

For one real estate organization, the biggest impact was on monthly financial close. Its president said: "Prior to Entrata, we would not get our financial statements until the 25th. Now, we're able to have them within eight business days." This agility helped organizations respond to budget variances, adjust to occupancy shifts, and avoid overspending across departments.

"Before, by the time we got our financials, the month was over. Now we can pivot sooner and make decisions quicker."

President, real estate

Clearer, More Confident Accounting

Entrata made financial management more proactive and transparent. Staff could flag charge code errors before they hit accounts and run forward-looking reports to predict and address mischarges, resulting in reduced reversals and cleaner books.

The director of property management at a real estate organization shared: "You can now pull reports to see what's going to charge next month and fix any errors in advance. As a result, we've seen significantly fewer reversals and much cleaner accounting."

Modeling and assumptions. For the composite organization, Forrester assumes the following:

- The composite onboards 100 corporate team FTEs onto Entrata by Year 3.
- The blended fully burdened annual salary for a corporate team FTE is \$110,000.
- Corporate team members see a 5% improvement in efficiency after using Entrata for property management.

Risks. Onsite team efficiencies may vary depending on the following:

- The total number of corporate personnel the Entrata platform affects.
- The maturity of corporate team workflows prior to implementing Entrata.
- The salaries of affected FTEs.
- The productivity recapture rate (e.g., individual employees may apply additional time savings toward professional development, training, and work-life activities).

Results. To account for these risks, Forrester adjusted this benefit downward by 15%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$1.0 million.

Corporate Team Efficiencies					
Ref.	Metric	Source	Year 1	Year 2	Year 3
B1	Corporate employees on the Entrata platform	Composite	80	90	100
B2	Blended fully burdened annual salary for a corporate team FTE	Composite	\$110,000	\$110,000	\$110,000
B3	Corporate team operational efficiency improvement with Entrata	Interviews	5%	5%	5%
Bt	Corporate team efficiencies	B1*B2*B3	\$440,000	\$495,000	\$550,000
	Risk adjustment	↓15%			
Btr	Corporate team efficiencies (risk-adjusted)		\$374,000	\$420,750	\$467,500
Three-year total: \$1,262,250			Three-year present value: \$1,038,967		

Property Staff Onboarding Savings

Evidence and data. Before Entrata, onboarding new property staff was often slow and fragmented. Employees had to learn multiple disconnected systems — each with separate training modules, interfaces, and workflows — before they could contribute meaningfully. This delayed time to productivity and diluted training effectiveness. Interviewees noted that by the time employees had to perform tasks independently, they had already forgotten much of what they had learned, leading to repetitive questions, increased support tickets, and heavier reliance on internal help desks.

Entrata’s modern, intuitive operating system simplified the onboarding process by consolidating tools into a single system and reducing the number of interfaces staff had to learn. Compared to legacy systems, interviewees reported that employees could navigate Entrata 50% faster, accelerating ramp-up time.

- Interviewees also cited receiving significant value from Entrata’s LMS, which provides role-based, on-demand training tailored to each job function. This helped employees focus only on what was relevant to their responsibilities, improving engagement and retention. As the director of property management at a real estate organization explained: “Entrata is pretty self-explanatory, and it has a lot of knowledge-based documents that will allow people to go in and search for whatever they need. It’s so much easier than our prior systems; it’s much more colorful. It’s just much more user-friendly all around.”
- The LMS also empowered self-service learning, reducing the volume of follow-up questions and support tickets. The centralized nature of Entrata ensured consistency in training delivery across teams and regions. The COO of a property management organization explained: “The best part is that new hires don’t need to memorize five different systems anymore. With Entrata, everything’s in one place, and if they get stuck, the LMS is there. It’s made onboarding faster and way less overwhelming.”
- IT teams also experienced onboarding efficiencies. User provisioning previously took 50 to 100 steps across disconnected systems, which Entrata reduced to just five steps. The EVP of management services at a real estate organization shared: “It only takes around 10 minutes now, which is significantly shorter than before. The times savings add up when you think about how many people are onboarded in a year.”

“Onboarding new property staff is now a matter of days, not weeks. The difference is night and day.”

VP of operations and systems, real estate

Modeling and assumptions. For the composite organization, Forrester assumes the following:

- The composite onboards 250 onsite personnel total from newly built or newly acquired properties over three years. This financial analysis excludes onsite staff on properties already part of the composite organization and being

migrated to Entrata.

- It took 30 hours to onboard each onsite staff member in the prior environment.
- When using Entrata, onboarding new members takes 50% less time.
- The blended fully burdened hourly rate for an onsite FTE is \$26.
- In the prior environment, onsite staff would spend 10 minutes provisioning a new user.
- With Entrata, the time spent provisioning new users decreases by 80%.
- The fully burdened hourly rate for an IT FTE is \$48.

50%

Reduction in time to onboard new employees

Risks. Property staff onboarding savings may vary depending on the following:

- The number of newly built/newly acquired properties on Entrata.
- The time spent onboarding property staff and provisioning users in the prior property management environment.
- The hourly rates of affected FTEs.

Results. To account for these risks, Forrester adjusted this benefit downward by 10%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$79,000.

