

# 3Z CASE STUDY:

How 3Z Property Management Scaled Up Portfolio with Sunroom Leasing Operations



## 3Z's Pain Points

- ✗ Answering and responding to marketing calls that came in day and night
- ✗ Staff extremely overwhelmed during the busy leasing season May - September
- ✗ Piecing together multiple tools for lead management, tracking, apps, etc

## 3Z Company Overview

3Z is a stand-out property management company in Central Texas. For 10 years, they've worked with clients through every step of the property management and real estate process.

The values they stand behind are honesty, professionalism, superior service, and staying cutting edge in a rapidly-changing industry.

3Z manages mostly single-family units, plus some multi-family and small commercial buildings. Their office is situated between Austin and San Antonio known as Hays County, and they operate in San Marcos, New Braunfels, Martindale, Kyle and Buda.

***“Sunroom was everything we were looking for.”***

## Objective: Scale efficiently & reduce costs

3Z'S goal was to grow their portfolio 50% by the end of 2022, but leasing operations was a major bottleneck. 3Z's property manager was spread thin with her day-to-day work outside of leasing, including rent collection, handling tenant and client communication, evictions, and maintenance.

They tried working with leasing agents in the past with no success. To market, follow-up on, and lease properties in their portfolio, 3Z was piecing together different tools and staffing solutions. Each new listing brought on more chaos. They tried to answer as many calls as possible using FiveStreet with Google Sheets to track leads, but they still didn't have enough manpower to work them effectively. Like many other property management companies operating on tight margins, 3Z didn't have room for additional people or expensive tooling.

3Z searched for a better way to lease their properties. They needed to replace the incomplete tools they were using and remove operational burden from their team. They found Sunroom, a full-service leasing operations solution that would help them scale up, replace their current system, and reduce unnecessary costs.

Suddenly, growing the portfolio by 50% was within reach. “With Sunroom, we realized we could have just one property manager over 200 properties. That gave us so much room to scale up without a huge upfront investment.”

# 3Z OUTCOME:

## Sunroom Took the Operational Burden out of Leasing Homes

### 3Z's Outcomes



5% monthly portfolio increase



Scaled growth



Quick, efficient, and precise operations



"Everything we were looking for"

### How 3Z Benefited from Sunroom

- ✓ A comprehensive leasing solution backed by a competent team and tech platform
- ✓ Ramp up or down seamlessly based on seasonality
- ✓ Leasing operations now a point of strength and competitive advantage
- ✓ Trustworthy partners who are quick, efficient, and precise

3Z decided to partner with Sunroom because of its experienced team and airtight operational process. Right from the start, 3Z was impressed by how fast and efficient the whole process was. Moments after they submitted a property through Sunroom, the Sunroom team got to work and 3Z started getting notifications about the setup and listing status.

Their first property got set up and went live on the MLS, Zillow, and other popular rental sites within days of handing it off to Sunroom. Leads started coming in fast, and Sunroom worked them all. So far, they've found and approved qualified tenants for 37 different properties with Sunroom's help, and have a number of properties in the leasing pipeline.

Sunroom was able to augment 3Z's small team by completely taking over their marketing and leasing. Now 3Z didn't have to worry if someone was out sick or they fell behind in the busy summer months. They had another team standing behind them, as well as a comprehensive leasing platform that sent them real-time status updates and communication.

*"Sunroom has changed my day-to-day work 100%. Today, I don't have to pick up the phone every 5 seconds when renter inquiries start to flood in. Sunroom has completely taken over the operational and marketing pieces of leasing, which means I can shift my focus to providing better service for our customers and expanding our property portfolio."*

**Arantza Hartlebe, 3Z Property Manager**

Today, leasing isn't a weak spot for 3Z, thanks to their partnership with Sunroom. Not only does Sunroom eliminate the busy work that comes with leasing out properties in their portfolio, but 3Z views Sunroom as a leasing extension of their business.

**Partner with Sunroom today to help you efficiently manage your leases and grow your business! Get started at [sunroomleasing.com](https://sunroomleasing.com)**