# How does Morning Pointe Senior Living simplify leasing with RentCafe Senior CRM?

Morning Pointe reduces paper costs, saves time, mitigates errors and more with electronic leasing

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| **1.5 hours saved per move-in** | **80-page documents turned digital** | **Paper-related errors mitigated** | **1 secure integrated platform** |

*"Switching from our old paper system to the digital leasing program provided by Yardi has helped bring Morning Pointe forward in technology — and in customer service."*

**Doru Mihaescu**
**Vice President of Information Technology**
**Morning Pointe Senior Living**

**THE COMPANY**

*"Residents' and families' move-in experience is the first service we get to provide to them. How we do that makes an impression."*

**Doru Mihaescu**

Founded in 1997, **Morning Pointe Senior Living** has become a recognized leader in the industry. Their dedicated team cares for more than 2,000 residents with a focus on enhancing the wellness, lifestyle and enjoyment of senior living. All services are provided in a caring, secure environment that promotes hospitality and dignity while maintaining an independent quality of life.

When a resident joins a Morning Pointe community, they receive much more than just a place to live — they also have a place to enjoy life, find the support they need and make the most of every day.

Morning Pointe owns and operates 38 assisted living, personal care and Alzheimer's memory care communities in five southeastern states: Tennessee, Kentucky, Georgia, Alabama and Indiana. The organization is currently developing three more communities in Tennessee and Kentucky.

## THE CHALLENGE

*"The paper leasing process was tedious and not user-friendly for either residents, families or the community relations directors who were trying to move the residents in."*

**Doru Mihaescu**

Prior to working with Yardi, Morning Pointe communities relied on paper to generate leases, collect signatures and store records. With lease agreements averaging at 80 pages each, Morning Pointe's business office managers and directors were tasked with printing, organizing and housing a high volume of paper. Not only was this tedious and time consuming, but it also posed a risk for errors.

Residents and families also experienced a lack of convenience with this workflow, as they were required to sign leases in person, or have documents mailed to them to complete and send back. Additionally, since the business office managers and directors were the associates with access to the documents, community relations directors (CRDs) would need to wait for leases to be retrieved — including when residents and family members were present in the community, ready to sign.

The high volume of paper wasn't cost efficient or environmentally friendly, either. Morning Pointe leaders faced the burden of paying to produce paper documents regularly.

Given the significant challenges they were facing, Morning Pointe searched for a reliable, user-friendly technology solution to simplify their leasing workflow — a solution that would save time, reduce costs, offer convenience and prevent errors.

