



“Switching from our old paper system to the digital leasing program 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



Senior living | 38 communities
morningpointe.com

Morning Pointe Senior Living simplifies leasing with **RentCafe Senior CRM**



Improved time management

1.5 HOURS

SAVED PER MOVE-IN



Reduced paper costs

80-PAGE

LEASE DOCUMENTS TURNED DIGITAL



Centralized workflows

1

SECURE INTEGRATED PLATFORM

THE CHALLENGE

Morning Pointe previously used paper to generate leases, collect signatures and store records. With lease agreements averaging at 80 pages each, daily processes were time-consuming, susceptible to errors and costly to maintain.

THE SOLUTION

Morning Pointe now operates with RentCafe Senior CRM, a fully integrated sales and marketing solution, which offers a seamless electronic leasing workflow. Communities are mitigating errors, empowering staff and experiencing significant time and cost savings.

Real senior living operator, real results

With RentCafe Senior CRM, Morning Pointe is streamlining every stage of the leasing workflow



**1.5 HOURS
SAVED PER
MOVE-IN**

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**

With help from RentCafe Senior CRM, Morning Pointe is reducing costs, mitigating errors and eliminating wasteful practices. With all documents centralized on an electronic platform, leaders rest assured that they're operating efficiently — and being environmentally friendly.

“Yardi’s electronic leasing platform is a lot more user-friendly for our residents, their families and our associates.”

DORU MIHAESCU

Vice President of Information Technology
Morning Pointe Senior Living



**SEE HOW
IT WORKS**

yardi.com/products/senior-living-crm/ | sales@yardi.com or (800) 866-1144

