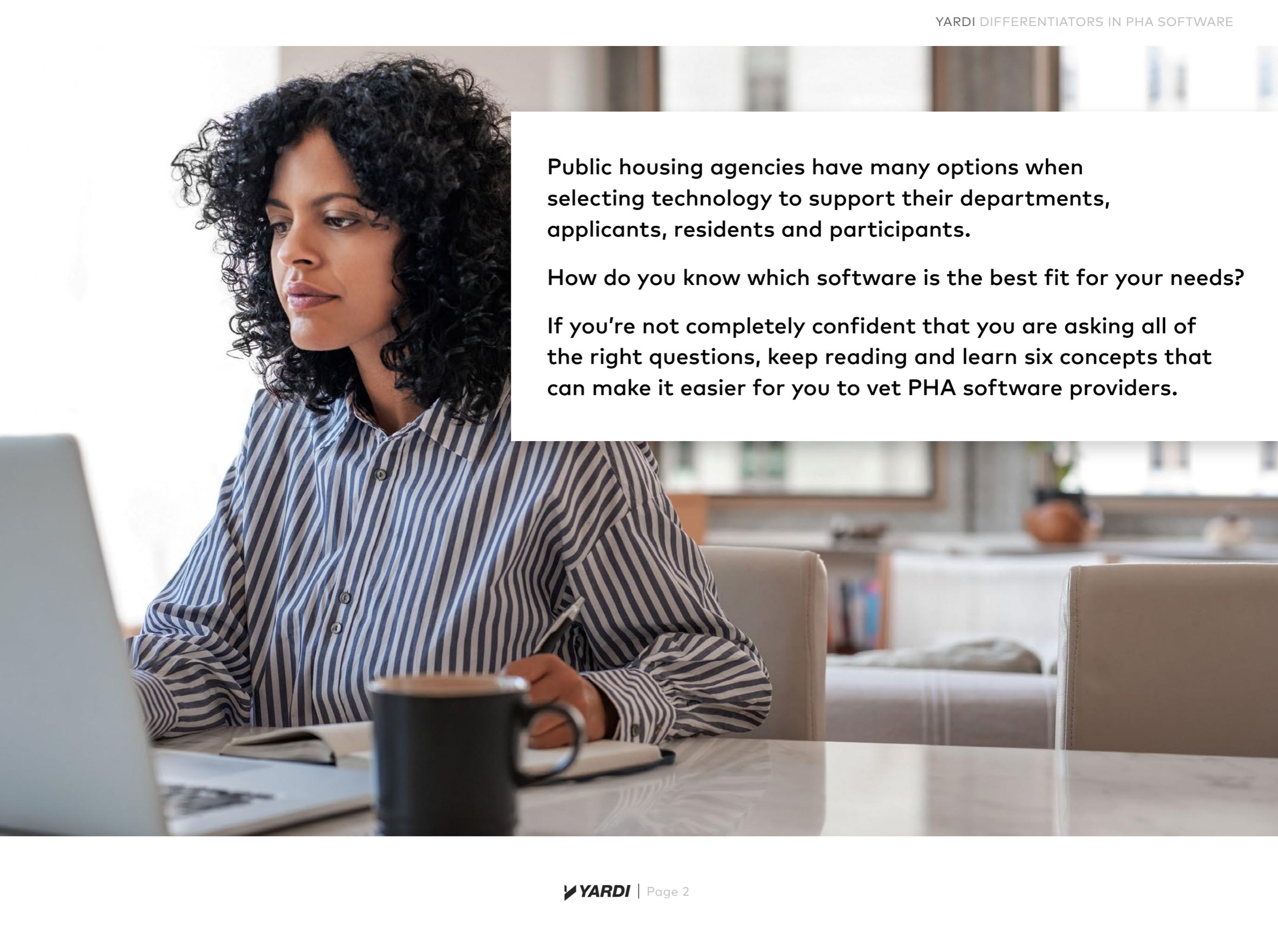# DIFFERENTIATORS IN PHA SOFTWARE

6 THINGS TO CONSIDER WHEN SELECTING SOFTWARE & SERVICES

ᴪ YARDI

Public housing agencies have many options when selecting technology to support their departments, applicants, residents and participants.

How do you know which software is the best fit for your needs?

If you're not completely confident that you are asking all of the right questions, keep reading and learn six concepts that can make it easier for you to vet PHA software providers.

1 CUSTOMER SERVICE

Great user support can be the most valuable part of any PHA solution. Here's why customer service can never be replaced by product documentation or a user group message board.

- PHAs face unique challenges that can linger unresolved without proper attention. Having a team of insiders who know every feature and nuance of your software is an incredibly valuable part of customer service.

