



Client Success

How AWOL Save 75% of Time With Yardi's Build to Rent Solution



Sebastien Simpson
Operations Manager



We sat down with Sebastien Simpson, operations manager for **AWOL**, to see how they've been using Yardi's unified **build to rent solution**.

About AWOL

AWOL - A way of living – is City & Docklands' fully integrated build to rent management arm that provides both value and a 5 star experience for its residents and returns for its stakeholders. AWOL offers the opportunity to be part of a like-minded community, where everything is taken care of and it's all on your doorstep.

Each AWOL home is part of a neighbourhood of apartments, offering a cultured and connected lifestyle for the independent renter. Beautifully designed spaces, exceptional service and a curated programme of events and activities, yet always affordable with no hidden costs. Simply put, it truly is A Way of Living.



What made you choose Yardi as your property management solution?

Sebastien - I'd used Yardi before and was keen to use it right away. I knew how the software worked and how it would make everything easier from the start. As a small team, it allowed us to almost instantly get up and running.

I think the best thing about using Yardi is that we've only got one place to go. I don't have four different software solutions where I need to find who to contact, who's responsible, raise a ticket – just for that to get sent to another third-party. With Yardi, we have full visibility and a single place where we can get help when we need it.

How has Yardi helped you with manual processes?

Sebastien - Everything is easier and faster. When we have the next building unit finished, which is completing mid-way through next year, we won't need to scale up as we've already gone through the hard work with Yardi. Everything's automated, everything's there – we literally just plug and play another building in, make a new website through [RentCafe](#) and create a new [resident app](#) for the development.

All the data is there. I might spend half a day double-checking everything, but you can set up a new property, add new units, change unit types and you're ready to go in seconds. It's super simple and efficient.

You can tell other software providers are starting to add apps, but Yardi has the [accounting](#)

functionality built-in as well, so everything is in one place making it easier and faster to complete. Yardi is always innovating its solutions, so we know it will get even better going forward.

How long did it take you to lease up the latest building at One West Point?

Sebastien - From the completion of Legacy Point, one of our latest buildings within One West Point, it was a month and 15 days to get 100% occupancy rate on 251 apartments. The building completed in September, but we were preleasing from July. On day one of completion, we were already 80% preleased. By mid-October we were fully leased and had everyone moved in.

What do you think was key to your success in leasing so quickly?

Sebastien - We had our website ready to go through [RentCafe](#) during the prelease, so when a prospect looked for an apartment, they could view virtual tours of the units. We have a "show flat" and integrated our 3D models within the Yardi website so prospects could see and get a feel for the apartments. Having visuals was key for us. Then with the [built-in CRM](#), we were able to handle vast amounts of calls and manage all the data through the CRM which made it easier to nurture those leads and go through the leasing process faster.

Also, the information is updated in real-time. I'd watch the autoresponders come in when someone made a deal and take it off the market. We have complete oversight of everything – I don't have to chase as we always have visibility.



From your experience with Yardi so far, what would you say has helped the most at AWOL?

Sebastien - I would say the **app**. We can upload all our manuals for residents such as fire safety and it's helped streamline maintenance requests. It's allowed our head of concierge to become more involved with the property management as he can liaise directly with the residents for access and uses **Maintenance IQ** – he gets all the information and can see the work orders come in through the app and act when needed.

We haven't had to pick up a phone as it all comes through the app – it's so easy to use. The app prompts tenants to add photos, videos and voice notes of the maintenance issue, so when it gets to my property manager, he knows exactly what the problem is.

It's so efficient that we've been able to save 75% of our operations and management teams' time overseeing maintenance requests.

It's also provided an opportunity to help us generate extra revenue. Our latest initiative is allowing residents to book cleaners through our app.

It goes to our property manager and a cleaner is assigned directly via the app, it's all managed instantly.

Community is a large part of build to rent – is the app helping with this as well?

Sebastien - Definitely. We used the app to post an event for a pub quiz and within five minutes, we already had 16 guests RSVP due to the convenience of the app. The guest list is already there for us to reach out to residents without having to manually input everyone's email addresses.

The app is so efficient, I think the bulletin board is great as we can oversee what is posted. We have to approve everything which means if we do notice any issues via the bulletin board, we can reach out to people and resolve it immediately. But for the community side, we have residents post about organising dog sitters, reselling items...it's a really cool space. We even had residents using it to set up a football team.

What would you say are your “lessons learned” during this experience?

Sebastien - I think we made some mistakes with the original setup of Yardi as you know what they say, if you put bad data in, you'll get bad data out. It's a learning experience and that's why we're working with a third-party to help us so we can ensure we have the right data going forward.



Discover an all-in-one property management software

Yardi's residential suite, including a white-label mobile app, provides a fully unified platform for the management of your BTR operations. High-performance branded websites, powerful online applications, CRM and leasing are combined with financial and property management, procurement, maintenance, construction management and investor reporting to provide one source of truth.

By utilising a connected platform, you enable your residents to take control of their application process, payments and more. Yardi's BTR platform is not only designed to digitalise and automate operations but to empower teams and free up valuable time to focus on nurturing residents and communities with a seamless experience.

Contact us below to book a demo.

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