

How RMS keeps its vacancy rate at 1.5%

A BETTER EXPERIENCE FOR PROSPECTIVE TENANTS



RMS

RMS is a Portland-based property management company that has been operating since 1998. Today, the company has a portfolio of about 2,000 doors.



Kevin McMullen founded RMS in 1998, and has since grown the company to dominate the Portland market.

Challenge

Difficulty scheduling showings with prospective tenants

“When I first heard about Showdigs, what I immediately noticed was how this would change the rental experience from a prospective tenant’s perspective. When they show interest in a property, what they really want is the ability to book a showing when they can see the rental. Period.”

That no-nonsense approach to putting the prospective tenant first has always helped RMS keep

a fairly low vacancy rate, but soon circumstances would make renting harder than ever before. With COVID-19 making Saturday open houses impossible and keeping staff at home for the first month and a half of the state shutdowns, the vacancy rate would have been high if McMullen hadn’t implemented Showdigs when he learned about it. “I estimate that the vacancy rate could have been around 5%,” says McMullen.

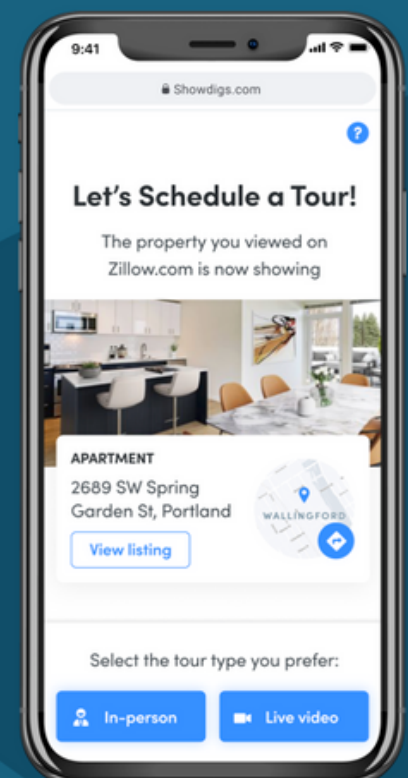
Solution

Easy online scheduling & sharing the workload

Showdigs is an online platform that offers easy online scheduling for prospects and taps into a network of licensed, trained real estate agents who live or work near the property of interest to offer showings on demand.

“We developed a program that would allow me to use my in-house leasing people in addition to the Showdigs real estate community, while at the same time utilizing the easy booking experience for prospective tenants,” explains McMullen.

The RMS in-house team handles tours based on their availability. They typically have Showdigs Agents handle appointments that overlap (since they can't be in two places at once), plus all Saturday and Sunday appointments to better cater to their prospective tenants.



After expressing interest, prospective tenants can immediately book an appointment that fits their schedule.

*“The experience for a prospective tenant is, in my opinion, quite flawless,” says McMullen, referring not only to **easy online scheduling and greater availability**, but also the email and text message follow-ups.*

Results

Enjoying low vacancy rates, improved interest visibility, and less running around

"Right now I'm running a 1.5% vacancy rate on a two thousand door portfolio," says McMullen. "We've rented over a hundred units during the three months of COVID and for about a month and a half of that we were exclusively using Showdigs. I started to reincorporate some of my staff recently, but if we hadn't had Showdigs during that difficult time, I'd have dozens of units vacant right now."

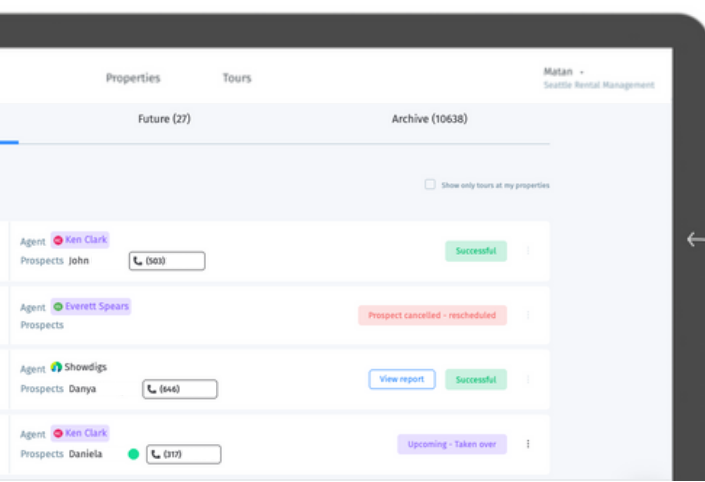
Now that his staff is able to handle some showings themselves since the pandemic lockdown eased up, McMullen is better able to compare life with Showdigs to how things operated previously. "The way that the labor has changed is great. Instead of running around and chasing tenants, now our job is to login to Showdigs to manage the

appointments and make sure we're balancing out how much we take and how much Showdigs takes."

McMullen has also noticed that using the Showdigs appointment scheduling software has improved his company's ability to gauge interest levels and pricing feedback for their properties.

"Showdigs tells me what's going on with my portfolio on the market. How are things rented, are they gaining interest or not, could pricing be an issue, etc."

Keeping prospects happy while doing less running around has been a definite win-win. "We can offer appointments at prospects' leisure while reducing the amount of running around required to make that happen. It eases that process, and certainly since the COVID-19 pandemic, this has become paramount."



At any time, property managers can login and choose which showings they'd like to handle themselves and which ones they want the Showdigs network of licenced, trained agents to take care of.

Visit us at [showdigs.com](https://www.showdigs.com) to get started!