- Knowing how to solve a problem is one thing, being capable of clearly explaining the solution is another. Make sure your customer service team is not just knowledgeable but also patient, expressive and clear.

- Lastly, remember that customer service goes beyond user support. Make sure your vendor takes time to learn how PHAs function, and has a development roadmap that can adapt to ongoing industry changes that align with your initiatives.
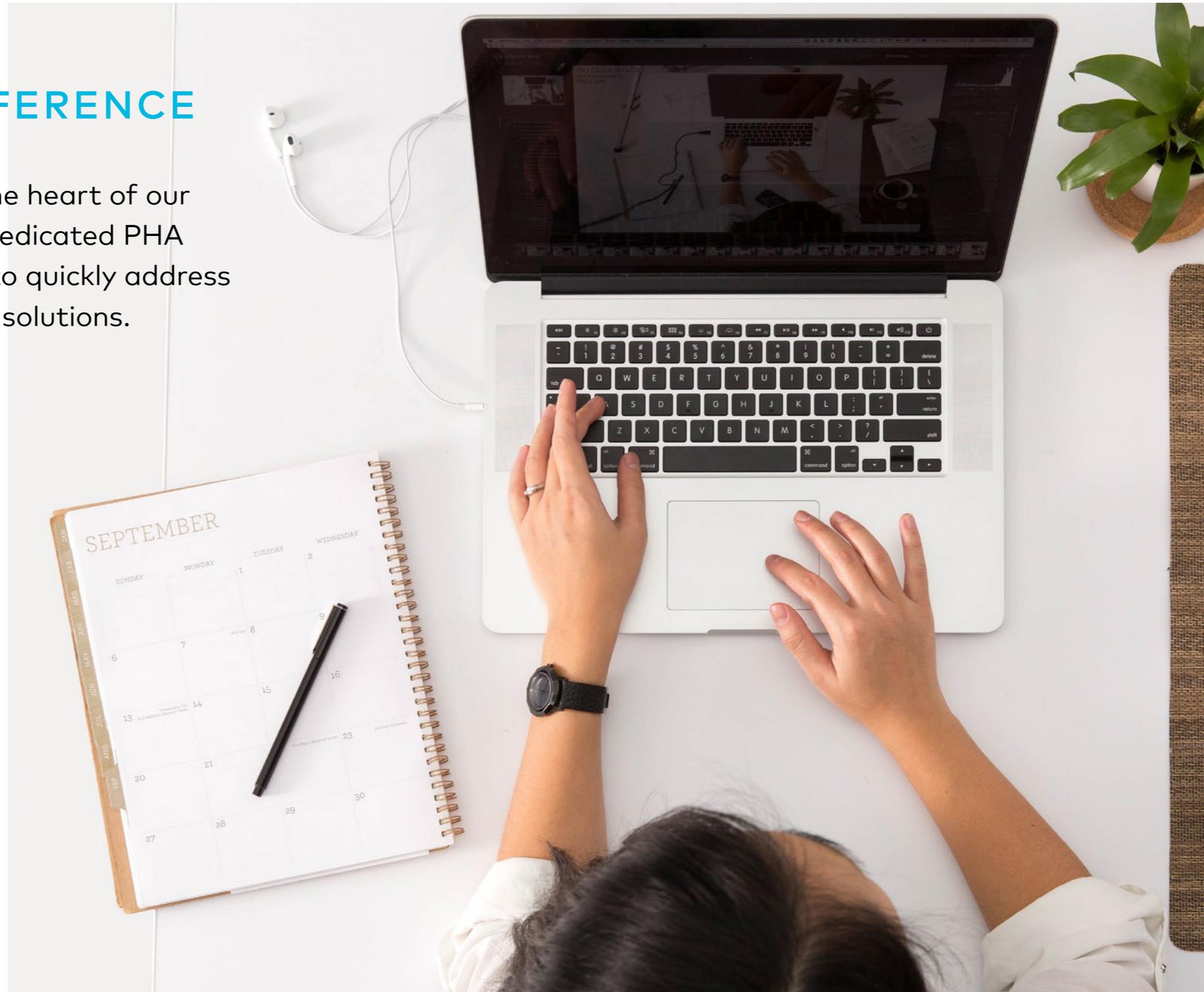
THE YARDI DIFFERENCE

Taking care of clients is the heart of our mission statement. Our dedicated PHA support staff work hard to quickly address user issues with effective solutions.

EXAMPLE:

Marion Housing Authority streamlined their workflows to increase efficiencies so they could spend more time on customer service.

LEADERSHIP 2

Choosing a PHA software vendor with a long-term track record of success is important. Alternatively, it's potentially risky to choose software that is still going through growing pains.

Look for vendors with proven success built on:

Knowledge A software provider's institutional knowledge is a resource that can help your PHA maximize program compliance and avoid potential pitfalls.