Property Staff Onboarding Savings					
Ref.	Metric	Source	Year 1	Year 2	Year 3
C1	Net new properties onboarded onto Entrata	Composite	80	10	10
C2	Percentage of properties on Entrata considered newly built/newly acquired	Composite	50%	50%	50%
C3	Average onsite staff per property	Composite	5	5	5
C4	Onsite staff onboarded	C1*C2*C3	200	25	25
C5	Time spent onboarding new property onsite staff in prior environment (hours)	Interviews	30	30	30
C6	Percentage reduction in time to onboard new employees into the Entrata environment	Interviews	50%	50%	50%
C7	Blended fully burdened hourly rate for an onsite FTE	Composite	\$26	\$26	\$26
C8	Subtotal: Onboarding savings for onsite FTEs	C4*C5*C6*C7	\$78,000	\$9,750	\$9,750
C9	Time spent provisioning new users in prior environment (minutes)	Interviews	10	10	10
C10	Percentage reduction in time spent provisioning new users with Entrata	Interviews	80%	80%	80%
C11	Total time saved on provisioning new users with Entrata (rounded hours)	C4*C9*C10/60 minutes	27	3	3
C12	Fully burdened hourly rate for an IT FTE	Composite	\$48	\$48	\$48
C13	Subtotal: Onboarding savings for IT FTEs	C11*C12	\$1,296	\$144	\$144
Ct	Property staff onboarding savings	C8+C13	\$79,296	\$9,894	\$9,894
	Risk adjustment	↓10%			
Ctr	Property staff onboarding savings (risk-adjusted)		\$71,366	\$8,905	\$8,905
Three-year total: \$89,176			Three-year present value: \$78,928		

Cost Savings From Retiring Legacy Software

Evidence and data. Interviewees’ organizations realized significant cost savings by retiring multiple third-party software tools and consolidating functionality within Entrata’s unified operating system. Previously, teams relied on a patchwork of solutions for lead generation, leasing, screening, payments, accounting, and resident communication. These disparate tools not only carried individual licensing fees but also required ongoing IT maintenance, workarounds, and API integration charges.

- By adopting Entrata, organizations could retire 10 or more legacy systems and eliminate redundant spend. The president of a real estate organization noted: “We’re no longer paying separately for tools like intercompany accounting or management fee automation. Entrata just does it.”
- The director of property management at a real estate organization shared that Entrata’s real-time website integration replaced the need for separate marketing plug-ins, adding: “We don’t have to worry about broken snippet codes or delays.”
- Many organizations were previously paying **per property or per unit** fees for siloed systems. The director of property management at a real estate organization explained: “Just having everything inside of Entrata ... and the cost-per-unit analysis comparing our previous setup with all of our integrations — Entrata came out as the more economical option while offering more value across the board.”
- Entrata’s open API structure also eliminated recurring integration charges — a common pain point with legacy vendors that charged per connection.

“We’ve really been able to cut down on the ancillary products that were used for lead management, screening, and things like that and minimize the additional costs of products that filled gaps in the other property management systems.”

Senior director, property management

Modeling and assumptions. For the composite organization, Forrester assumes the following:

- When transitioning to Entrata, the composite organization achieves 15% savings on costs associated with Entrata-onboarded properties.
- The total cost avoided considers the portion of the costs outlined in [Cost F: Fees to Entrata](#) associated with platform usage fees.

Risks. Cost savings from retiring legacy software may vary depending on the following:

- The scope of Entrata deployment in terms of deployment size and products in use.
- The prices of legacy products.

Results. To account for these risks, Forrester adjusted this benefit downward by 10%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$3.3 million.

“Retiring legacy systems saved us thousands of dollars per month and simplified our tech stack overnight.”

VP of operations and systems, real estate

Cost Savings From Retiring Legacy Software					
Ref.	Metric	Source	Year 1	Year 2	Year 3
D1	Percentage decrease in costs once transitioning to Entrata	Interviews	15%	15%	15%
Dt	Cost savings from retiring legacy software	F1*(1+D1)	\$1,355,758	\$1,479,228	\$1,642,948
	Risk adjustment	↓10%			
Dtr	Cost savings from retiring legacy software (risk-adjusted)		\$1,220,182	\$1,331,305	\$1,478,653
Three-year total: \$4,030,141			Three-year present value: \$3,320,443		

Increased Profit From A Reduction In Fraud

Evidence and data. As leasing processes became more digital, rental fraud surged, exposing property managers to forged pay stubs, fake IDs, unverifiable income, and payment reversals. Many interviewees' organizations previously relied on third-party tools or manual processes to flag fraud, but these approaches were slow, fragmented, and error prone as threat actors modernized their approaches.

Interviewees noted that Entrata's built-in fraud prevention tools significantly improved this workflow. Key tools like ResidentVerify, biometric ID verification, and PreciseID integrations enabled real-time identity and income verification within one platform. Audit trails and workflow approvals helped flag anomalies before teams finalized leases. Leasing teams no longer had to log into separate systems or wait days for third-party verdicts. Instead, the leasing flow had fraud detection embedded.

- The director of property management at a real estate organization emphasized: "Putting Precise ID into play is reducing fraud. You can no longer just get us with fake check stubs; Entrata and its partners are going to flag it."
- The COO of a property management organization noted the operational simplicity of Entrata: "Now the screening and verification lives within Entrata. I don't have to sign out of one system to check IDs and background. Everything's right there. That one-stop shop again."

