Case Study

openbox

Project	Online Leasing: Lease Applications, Executions & Renewals
Client	U.S. based real estate owner and developer

The Problem

The client had growing requirements for their leasing process which off-the-shelf solutions did not meet. Their current processes were partially, and at times completely, offline. They needed the flexibility to define their lease application and lease renewals processes and a system that could:

- Cater for and adapt to their unique and changing business and statutory requirements.
- Automate the leasing process and provide a remarkable tenant experience.
- Facilitate a shortened lead to lease cycle.

The Solution

A custom online leasing solution enabled the client to realize their existing requirements while also providing the ability to tailor the system in future as needed. The following key elements were included in the initial solution:

- An applicant workflow that collects all tenant application details and automatically requests additional details and documentation based on certain criteria.
- Prospects can view an apartment online, then immediately start and submit their lease application for the apartment – which includes application fee payment – with little to no leasing agent intervention.
- Leasing agents can set up a lease application, add known applicant information and invite the applicant to continue the application.
- The ability to upsell other products through the process.
- Integration with key third-party systems for credit and criminal screening, online signatures, authentication, CRM, SEO analytics, document storage and payment processing.
- Integration with an ERP which would (after lease and renewal execution) continue to support current resident and property management processes such as move-in and move-out.

The Outcome

- A unified customer experience, accessible on desktop and mobile devices.
- Completely online lease application and lease renewals processes, where agreements are executed online, leading to faster time to execution.
- Lease renewal options are set up by agents online and provide the ability for existing customers (tenants) to respond remotely.
- A system that can adapt. Changes in legislation provide a good example. Open Box supports and enhances the system as needed.

Features

- 3rd party integrations
- One tenant experience
- Lead to lease, all online
- Mobile-friendly
- Self-service
- Sends details to ERP
- Online lease renewals

Project Duration

- 1 year, 4 months

Core Team Composition

- 1.5 Business Analysts
- 5 Core Developers
- 1.5 QA Analysts
- 1 Project Manager

Technology

- Angular 2
- Entity Framework Core
- .NET Core 3.1
- SQL Server

Service Model

- Analysis, Implementation & Ongoing Support: Offshore
- UAT & Training Support: Partial onsite coverage

There's always a better way