Connections Make sure your vendor has a strong working relationship with program administrators. It's a great way to get questions answered from the source and to be sure your PHA stays in compliance.

Trust Be confident that your software vendor can deliver on promises. Look for a track record of leadership and reinvestment position in the industry with decades of experience.

THE YARDI DIFFERENCE

HISTORY:

Yardi was founded in 1984 and has provided PHA specific software for more than two decades. We've developed strategic partnerships with leading PHA consultants as well as representatives from the U.S. Department of Housing and Urban Development.

MARKET SHARE:

Yardi is at the top of the list when it comes to PHA software growth and innovation. Our market share maintains strong momentum as we roll out new and exciting PHA software solutions.

LEADERSHIP:

With success and a large client base comes responsibility. Yardi has accepted its role as a leader in PHA technology, and is committed to developing new solutions for the industry as trends evolve.

3 CONSULTING & OUTSOURCING

The best and most effective PHA operating platforms go far beyond software. As you conduct your search for a technology partner, ask potential vendors about services they offer. You may find your PHA can reduce operating costs by outsourcing administrative tasks, staff training and specialized project management.

THE YARDI DIFFERENCE

Yardi PHA and affordable housing clients have exclusive access to compliance services.

CONSULTING

Yardi helps PHAs of all sizes navigate complex processes. RAD conversions, for example, can be tricky without proper planning and knowledge. Our consulting teams make RAD conversions easier for PHAs by preventing common mistakes.

TRAINING

Compliance requirements for affordable housing and PHA programs often change. It's a challenge for staff to make necessary adjustments to policies and procedures. When change happens, Yardi training resources are available to train your staff to ensure your agency stays in compliance.

COMPLIANCE TASKS

Mitigate the risk of affordable housing programs (e.g.: LIHTC, 50059, etc.) by outsourcing tasks to Yardi. Our compliance services team can complete income certifications, audit preparation, responses to audit findings, program reporting and more.

INNOVATION 4
AND INDUSTRY
COMMITMENT

No matter how successful a technology company becomes, there's never a time to stop creating.

Innovation in PHA software can help agencies cut costs, maximize staff resources and better serve their communities.

THE YARDI DIFFERENCE

Yardi has never stopped creating new software solutions for PHAs. The Yardi PHA Suite includes end-to-end solutions which operate seamlessly across agency departments. Our Yardi PHA Suite helps agencies boost staff collaboration and productivity, and supports in-house team members and those working from home.

Yardi software also supports asset management, RAD, Moving To Work initiatives and direct financial assistance programs for renters, homeowners, small businesses, people experiencing homelessness and more.

EXAMPLE

With online application forms, self-translating text, 24/7 access and integrated portals for case managers and user support, Core Relief is a new, innovative solution for managing direct-to-beneficiary financial assistance programs. Core Relief can make direct payments to help small businesses, people experiencing homelessness, victims of natural disasters, homes needing weatherization upgrades, households behind on utility payments and more.

CLOUD 5 CAPABILITIES

Cloud-based computing has changed the way PHAs do business. Proper security features are essential to safeguarding sensitive data from malware and third-party attack.

THE YARDI DIFFERENCE

The Yardi Cloud Services platform delivers specific benefits that are not possible with self-hosting, including:

Web-based simplicity – When there's no software to install or manage, starting work is as easy as launching your favorite web browser. Our web-based solutions help staff stay productive, secure and connected, even when working from home.

Effortless software maintenance – Let Yardi take care of your software and feel confident that everything will keep running smoothly.

Guaranteed access to the latest features and benefits – Yardi Cloud Services always lets clients know when a software update is coming and what benefits they can expect. There are no surprise changes when it comes to our cloud-based platform.