In addition, precharge reporting and tighter controls ensured that teams caught errors before they hit the books, which improved financial accuracy and auditability. Across interviewees, several estimated a 20% to 50% reduction in fraud-related move-ins, translating into thousands of dollars of avoided losses per site. Fewer skipped rents, evictions, and legal proceedings helped boost NOI and overall profitability.

"Entrata's fraud tools stop scams before they start. We're sleeping better at night."

President, real estate

Modeling and assumptions. For the composite organization, Forrester assumes the following:

- The composite organization generates \$75 million in annual revenue.
- This analysis considers 80% of the composite organization's housing to be conventional or affordable and affected by fraud.
- The percentage of revenue lost to fraud/delinquency before implementing Entrata was 3%.
- With Entrata, the composite's loss rate decreases by 10% in Year 1. The loss rate decreases by 40% in Year 3 as it applies Entrata to manage more properties, use of Entrata's fraud and resident verification tools becomes more widespread, and employees become more comfortable using the solution.
- The composite organization has an operating margin of 18%.

Risks. The increased profit from a reduction in fraud may vary depending on the following:

- The Entrata tools in use and how widespread Entrata use is within an organization's properties.

- The revenue lost to fraud or delinquency in the previous state.
- An organization’s operating margin.

Results. To account for these risks, Forrester adjusted this benefit downward by 10%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$162,000.

“Cutting fraud means more stable communities and healthier bottom lines.”

COO, property management

Increased Profit From A Reduction In Fraud					
Ref.	Metric	Source	Year 1	Year 2	Year 3
E1	Total revenue	Composite	\$75,000,000	\$75,000,000	\$75,000,000
E2	Percentage of housing that is conventional/affordable	Composite	80%	80%	80%
E3	Revenue lost to fraud/delinquency per year before Entrata	Composite	3.0%	3.0%	3.0%
E4	Reduction in revenue loss due to fraud attributable to Entrata	Interviews	10%	20%	40%
E5	Subtotal: Total revenue loss to fraud/delinquency avoided after implementing Entrata	E1*E2*E3*E4	\$180,000	\$360,000	\$720,000
E6	Operating margin	Composite	18%	18%	18%
Et	Increased profit from a reduction in fraud	E5*E6	\$32,400	\$64,800	\$129,600
	Risk adjustment	↓10%			
Etr	Increased profit from a reduction in fraud (risk-adjusted)		\$29,160	\$58,320	\$116,640
Three-year total: \$204,120			Three-year present value: \$162,341		

Unquantified Benefits

Interviewees mentioned the following additional benefits that their organizations experienced but were not able to quantify:

- **Purpose-built solutions for student and affordable housing.** Interviewees frequently cited Entrata’s student and affordable housing tools as a meaningful differentiator. One interviewee shared that bulk unit assignments, which previously required manual work in spreadsheets and flashcard sorting, were now automated and streamlined through Entrata’s housing assignment logic and roommate matching tools. For affordable housing, interviewees noted that Entrata’s native compliance and recertification tools helped reduce audit risks, limit missed steps, and better support reporting.

“In the past, we had a million different spreadsheets, and you’d get assigned a roommate based on sticky notes. Now Entrata pulls it all together and flags things automatically. It’s just smarter.”

VP of operations and systems, real estate

- **Improved lead-to-lease rates.** Entrata’s marketing and leasing automation tools — such as ProspectPortal, automated lead communication, and integrated websites — streamlined the entire leasing process, enabling employees to respond to leads quickly and efficiently. The VP of operations and systems at a real estate organization said: “The whole workflow is efficient. There’s not necessarily a stopping point where a team member

has to jump in.” Eliminating manual steps and integration breaks led to higher lead flow and fewer missed opportunities, with many lease applications completed in as little as 15 minutes without human intervention.

Unified CRM and lead-tracking functionality also ensured prospects were less likely to slip through the cracks, and the end-to-end leasing workflow — from lead capture to portal access — reduced friction and accelerated cycles, especially in competitive markets. The president at a real estate organization noted: “Our lead flow has increased tremendously compared to what it was. There’s no missed opportunities — everything’s flying. I would estimate that’s a 15% to 20% improvement in the lead-to-lease rate.”

- **Elevated IT efficiency.** Because Entrata eliminates the need for custom integrations and brings disparate functions under one umbrella, internal IT teams could shift focus from reactive support to value-added initiatives. With fewer tickets tied to system bugs or sync issues, IT team members could reclaim time previously spent coordinating across multiple vendors.

“There are fewer IT fires. With Entrata, we don’t have to wait for vendor A and vendor B to point fingers while we sit in limbo.”

Senior director, property management

- **Better provider support.** Interviewees consistently described Entrata as a highly responsive, transparent, and collaborative partner, which set it apart from their previous vendors. They praised the Entrata team for being readily available, listening to client feedback, and proactively supporting them through every stage of implementation and ongoing operations. As the VP of operations and systems at a real estate organization noted: “Our sales rep, our national sales rep, our direct sales rep, our customer support, CSM, manager, everybody that we’ve encountered along the way ... they’ve been nothing but great to work with. We’ve really been able to connect on a good level with those folks. They always seem to be available for us when we need them.”

