



CLIENT SUCCESS STORY

How This PM Went From Sticky Notes to Scalable Leasing

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| Company Name | First Choice Property Management |
| Market | Fort Worth, Texas |
| Units | ~500 |
| Property Types | Single-family residential properties |
| Challenge | Manual and inefficient processes led to overwhelming workload, wasted hours, and lost leads |

In 2018, Brainard and her team at First Choice Property Management switched from Rently to Tenant Turner. The driving factor was cost-effectiveness. But after seven years with Tenant Turner, the benefits for First Choice Property Management go deeper than price.

Offloaded manual admin and showings

Prior to Tenant Turner and Rently, Brainard and her colleagues scheduled showings manually. They relied on sticky notes, email back-and-forths, calendars, and hours on the phone to get the job done.

Between manually coordinating showings and driving across four counties, the workload was overwhelming.

Brainard said, *“Before we even started the CodeBox thing, when I only had about a hundred properties, it was hectic because you had to schedule depending on zip codes or who, what, when, and where. Now, I love not having to do that at all.”*

Brainard doesn't have to do it at all because Tenant Turner handles it through a **self-service phone system**. Tenant Turner instantly responds to tenant lead emails and calls, screens based on custom criteria, schedules viewings, and facilitates access for self-showings.



Angela Brainard is one of three property managers at **First Choice Property Management**.

She manages 190 of the company's 500 single-family homes, spread across four counties surrounding Fort Worth.



Unlocked efficiency with AppFolio Stack™ integration

First Choice's operations recently took yet another step forward when the team added the integration with **AppFolio**. This eliminated double data entry and accelerated leasing velocity.

"Boy, that has been absolutely so nice to not have to post it in AppFolio, then pull all that and do it in Tenant Turner too," Brainard said.

The "all that" Brainard is referring to are the listing details, photos, and pricing, which automatically syncs between the two systems now that the integration is set up.

"That's been a really huge thing," Brainard explained. *"Our photographer goes to the property and those pictures are ready on a Friday... Those pictures are going out right away, not waiting for me to come back into the office on Monday. Which happened a lot prior to the integration."*

The time savings add up.

Brainard estimated that the integration saves 20 to 30 minutes per property. With her usual load of 13 or more active listings, that frees up several hours each week for inspections, make-ready oversight, and other priorities.

First Choice becomes more adaptable and ready to scale

For First Choice Property Management, Tenant Turner and the AppFolio **integration** are key parts of a more adaptable, more scalable foundation for the business.

- **Increase efficiency:** Less manual scheduling, showings, listing updates, and owner communications free the team for higher-value work.
- **Gain flexibility:** Self-showings provide speed and coverage while still allowing guided showings when needed.
- **Accelerate speed:** Faster listing updates, quicker lead responses, and real-time data keep leasing performance high without adding staff.

With only three property managers and one agent overseeing nearly 500 homes, First Choice Property Management proves how the right technology and the right people together create a lean, scalable team ready to compete in any market.

Still using sticky notes and spreadsheets to manage your property management business? Get organized with Tenant Turner.

Easier tenant-occupied showings

Since implementing Tenant Turner, First Choice Property Management has moved to almost exclusively self-showings, but tenant-occupied property viewings remain in-person. Yet with Tenant Turner, Brainard has made even those showings easier.

"The only properties that I show that are tenant occupied. I just have Tenant Turner set up the option of in-person showings. I don't have to go, 'I need your email, your phone number, you need to send me your ID.' Tenant Turner captures that, and all I have to do is set up the showing."

- Angela Brainard, Property Manager

Improved owner communication

Most of First Choice Property Management's owners own just one property. So the team has to keep separate owners updated for each active listing. That used to mean (at-least) weekly phone calls with owners.

In that regard, Tenant Turner's **automated weekly owner reports** have been a game-changer.

"The fact that you have the owner's report integrated and all you have to do is send it has just been... a lot of time saved," Brainard said. *"Owners aren't calling me every Monday anymore, asking how many people are in all the properties. They already got the information from us."*

Also, when Brainard discusses listings with her owners, Tenant Turner's reports provide her with more concrete information, including showing data and prospect feedback. This makes it easier to make pricing recommendations and have conversations about necessary property improvements based on hard data.