



# Rosenbaum Realty Group

Gaining the Insights Needed to Tackle  
an Aggressive Growth Strategy

## COMPANY:

Rosenbaum Realty Group  
Gilbert, AZ  
500 Doors  
www.rosenbaumrealtygroup.com

## MARKET:

Single Family

## REALPAGE PRODUCT/SERVICE:

Propertyware

**“With Propertyware, we are able to better understand the health of our business and operate more efficiently. We have an aggressive growth strategy as we are looking forward to adopting more Propertyware capabilities to continue our growth in the maintenance side of the business, as well as marketing to more areas. We have confidence in our planning and are now able to make projections years ahead to continue our growth strategy”**

**Tiffany Rosenbaum**  
Owner/Operator,  
Rosenbaum Realty Group



## THE CHALLENGE

Rosenbaum Realty Group felt their business was stagnant with the current tools and processes they had in place. While the accounting was being managed through QuickBooks®, there was a significant gap for managing other parts of the business – such as marketing and payments. As Rosenbaum Realty Group strived to grow, managing their business end-to-end was becoming a challenge. The paper process and multiple sources of information just weren't cutting it.



## THE SOLUTION

Propertyware® provided Rosenbaum Realty Group with:

- Automated and simplified tenant payment collection.
- A central location to manage listings, sending them out with just a few clicks.
- Owner and tenant portals for secure and instant access to account and portfolio information.
- An integrated accounting solution built specifically for property managers.
- Business analytics that provided visibility into key insights to make projections for owners as well as their own future growth.
- Flexibility to manage data that's important to the business and effortless to report.



## THE RESULTS

Rosenbaum Realty Group was able to keep a pulse on their business as well forecasting and tracking trends, all in one solution. By implementing Propertyware they were able to:

- Streamline payment processes with multiple online payment options (80% of tenants are now paying online).
- Free up to 9 hours per week through automated property advertising from their website and syndication to other sites.
- Create transparency and communications with owners and tenants through online portals.
- Manage 2x as many units without outsourcing to 3rd party providers or managing multiple software systems and processes.
- Customize Propertyware to manage anything from assets tied to a specific property, to owner and tenant birthdays and anniversaries for an added personal touch.