Clients highlighted that Entrata’s support model was not only about troubleshooting but also about collaboration and continuous improvement. The director of property management at a real estate organization described the Entrata migration team as “very responsive, helpful, and always available” by ensuring smooth transitions and ongoing support as the platform introduced new features. Interviewees emphasized that Entrata was open about its roadmap, receptive to feedback, and genuinely acted on clients’ enhancement ideas.

“Whenever we put in a ticket with Entrata, we have a response within hours, as opposed to days or weeks with our previous solution.”

Regional manager, real estate

- **More informed, faster business decisions.** Entrata’s single platform and unified data architecture gave interviewees’ organizations real-time access to property, leasing, and financial data across their entire portfolio, eliminating silos that previously hampered decision-making. This integration, along with Entrata’s open API, enabled customers to extract, analyze, and visualize data using built-in tools and third-party BI platforms, empowering teams to move from static reports to customizable dashboards and actionable insights. As the VP of operations and systems at a real estate organization noted, “Now we have control over our data with AI and BI, and we can start doing things that we’ve wanted to do for a while but couldn’t because we were held back by our software. So that for me is a huge win.”

With Entrata, corporate teams could better inform leadership, support asset managers, and drive strategic decisions without needing specialized data staff or manual updates. The platform's flexibility allowed interviewees' organizations to integrate their own tools directly with Entrata's data pipeline, streamlining workflows and eliminating the need to chase down information from multiple sources. As the COO of a property management organization put it, "We're pulling rates, availability, and performance data directly into Power BI dashboards — no more manually updating spreadsheets or chasing community managers for answers."

"In our previous setup, all the data lived in different silos. With Entrata, we finally have the control to manipulate and visualize our data the way we want to."

Senior director, property management

Flexibility

The value of flexibility is unique to each customer. There are multiple scenarios in which a customer might implement Entrata and later realize additional uses and business opportunities, including:

- **Continuing to scale their property footprint.** Entrata provided a foundation that could grow with an organization's evolving needs. Interviewees cited aggressive unit growth targets — such as reaching 20,000 units from 11,000 units by 2031 — and noted that Entrata's centralized architecture and open integrations made those ambitions feasible. The president at a real estate organization explained: "We wouldn't have the opportunity to reach our expansion goals in the old system. With Entrata, adding properties is easier and more efficient; we're no longer reinventing the wheel every time."

Interviewees also referenced how Entrata allowed them to scale their portfolio without adding headcount. By standardizing processes across properties, teams could absorb new acquisitions faster and with less friction.

"We are able to scale without needing to double our corporate overhead. That's the power of having one platform in the form of Entrata."

EVP of management systems, real estate

- **Unlocking value from additional features over time.** Entrata's integrated ecosystem made it easy for organizations to phase in new functionality as their needs evolved, without having to vet new vendors or worry about integrations. Even interviewees who had only adopted core modules like accounting, leasing, and CRM expressed interest in exploring additional tools, such as Entrata's utility billing. In several cases, interviewees said they were actively piloting or budgeting for new modules to further consolidate and simplify their tech stacks.

"We're still rolling out new pieces. With Entrata, it's not a rip-and-replace each time, it's just a switch flip."

Director of property management, real estate

- **Investing in AI.** While most interviewees' organizations had not yet fully implemented Entrata's advanced AI capabilities — such as Leasing AI, Payments AI, Renewals AI, and Maintenance AI within ELI+ (Entrata Leasing Intelligence Plus, Entrata's integrated suite of AI-powered tools) — they expressed strong interest in using them to unlock new efficiencies and business opportunities. Survey results echoed this demand: 60% of renters would find it helpful to have a virtual AI tour option available at any time, and 48% said they'd likely complete the entire leasing process online if guided by an AI assistant.

Many organizations were already taking advantage of some AI and automation tools. For example, several interviewees said their teams were experimenting with automation for triggered communications and automatching for roommates, viewing these as practical steppingstones toward broader AI integration. Others specifically mentioned using AI-powered agents to handle routine resident inquiries, automate rent payment reminders, and schedule maintenance requests, freeing up staff to focus on higher-value tasks. The COO of a property management organization explained, “We started using the ELI Essentials feature when it was released, and I think that is one of the biggest pieces that has helped our sites — being able to click that button, give it a little comment on what you’re trying to write, and having it create that email for you is amazing.”

Looking ahead, interviewees also expressed interest in using predictive maintenance to proactively address property issues and in leveraging AI-driven analytics to optimize pricing and marketing strategies. Many were eager to offload more back-end tasks — such as bank reconciliations, maintenance coordination, and appointment scheduling — as Entrata’s AI capabilities expand. This phased approach, supported by Entrata’s unified data and open API ecosystem, gave interviewees confidence that they could easily activate new features and unlock new efficiencies as their business needs grew. As the president of a real estate company put it: “As they continue to build the AI out in ELI+, I think the sky’s the limit. We will be able to fine-tune correspondence, maintenance functions, and finance functions, among others. Overall, I think there are a lot of back-end workflows we will be able to offload. Excited to see where Entrata takes us.”