Unmatched security with 24/7/365 monitoring – There's no safer way to run software than by putting security in the hands of a trusted vendor. Yardi's award-winning Cloud Services team puts security first and keeps clients protected from data breaches.
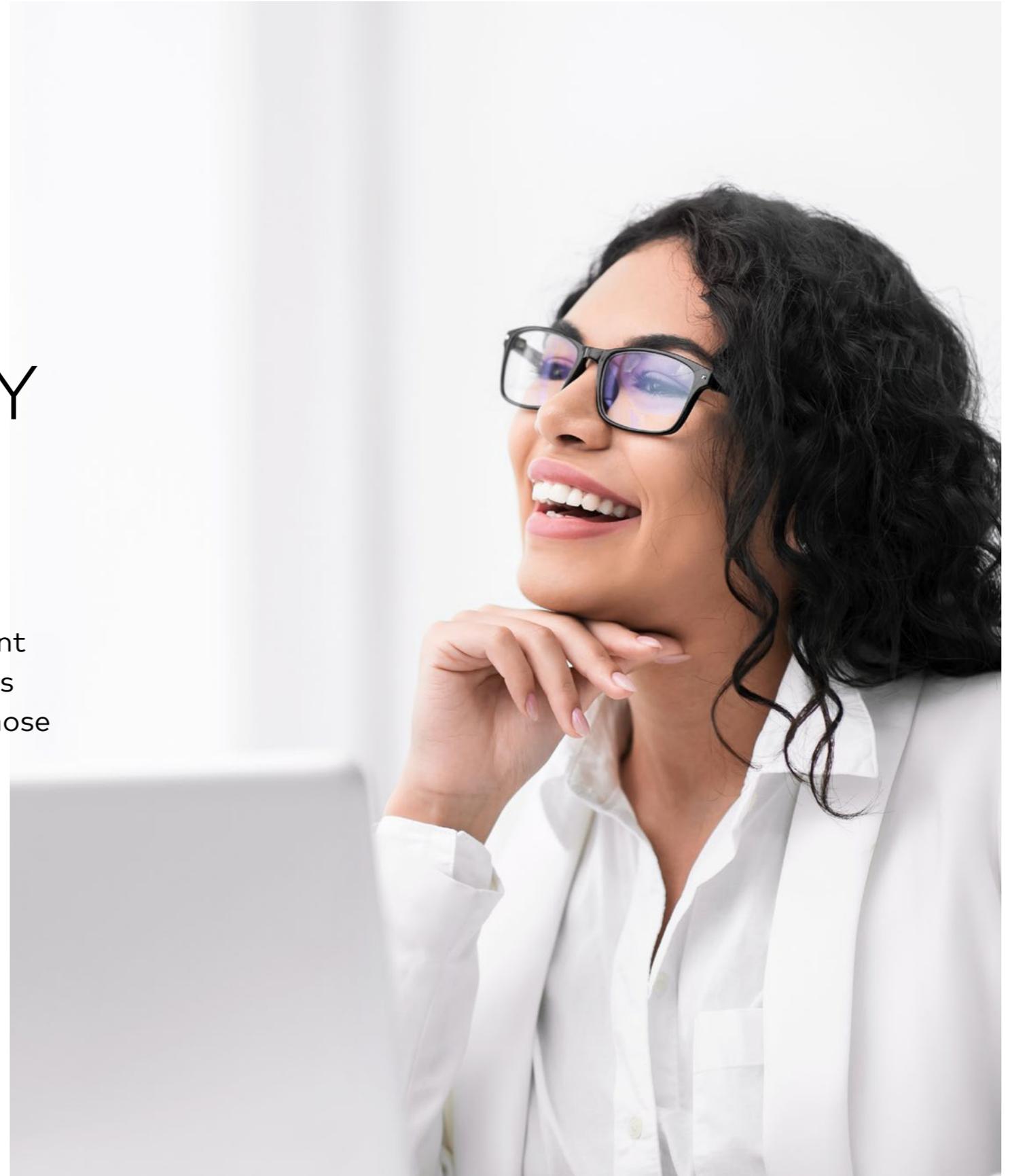

DID YOU KNOW?

- Yardi clients have 99.9% uptime with all data securely stored and available in the cloud

- More than 50% of the professionally managed units in the U.S. are managed in Yardi's cloud

- Yardi is regularly recognized year on the prestigious Forbes Cloud 100 list

6

CORPORATE RESPONSIBILITY

At the end of the day, you want to feel good about who your PHA does business with.

If you are considering new software, it's important to research vendors to find out how each impacts the community. Take a look and find a vendor whose actions match the values of your organization.

THE YARDI DIFFERENCE

Yardi is a private, family owned business that was founded in 1984 by Anant Yardi in Santa Barbara, California.

Yardi has stepped up in times of disaster, committing more than $14 million to foodbanks and nonprofits in the fight against COVID-19, including $10 million for rental housing support. And, when federal recovery funds became available, we created Rent Relief, a software and services solution that's helped hundreds of thousands of renters and landlords.

We're also helping to simplify direct financial assistance programs with Core Relief, our all-in-one solution that quickly assist households impacted by disaster, at-risk small businesses, people experiencing homelessness and more.

Our philanthropic efforts help people around the world as each Yardi office selects local causes to support. Notably, Yardi committed $1 million to assist help refugees displaced by the war in Ukraine.

Take a moment to read more about our charitable efforts and learn how giving back to the community is central to our mission.

THANK YOU!

The work that PHAs do is incredibly valuable. You make communities livable and inclusive by providing housing resources that serve the most vulnerable members of society. Yardi is proud of our long-term commitment to helping PHAs achieve more through technology.

If your PHA is considering Yardi Voyager, please take a moment to connect with our sales team for a free demonstration.

YARDI | Energized for Tomorrow

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