

Skyline is Streamlined with AppFolio

UNITS MANAGED

2,435

YEAR ESTABLISHED

1969

RENTERS PAYING ONLINE

50%+

TIME SAVED/APPLICATION

1hr.



Company

Skyline Property Management
Golden, Colorado



Portfolio Type

Single and Multifamily Residential,
Commercial, HOA



Previous Solution

RealPage

A Bit of Backstory

Skyline Property Management has been family owned and operated since 1969. Skyline specializes in leasing and managing residential properties including townhomes and apartment communities, although their portfolio includes commercial properties as well.



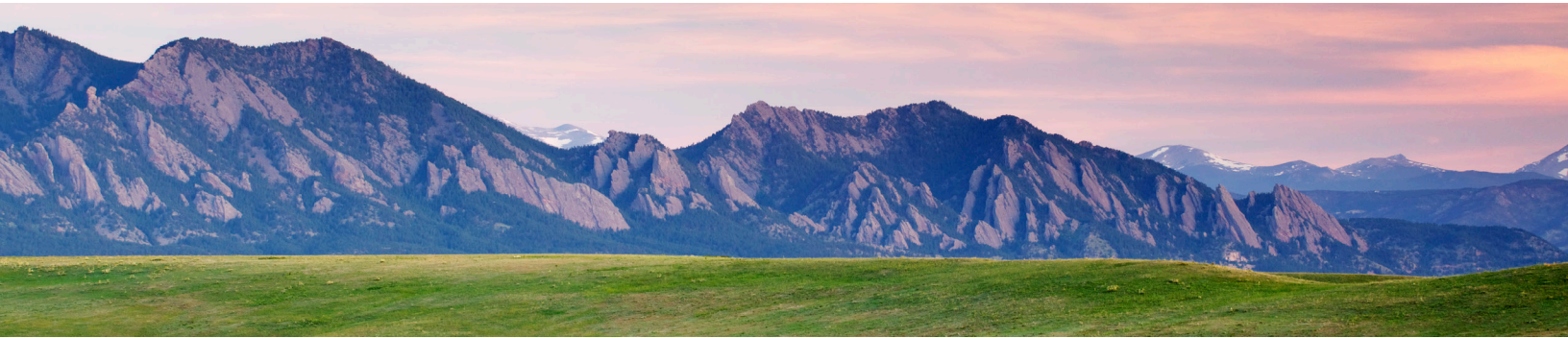
Why AppFolio?

As an accountant for Skyline, Jennifer Fischer is all about the numbers. "You can't beat the product for its price," Fischer says. "Why would you

pay for each individual program when AppFolio gives it to you at an all-inclusive price?”

Jennifer also loves how much time they save with automated Tenant Screening and online applications:

“In the past we would spend 45 minutes to an hour showing the apartment, having the prospect fill out an application and getting certified funds to pay the application fee and deposit. With the online process the prospect has already filled out the application, paid their fees and has been approved before we even show the apartment.”



Most importantly, Jennifer feels like AppFolio is a true business partner to their company. “The support is helpful and quick so you have less down time when you are stuck on something,” she notes. Through constant improvements to the software, Skyline becomes more and more integrated with each new feature that AppFolio has to offer.

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“The money that we have saved in the cost of AppFolio alone has allowed us to do improvements on our properties that would have otherwise gone to paying for another software product.”

JENNIFER FISCHER

Skyline Property Management

Interview with Jennifer

We asked Jennifer just how much AppFolio helps their business grow and prepare for the future.

Is AppFolio easy to use?

AppFolio is a very simple program to use, with everything laid out in an easy format. The help and training section is very informative in training new employees. The support is quick in responding to questions. The resident portal is really easy for renters to use and gives them the ability to have control over their apartment.

Are you saving time on specific tasks?

With prospects being able to rent online right from our website, our apartments are getting renters quicker. We're also able to process out-of-state applicants much easier.



Do your residents pay rent online and is this reducing your costs?

More and more of our residents pay their rent online. It has reduced the stress on staff at the first of the month when rent is due. We have had many of the residents sign up for automatic withdrawal which is beneficial to both us and the resident by having rent paid on time.

Has your AppFolio-designed website impacted your business?

We were surprised when we went live with our website at the amount of traffic it generated! We use third-party online marketing and our website generates as much, if not more, traffic as the third parties we use.

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Skyline Property Management

What's Next for Skyline?

With AppFolio, Jennifer and her team can now focus on being there for their owners and renters. "First, the money that we have saved in the cost of AppFolio alone has allowed us do improvements on our properties that would have otherwise gone to paying for another software product," say Fischer. "With the Tenant Portal we have saved money in the time our staff was spending with residents, now or staff can focus on the properties' needs versus doing simple tasks with residents."

While the Denver market might not be hot for the purchase of properties right now, Skyline still has a positive growth model that helps contribute local jobs. "We have saved money in the training process of new hires," Jennifer notes. "AppFolio is a simple program to use and takes minimal time to train on."

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