Flexibility would also be quantified when evaluated as part of a specific project (described in more detail in [Appendix A](#)).

“We want to move toward AI in the future, and Entrata gives us the foundation. It’s all one system, so we’re not trying to glue on smart tools to a bunch of disconnected parts.”

COO, property management

Unquantified Benefit Spotlight

A More Seamless, Digitally-Driven Resident Experience With Entrata

Modern renters expect digital tools that simplify day-to-day tasks and create a more seamless connection with property management. Survey results highlighted that nearly half of renters have abandoned apartment searches due to slow responses, and the majority want virtual tours, instant application tools, and real-time maintenance updates. Interviewees shared that Entrata's centralized platform helps address these evolving expectations by bringing core resident functions into a single system.

Tools such as ResidentPortal allow residents to pay rent, submit maintenance requests, review documents, and communicate with property staff from a laptop or mobile device. Several interviewees noted that consolidating these interactions under one login reduced confusion and support requests.

Features like ResidentPay support secure, instant online payments, while Parcel Alert keeps residents informed about package deliveries. The Message Center and Contact Points provide direct, trackable communication, so residents know their concerns are heard and addressed.

Interviewees also highlighted how InspectionManager supports a smoother move-in and move-out process by allowing residents to digitally document property conditions using checklists and photos. For some, this reduced paperwork helped resolve issues faster, which benefited both residents and onsite staff.

“Residents can now find their leases, submit work orders, and make payments online. That alone saves time for everyone.”

President, real estate

Entrata's AI-powered tools, such as automated messaging and AI agents, enabled interviewees' organizations' residents to get answers and complete tasks at any time—including scheduling a maintenance request, checking payment status, or renewing a lease. These features not only saved residents' time but also ensures they receive consistent, timely support, even outside business hours. As AI continues to evolve, Entrata plans to incorporate additional personalized and proactive services, from predictive maintenance alerts to tailored renewal offers.

“Residents can request a renewal or transfer through their portal, which is amazing. We also proactively reach out as soon as our lease and budget and rates are available to start renewing people. The reporting around renewals is also really helpful—you can see the progress of each person as they go through the renewal process.”

Senior director, property management

Homebody, integrated through Entrata, offers residents financial wellness tools designed to provide value beyond just paying rent. Interviewees highlighted Homebody's rent payment flexibility, financial education resources, and, most notably, the rent reporting service, which enables residents to build or repair their credit by paying rent on time. The regional manager at a real estate organization explained: “Homebody gives residents a unique sense of empowerment and peace of mind. They know that by paying their rent on time, they're not just securing a place to live—they're also actively improving their financial future. Every month, when they see their payment reported to the credit bureaus, it reinforces the idea that renting is an investment in themselves, not just someone else's property. For those rebuilding credit, this feature is especially meaningful, turning a routine expense into a positive step toward greater financial health.”

Overall, interviewees described Entrata's digital tools as enabling a more convenient and transparent resident experience, which ultimately resulted in improved satisfaction, retention, and peace of mind for residents and property management teams.

 **“Customer service scores have risen significantly since adopting Entrata. We had never seen a rise before.”**

President, real estate

Analysis Of Costs

Quantified cost data as applied to the composite

Total Costs							
Ref.	Cost	Initial	Year 1	Year 2	Year 3	Total	Present Value
Ftr	Fees to Entrata	\$0	\$1,178,920	\$1,286,285	\$1,428,650	\$3,893,855	\$3,208,157
Gtr	Property onboarding and platform maintenance fees	\$0	\$528,880	\$43,120	\$43,120	\$615,120	\$548,833
Htr	Training fees	\$0	\$284,760	\$35,595	\$35,595	\$355,950	\$315,033
	Total costs (risk-adjusted)	\$0	\$1,992,560	\$1,365,000	\$1,507,365	\$4,864,925	\$4,072,023

Fees To Entrata

Evidence and data. The interviewees' organizations paid fees to Entrata that combined core package subscription fees, additional feature and functionality fees (paid on a per month per unit basis), and access to the LMS for on-call training and video tutorials. Organizations can purchase different bundles depending on their use.

Interviewees' organizations incurred implementation and setup fees for Entrata services when integrating the platform into their technology stacks and onboarding it to new properties. Entrata scales setup fees based on how many properties and employees each organization onboards and the type and number of Entrata products/modules they deploy.

Additionally, the Entrata investment includes transactional fees typically paid by residents. These include fees associated with payment processing, screenings, and other activities.

Pricing may vary. Contact Entrata for additional details.

Modeling and assumptions. For the composite organization, Forrester assumes the following:

- The organization implements a representative mix of Entrata solutions across its conventional, student, and affordable properties. The solution set used in the study is intended to reflect a common configuration — not a fixed bundle or price point. Actual solution selection and pricing will vary by organization and property needs.
- The composite also pays setup fees for each property it deploys on Entrata.
- Costs increase as the composite sets up and deploys Entrata to more properties year over year.
- The financial analysis does not include transactional fees paid by residents.

Risks. Fees to Entrata may vary depending on the following:

- The number of properties and units using Entrata.
- The number of Entrata products/modules an organization deploys.
- The types of properties organizations use Entrata to manage.
- The need for Entrata professional services for property onboarding.

