



# 3rd Base Realty Group, LLC.

Secret Sauce Leads to 3X Growth in Less Than Four Years with Propertyware®

## COMPANY:

3rd Base Realty Group, LLC.  
350 Doors  
Avondale, AZ  
www.3rdbaserealty.com

## MARKET:

Single Family

## REALPAGE PRODUCT/SERVICE:

Propertyware

**“Propertyware is an integral part of our business. It is a catalyst that enables us to be efficient, keep our vacancy rate the lowest in our market and help us attract owners. We can continue to grow and invest in other parts of our business rather than adding additional staff.”**

**Jeff Shelton**

Owner, 3rd Base Realty Group



## THE CHALLENGE

Once 3rd Base Realty Group reached over 100 units, they noticed that their current software was not only highly inefficient, it was also missing key functionality they needed to scale and manage their business for future growth. They were struggling to get visibility into their business and report on key success metrics due to information not being stored in a central location and a reportable format. They were also unable to effectively communicate with tenants and owners and collect timely tenant payments due to manual processes.



## THE SOLUTION

Propertyware provided 3rd Base Realty Group with:

- Tenant and owner portals for convenient online payment options and access to account information.
- A single system for all correspondence with tenants and owners that were automated with electronic alert notifications.
- Custom fields and dashboards that allowed flexibility to collect and report out on information that was relevant to staff and management.
- Reporting that was tailored to a specific person so they could proactively manage their areas of responsibility.



## THE RESULTS

3rd Base Realty experienced significant results from using Propertyware. They were able to:

- Reduce tenant late payments from 35% to 5% by offering convenient online payment options.
- Save an average of 16 hours per week by simplifying the communication process with owners, tenants and their own team, freeing staff to focus on business growth activities.
- Manage maintenance requests more efficiently through custom fields to gather pertinent information and dashboards for visibility, enabling them to complete requests quickly.
- Market and fill vacancies in 48 hours or less by proactively monitoring lease expirations 90 - 120 days out through reporting and dashboards. 3rd Base Realty was able to market earlier, forecast move-outs and schedule vendors resulting in the ability to get new tenants in more quickly.