**Morning Pointe on RentCafe Senior CRM**
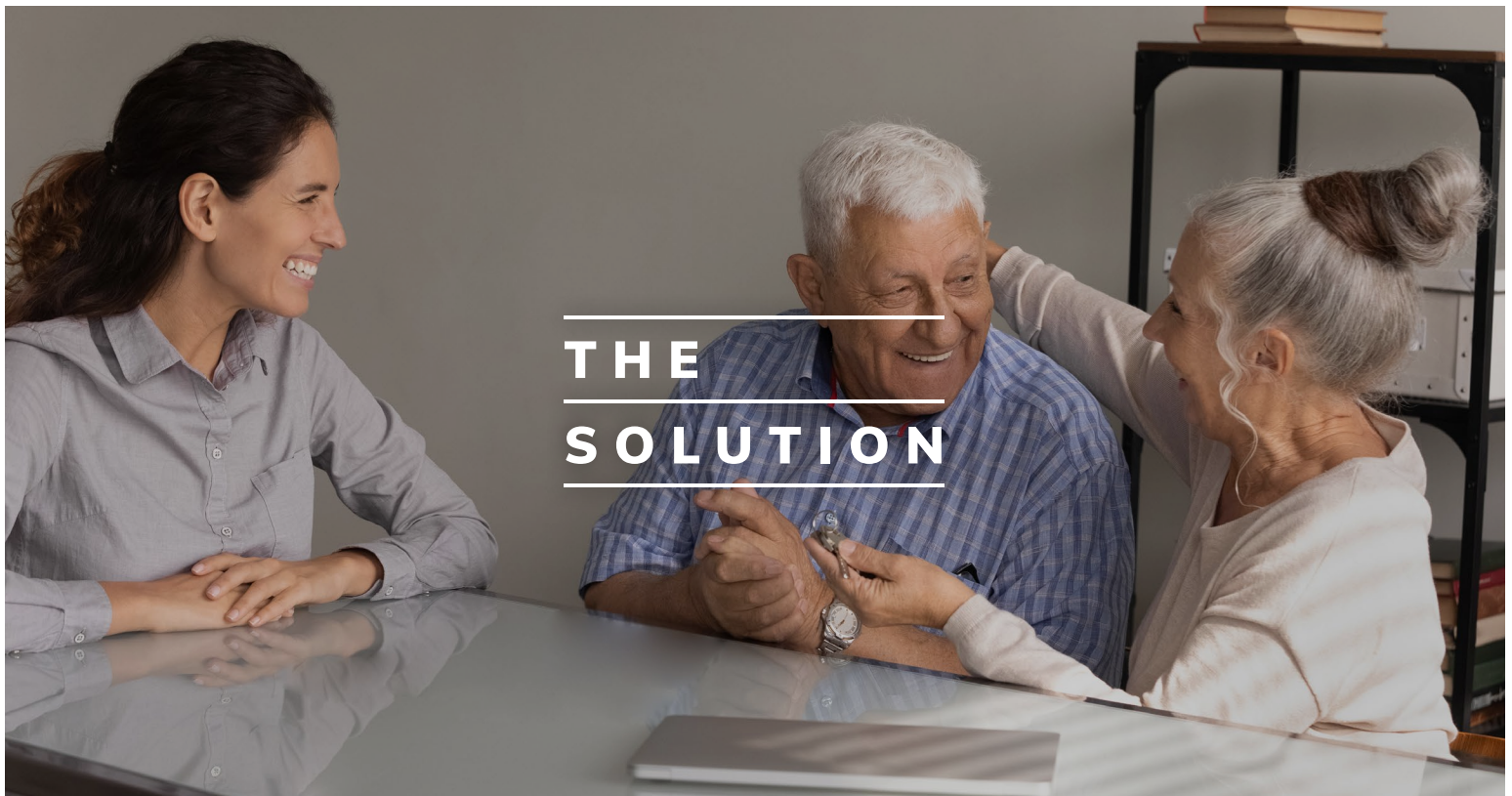
**THE SOLUTION**

**RentCafe Senior CRM** offers mobile-friendly sales and marketing tools designed for senior living providers. For Morning Pointe, using RentCafe Senior CRM has unlocked successes like major time and cost savings, streamlined move-ins, empowered staff and more, all thanks to a comprehensive electronic leasing workflow.

One driver for their success is that RentCafe Senior CRM unites on a single integrated platform, seamlessly connecting with solutions across the **Yardi Senior Living Suite**. "Having the digital leasing on the same platform we were already using helps our teams by making our systems more consistent, and the learning curve easier for our teams who are already familiar with Yardi's

other programs," shared Tristan White, business analyst at Morning Pointe who played a pivotal role in the implementation.

Speaking to more advantages of using a single connected solution, White shared that "it also gives the CRDs and the families a much more accurate picture of the price, as the director of nursing does their pre-assessment on the future resident. The two systems — EHR for clinical, CRM for sales — talk to each other and automatically populate the assessed care level within the lease proposal."

Using a fully paperless, centralized solution also helps Morning Pointe keep better track of their documentation. "With going digital, we now have access

to every single document that was generated, signed and countersigned," added White.

Having one electronic source of record helps the organization mitigate errors, too. "We can see which communities are filling out the proposal properly, those that struggle and those residents that may have incorrectly filled out their part of the document," said White. "Then we can ensure the forms are completed correctly."

RentCafe Senior CRM also prevents errors like older lease copies being used by mistake — due to being stored manually — as well as formatting discrepancies across different communities. "Each community had evolved its own version of the lease agreement,

Morning Pointe on RentCafe Senior CRM

causing inconsistency across the organization," shared Doru Mihaescu, vice president of information technology at Morning Pointe. "Each time a change went into effect in one of the states where Morning Pointe operates, that change would have to be made in all the documents individually that pertained to that state."

Now, Morning Pointe has reduced their total number of leases down to five — one for each state per its regulations. As an integrated digital solution, RentCafe Senior CRM ensures that when changes are made to a master lease in a given state, those updates are automatically reflected in each community.

This generates significant time savings for Morning Pointe, and the savings don't stop there. Not only do teams no longer devote time to tracking down documents, checking for consistency and correcting errors, but they also no longer spend time copying, printing and assembling new paper leases, which average at 80 pages each. Eliminating lengthy paper leases means costs are reduced as well, with Mihaescu sharing that Morning Pointe has "seen a reduction in the paper use and related costs such as printing, storage and mailing."