Results. To account for these risks, Forrester adjusted this cost upward by 0%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$3.2 million.

Fees To Entrata						
Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
F1	Fees to Entrata	Composite	\$0	\$1,178,920	\$1,286,285	\$1,428,650
Ft	Fees to Entrata	F1	\$0	\$1,178,920	\$1,286,285	\$1,428,650
	Risk adjustment	0%				
Ftr	Fees to Entrata (risk-adjusted)		\$0	\$1,178,920	\$1,286,285	\$1,428,650
Three-year total: \$3,893,855			Three-year present value: \$3,208,157			

Property Onboarding And Platform Maintenance Fees

Evidence and data. Interviewees described internal implementation and ongoing management as a process that required:

- Internal collaboration across IT, operations, accounting, regional teams, and onsite staff to prepare property data, configure settings, conduct onboarding, and respond to migration-related questions. Interviewees’ organizations frequently appointed internal rollout leads and transition coordinators to manage timelines and ensure consistency. It typically took between four and seven months to onboard properties in the first year.
 - Interviewees estimated that early migrations required five to seven days of effort per site, with additional time needed to complete internal data prep, review accuracy, and create standard operating procedures. Over time, teams reported onboarding efficiencies and reduced migration windows from several days to one or two, particularly for Entrata-to-Entrata transitions. Newly built properties also took less time to onboard, as there was no prior state or resident information to transition to the new environment.
- Minimal ongoing involvement from IT and operations employees for platform maintenance. Once the interviewees’ organizations configured the system, they required limited internal support to maintain its performance. Interviewees emphasized that Entrata’s quarterly updates and reliable uptime minimized disruption and kept ongoing management needs low.

“For our initial rollout, four of us spent 60% to 70% of the workday on migrations — pulling reports, reviewing data, and coordinating with Entrata. But now, it’s down to one person per site and much less time.”

Regional manager, real estate

Modeling and assumptions. For the composite organization, Forrester assumes the following:

- A mix of FTEs, consisting of staff in IT, operations, business, and onsite teams, are involved in initial and ongoing migrations/new property setup.
- In Year 1, the composite onboards 80 properties onto Entrata, with 10 FTEs involved in onboarding each property.
- Each FTE spends 12 hours onboarding a property in the initial six-month migration period in the first year.
- The composite onboards an additional 10 properties in Years 2 and 3.
- The number of FTEs involved in onboarding a property and the effort each expends reduces by 50% and 33%, respectively, in Years 2 and 3 as staff become more comfortable with Entrata and the onboarding process.
- The blended fully burdened hourly rate for an IT/operations/business/onsite FTE is \$48.
- Five IT/operations FTEs spend 5% of their time on ongoing system management.
- The blended fully burdened annual salary for an IT/operations FTE is \$100,000.

Risks. Property onboarding and platform maintenance fees may vary depending on the following:

- The complexity, size, and scope of the transition from the former property management solutions to Entrata and the onboarding of new and migrated properties.
- The number and salaries of FTEs dedicated to adopting and managing Entrata.

Results. To account for these risks, Forrester adjusted this cost upward by 10%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$549,000.

“Maintenance is minimal. Entrata runs smoothly, and our internal ops team just handles occasional tickets — maybe 5% of their time.”

Director of property management, real estate

Property Onboarding And Platform Maintenance Fees						
Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
G1	Number of properties onboarded to Entrata	Composite	0	80	10	10
G2	Number of FTEs involved in onboarding a property	Composite	0	10	5	5
G3	Time spent on onboarding a property per person (hours)	Interviews	0	12	8	8
G4	Blended fully burdened hourly rate for an IT/operations/business/onsite FTE	Composite	\$48	\$48	\$48	\$48
G5	Subtotal: Costs associated with property onboarding	G1*G2*G3*G4	\$0	\$460,800	\$19,200	\$19,200
G6	Number of FTEs involved in ongoing management of Entrata	Interviews	0	4	4	4
G7	Percent of time spent on ongoing management	Interviews	0%	5%	5%	5%
G8	Blended fully burdened annual salary for an IT/operations FTE	Composite	\$100,000	\$100,000	\$100,000	\$100,000
G9	Subtotal: Costs associated with Entrata platform maintenance	G6*G7*G8	\$0	\$20,000	\$20,000	\$20,000
Gt	Property onboarding and Platform maintenance fees	G5+G9	\$0	\$480,800	\$39,200	\$39,200
	Risk adjustment	↑10%				
Gtr	Property onboarding and Platform maintenance fees (risk-adjusted)		\$0	\$528,880	\$43,120	\$43,120
Three-year total: \$615,120			Three-year present value: \$548,833			

Training Fees

Evidence and data. Interviewees’ organizations trained all onsite staff and corporate and support teams who used Entrata on how to optimize their platform use for their specific roles and daily tasks. Organizations used a mix of Entrata-led live trainings, videos, and tutorials hosted on Entrata’s LMS platform, and both virtual and onsite trainings run by internal personnel for more organization-specific Entrata use. Organizations investing in Entrata noted the importance of building new standard operating procedures and dedicating early hands-on training time to ensure adoption and consistency across teams.

