

# How VerraTerra frees up property managers' time with showings on demand

More doors, less stress



VerraTerra is a Seattle-based real estate services company that offers property management at a fixed monthly fee.

## Challenge

### Hiring a new property manager to cover the busy season

"I'm the contact for everybody," explains Sarah McWalter, a property manager at VerraTerra. "So if I have a vacant property that is popular and I'm doing the showings, I need to respond to all the prospects, update the owner, coordinate the tenant schedule, and still do the rest of my job which includes accounting and inspections."

During the busy season, it was just too much to handle. "Before Showdigs, I was really swamped with showings," says McWalter. "It was somewhat manageable in the winter. But Seattle is so big, the property could be in Seattle and still be an hour drive for me."

With four property managers on staff, the team was going to need to grow in order to handle busy summer months and support more clients. James Hsu, the founder of VerraTerra, had come to accept that hiring someone who might not have much work come winter was just the cost of doing business. He had decided that there was no other choice.

"I was in the second phase of interviews for bringing on a new property manager in house when someone from Showdigs reached out to me to let me know that their coverage had expanded," says Hsu.

# Solution

## On-demand showings by licensed real estate agents

Showdigs offers on-demand showings from local real estate agents who are actively licensed and also trained in rental property showings and fair housing in the rental market. Hsu decided to try Showdigs with a few properties, and very quickly the property managers were asking if they could use Showdigs for even more of their vacancies because it freed them up to take care of owner and tenant needs at the office.

Hsu was able to cancel the second round of interviews with potential property managers. He realized he didn't need to hire someone whose role might not be needed year round.

"From my perspective as a business owner, I can now utilize the staff I have to a much greater degree," says Hsu.

For her part, McWalter enjoys not having to drive across town so she can provide her clients with better service. She appreciates the immediate feedback from the agents as well. **"Everytime a property is shown, we get a post-tour memo with feedback from the agent on how the showing went,"** says McWalter. "It gives you a real time idea on how popular the property is and if something needs to change."



### Tour report

1927 Wolpert 1927 N 140th St

May 2, 2019 at 6:00 PM

Prospect Jane Doe	Agent Thomas Gjylameti
Tour outcome? <b>Successful tour</b>	
Is the prospect likely to apply? <b>Yes</b>	
Why do you think that? <b>There are 4 prospective tenants in this group...two of them toured and they it and confirmed if it were their decision exclusively they would apply now.</b>	
What neighborhoods is the prospect interested in living in? <b>NE Seattle, not U. District... Maple Leaf, Ravenna, Wallingford and Greenlake</b>	
Are there any specific needs/amenities for the prospect's new home? <b>This property fits their needs...large open kitchen, large bedrooms and end for 4 people.</b>	
Does the unit show well? If not, what can be done to make it show better? <b>Shows great, no issues.</b>	
Did the prospect have any outstanding questions, if so what are they <b>1. Does the island in kitchen come with rental? 2. Rough estimate of landscaping and utility costs.</b>	

*"Using Showdigs has allowed me to take on a ton more properties. I've gone live with seven more properties in the past week. That just wouldn't have been possible if I was doing showings myself."*



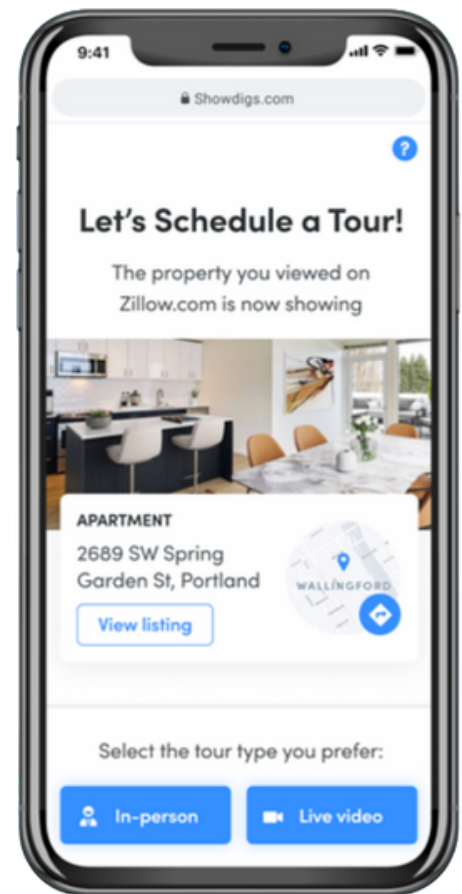
**Sarah McWalter,**  
property manager at VerraTerra

A post-tour memo is sent after every showing (including self-showings) to keep property managers in the loop.



The quality of the feedback has helped Hsu when explaining the Showdigs service to property owning clients, who like knowing that their property manager is always kept in the loop. “Showdigs has their agents go through training and it shows because the feedback we’re getting from agents is consistent in terms of quality,” says Hsu. “Ultimately, we want to know what does the prospect think of the property and what’s preventing them from applying.” With that information, they’re able to communicate any needed property improvements or pricing suggestions to their clients.

Even better, showings can now cater to the prospect’s schedule. “Not every prospect will have the patience to schedule out a couple days and wait for the showing,” says Hsu. “With Showdigs, prospects can schedule same day showings if they want. We’re able to serve our property owners better, because we can maximize our ability to get their place rented out as fast as possible.”



Prospects can easily schedule (and reschedule) tours right from their smartphones

# Results

## Increased capacity for all property managers

Since using Showdigs, the property managers are able to focus on providing top-notch service to their property owner clients. They’re also able to work with more property owners than ever before.

**“The maximum was about 60 or 70 properties each before things became unmanageable,”** says Hsu. **“Now with Showdigs, we have a cap of 100 doors per property manager.”**

The team has already put that new cap into action. “For every single new owner lead that comes in, I have the time and capacity to meet with them and take them on,” says McWalter. “Using Showdigs has allowed me to take on a ton more properties. I’ve gone live with seven more properties in the past week. That just wouldn’t have been possible if I was doing showings myself.”

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