With RentCafe Senior CRM, paperless leases are generated at the click of a button and teams can access them anytime, from anywhere. "Now, our CRDs have

access to the digital documents themselves, cutting out the middle man of the business office personnel and saving them time as well," explained Mihaescu. "Documents can also be emailed to our offsite power of attorney instead of mailed, allowing them to receive leases instantly — then review and sign in a matter of minutes instead of days or weeks."

With CRDs having instant access to digital leases in RentCafe Senior CRM, they're equipped to have residents and families sign leases quicker than ever. Megan Dunaway, community relations director at Morning Pointe of Hardin Valley in Knoxville, Tennessee, estimates Yardi's electronic leasing workflow saves up to an hour and a half per

Morning Pointe on RentCafe Senior CRM

move-in. "Taking into account the forms the family previously had to fill out by hand, that are now signed with the click of a button, time saved is considerable," she said. White corroborated that most of Morning Pointe's communities have seen a similar decrease in time, sharing that some leases can be reviewed and signed in as little as 20 minutes.

The quick, streamlined workflow offers convenience for Morning Pointe residents and their families, who can now easily review and sign forms regardless of their location. "The paper leasing process was tedious and not user-friendly," shared Mihaescu. "Residents and family members who signed the lease had to be either present in person, or have the documents mailed to them to complete and mail back. Using Yardi's electronic leasing platform is a lot more user-friendly for our residents, their families and our associates."

Expanding on the ease of use for associates, especially CRDs, Morning Pointe shared how electronic leasing was quick to learn thanks to the intuitive nature of RentCafe Senior CRM. "The vast majority of our users picked it up very easily after doing it a few times on their own," shared White. Dunaway noted the same experience, claiming that "as a CRD, I found the current digital lease process was easy to learn. The step-by-step process within Yardi is very user-friendly."

Given the notable success with RentCafe Senior CRM, Morning Pointe has implemented additional solutions in the Yardi Senior Living Suite. "We have been shifting our medication administration record from paper to eMAR using Yardi, and that rollout is going remarkably smoothly," shared Mihaescu. "We are also working toward integrating Kno2 Fax for Healthcare through Yardi to further improve our system's integration — and take advantage of the recent advances in healthcare technology for the improvement of resident care coordination."
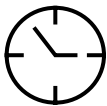
Morning Pointe on RentCafe Senior CRM

*"Using Yardi's electronic leasing platform is a lot more user-friendly for our residents, their families and our associates."*

**Doru Mihaescu**

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RentCafe Senior CRM helps Morning Pointe streamline its leasing workflow from start to finish.

**1.5 HOURS SAVED PER MOVE-IN**

**TIME SAVINGS**

Rather than devoting time to printing and assembling paper leases, Morning Pointe can now generate documents with ease — all digitally. With RentCafe Senior CRM offering intuitive features to quickly create, sign and store every file needed, communities are saving approximately 1.5 hours per move-in.

**80-PAGE DOCUMENTS TURNED DIGITAL**

**REDUCED PAPER COSTS**

Thanks to going digital with RentCafe Senior CRM, Morning Pointe is reducing costs and eliminating wasteful practices. 80-page documents have all moved to an electronic platform, meaning leaders rest assured that they're operating efficiently — and being environmentally friendly.

Morning Pointe on RentCafe Senior CRM

# THE RESULTS

*"With Yardi, we have seen a reduction in the paper use and related costs, a leasing process with faster turnaround times, a streamlining of responsibilities for move-ins and improved accuracy and consistency of lease documents."*

**Doru Mihaescu**

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**PAPER-RELATED ERRORS MITIGATED**

### INCREASED ACCURACY
Having an electronic leasing solution helps Morning Pointe reduce the risk for errors, which was high with the paper workflows they used previously. RentCafe Senior CRM ensures every document generated is accurate, up to date and securely stored.

**1 SECURE INTEGRATED PLATFORM**

### CENTRALIZED WORKFLOWS
Having a single connected solution means Morning Pointe can offer convenience for staff, residents and their families. RentCafe Senior CRM seamlessly hosts everything needed in one centralized, easy-to-access place, helping leaders boost satisfaction like never before.

**Ready to simplify your leasing workflow and streamline move-ins? Reach out to start your journey with RentCafe Senior CRM.**

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