“We used to need a week-long course to train on our old solution setup. With Entrata, we can get someone up to speed in less than two days.”

VP of operations and systems, real estate

Modeling and assumptions. For the composite organization, Forrester assumes the following:

- The composite onboards five onsite FTEs onto Entrata per property. It onboards 500 staff over three years.
- Onsite staff require 15 hours of training on how to use Entrata.
- The blended fully burdened hourly rate for an onsite FTE is \$26.
- The composite onboards 100 support/corporate team FTEs to Entrata over three years, with most onboarded in the initial period.
- Support/corporate FTEs require 30 hours of training to become adept at using Entrata.
- The blended fully burdened hourly rate for a support/corporate FTE is \$48.

Risks. Training fees may vary depending on the following:

- The size, skill, and prior experience of the organization's affected workforce.
- The hourly rates of affected FTEs.

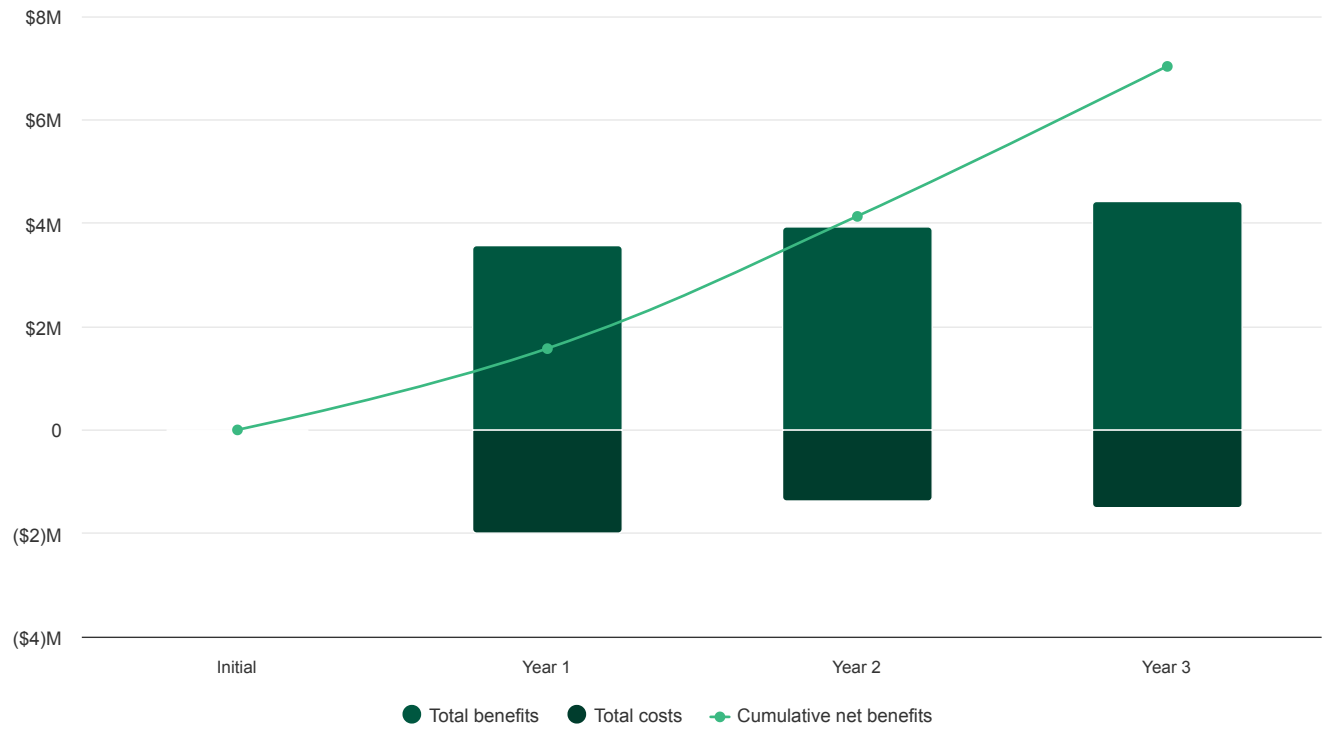
Results. To account for these risks, Forrester adjusted this cost upward by 5%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$315,000.

Training Fees						
Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
H1	Properties onboarded to Entrata	Composite	0	80	10	10
H2	Average onsite FTEs per property	Composite	0	5	5	5
H3	Onsite FTEs onboarded	H1*H2	0	400	50	50
H4	Average time spent on training for onsite FTEs (hours)	Interviews	15	15	15	15
H5	Blended fully burdened hourly rate for an onsite FTE	Composite	\$26	\$26	\$26	\$26
H6	Subtotal: Training fees for onsite FTEs	H3*H4*H5	\$0	\$156,000	\$19,500	\$19,500
H7	Support/corporate team FTEs onboarded	Composite	0	80	10	10
H8	Average time spent on training for support/corporate FTEs (hours)	Interviews	30	30	30	30
H9	Blended fully burdened hourly rate for a support/corporate FTE	Composite	\$48	\$48	\$48	\$48
H10	Subtotal: Training fees for support/corporate FTEs	H7*H8*H9	\$0	\$115,200	\$14,400	\$14,400
Ht	Training fees	H6+H10	\$0	\$271,200	\$33,900	\$33,900
	Risk adjustment	↑5%				
Htr	Training fees (risk-adjusted)		\$0	\$284,760	\$35,595	\$35,595
Three-year total: \$355,950			Three-year present value: \$315,033			

