

How Maple Leaf doubled their properties without increasing staff



Maple Leaf is a Seattle-based property management company that has been operating since 2010. Today, the company manages a portfolio of over 1,600 doors.

Overview

Scaling a property management business is often hampered by a lack of time. According to a National Apartment Association survey, 45% of property managers struggle to manage their existing workload due to time constraints, preventing them from spending time on growth.

The Bureau of Labor Statistics reports that the average annual turnover rate in the real estate industry is over 20% (BLS). This turnover along with seasonality can disrupt workflows and make it difficult to maintain consistent service as the business expands.

Challenge

Struggled to grow their portfolio due to property managers' time constraints to perform showings and condition reports

Maple Leaf Property Management faced a roadblock to growth: Their property managers simply didn't have enough time. Showing properties and completing reports ate into valuable hours that could be better spent managing existing units. To address this, they hired assistants, but the high turnover rate created inefficiencies and hindered their ability to scale effectively.



Solution

Outsourcing showings, reports, and inspections freed up property managers' time

By implementing Showdigs, Maple Leaf was able to provide a network of trained agents to handle their showings, alleviating the time burden on their property managers and allowing them to focus on core responsibilities like tenant communication and lease management.

Maple Leaf then started utilizing Showdigs for move-in reports and mid-term inspections. This streamlined operations, reduced their reliance on leasing agents, and addressed the challenges associated with seasonal staffing fluctuations.



“We couldn't have scaled the way that we did... It's a **perfect union** because they are using people that are in our industry. They know how to show houses.”



Results

More than doubled their portfolio size with increased efficiency, reduced costs, faster leasing times, and improved owner satisfaction

Since starting with Showdigs, Maple Leaf Property Management has more than doubled their portfolio size from 759 doors to over 1,600 doors –all without increasing their staff size.

With Showdigs Agents, prospective tenants have been able to schedule showings much sooner – sometimes even the same day – than they could with a Maple Leaf property manager. The customer experience is smoother, and time on market has been significantly reduced.

Maple Leaf has improved efficiency by eliminating the need to train and manage in-house assistants for showings and reports, eliminating the impact of seasonality and reducing labor costs.

Property managers have been freed up to handle double or more properties since outsourcing fieldwork with Showdigs. As a result, Maple Leaf has been able to scale and take on more properties as opportunities arise.

Maple Leaf has also been able to retain top talent. Some property managers have been able to move out of state and still keep their book of business, maintain great communication with their customers, and manage all the same properties with Showdigs handling the in-person requirements of the role.

It's also improved owner satisfaction due to faster leasing times and better oversight of properties through regular inspections.

120%**Portfolio growth**2x**Properties each PM can manage**100%**Owner satisfaction****Ready to scale up?**

Book a time to meet with a leasing expert!