Financial Summary

Consolidated Three-Year, Risk-Adjusted Metrics

Cash Flow Chart (Risk-Adjusted)



Cash Flow Analysis (Risk-Adjusted)						
	Initial	Year 1	Year 2	Year 3	Total	Present Value
Total costs	\$0	(\$1,992,560)	(\$1,365,000)	(\$1,507,365)	(\$4,864,925)	(\$4,072,023)
Total benefits	\$0	\$3,564,709	\$3,923,030	\$4,409,198	\$11,896,936	\$9,795,514
Net benefits	\$0	\$1,572,149	\$2,558,030	\$2,901,833	\$7,032,011	\$5,723,491
ROI						141%

ⓘ Please Note

The financial results calculated in the Benefits and Costs sections can be used to determine the ROI, NPV, and payback period for the composite organization's investment. Forrester assumes a yearly discount rate of 10% for this analysis.

These risk-adjusted ROI, NPV, and payback period values are determined by applying risk-adjustment factors to the unadjusted results in each Benefit and Cost section.

The initial investment column contains costs incurred at "time 0" or at the beginning of Year 1 that are not discounted. All other cash flows are discounted using the discount rate at the end of the year. PV calculations are calculated for each total cost and benefit estimate. NPV calculations in the summary tables are the sum of the initial investment and the discounted cash flows in each year. Sums and present value calculations of the Total Benefits, Total Costs, and Cash Flow tables may not exactly add up, as some rounding may occur.

TEI Framework And Methodology

From the information provided in the interviews, Forrester constructed a Total Economic Impact™ framework for those organizations considering an investment in Entrata.

The objective of the framework is to identify the cost, benefit, flexibility, and risk factors that affect the investment decision. Forrester took a multistep approach to evaluate the impact that Entrata can have on an organization.

Due Diligence

Interviewed Entrata stakeholders and Forrester analysts to gather data relative to Entrata.

Interviews

Interviewed seven decision-makers at organizations using Entrata to obtain data about costs, benefits, and risks.

Composite Organization

Designed a composite organization based on characteristics of the interviewees' organizations.

Financial Model Framework

Constructed a financial model representative of the interviews using the TEI methodology and risk-adjusted the financial model based on issues and concerns of the interviewees.

Case Study

Employed four fundamental elements of TEI in modeling the investment impact: benefits, costs, flexibility, and risks. Given the increasing sophistication of ROI analyses related to IT investments, Forrester's TEI methodology provides a complete picture of the total economic impact of purchase decisions. Please see [Appendix A](#) for additional information on the TEI methodology.

Glossary

Total Economic Impact Approach

Benefits

Benefits represent the value the solution delivers to the business. The TEI methodology places equal weight on the measure of benefits and costs, allowing for a full examination of the solution's effect on the entire organization.

Costs

Costs comprise all expenses necessary to deliver the proposed value, or benefits, of the solution. The methodology captures implementation and ongoing costs associated with the solution.

Flexibility

Flexibility represents the strategic value that can be obtained for some future additional investment building on top of the initial investment already made. The ability to capture that benefit has a PV that can be estimated.

Risks

Risks measure the uncertainty of benefit and cost estimates given: 1) the likelihood that estimates will meet original projections and 2) the likelihood that estimates will be tracked over time. TEI risk factors are based on "triangular distribution."

Financial Terminology

Present value (PV)

The present or current value of (discounted) cost and benefit estimates given at an interest rate (the discount rate). The PV of costs and benefits feed into the total NPV of cash flows.

Net present value (NPV)

The present or current value of (discounted) future net cash flows given an interest rate (the discount rate). A positive project NPV normally indicates that the investment should be made unless other projects have higher NPVs.

Return on investment (ROI)

A project's expected return in percentage terms. ROI is calculated by dividing net benefits (benefits less costs) by costs.

Discount rate

The interest rate used in cash flow analysis to take into account the time value of money. Organizations typically use discount rates between 8% and 16%.

Payback

The breakeven point for an investment. This is the point in time at which net benefits (benefits minus costs) equal initial investment or cost.

Appendixes

APPENDIX A

Total Economic Impact

Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists solution providers in communicating their value proposition to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of business and technology initiatives to both senior management and other key stakeholders.

APPENDIX B

Endnotes

¹ Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists solution providers in communicating their value proposition to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of business and technology initiatives to both senior management and other key stakeholders.

Disclosures

Readers should be aware of the following:

This study is commissioned by Entrata and delivered by Forrester Consulting. It is not meant to be used as a competitive analysis.

Forrester makes no assumptions as to the potential ROI that other organizations will receive. Forrester strongly advises that readers use their own estimates within the framework provided in the study to determine the appropriateness of an investment in Entrata.

Entrata reviewed and provided feedback to Forrester, but Forrester maintains editorial control over the study and its findings and does not accept changes to the study that contradict Forrester's findings or obscure the meaning of the study.

Entrata provided the customer names for the interviews but did not participate in the interviews.

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PUBLISHED

August 2025