



Tenant Turner



BYRD
PROPERTY MANAGEMENT

CLIENT SUCCESS STORY

How Byrd Property Management Built a Scalable Foundation with AppFolio + Tenant Turner

Company Name	Byrd Property Management
Market	Richmond, VA metro area
Units	135+
Property Types	Single-family residential properties

When Morgan Porter founded **Byrd Property Management** in 2022, his only tech was property management software. The company's growth quickly exposed the limits of this.

At the time, it was just Porter and a third-party broker doing showings. But when Byrd's unit count hit 50 units, the work of scheduling showings and handling calls became overwhelming. When they decided to use Tenant Turner and AppFolio, business took off.

Key Results

- ✓ Improved owner trust with automated showing reports
- ✓ Saved 30+ minutes of admin time per property setup
- ✓ Added leasing capacity without adding staff

By combining local expertise with a lean, tech-enabled team, Byrd Property Management grew from zero to over 135 units in just a few years.

The company operates with three property managers, a dedicated leasing coordinator, and a maintenance coordinator. Their current territory includes the entire Richmond, Virginia, metropolitan area.



Launched in December 2022, **Byrd Property Management** is the brainchild of real estate veterans Morgan Porter and Rick Cox. They established this company to uphold their own high expectations as both rental investors and managers.



Discovering the need for Tenant Turner

When Byrd's unit count hit 50, the administrative work became too much to handle with just Porter and a third-party broker doing showings.

They were inundated with repetitive calls and emails and were spending hours every day coordinating and rescheduling showings and following up with leads.

"I learned pretty quickly as we added doors that trying to manually schedule viewings and do all the showings in person — we weren't going to be able to keep up."

- Morgan Porter, Founder, Partner & Property Manager

To get ahead of the problem, Porter brought Tenant Turner on. Using Tenant Turner, he outsourced most of the calls and inquiries and made scheduling manageable again.

And that was even before Porter started rolling out self-showings.

Making self-showings possible

Porter was hesitant to adopt self-showings when he first launched. "We were doing all in-person showings before, and I didn't feel comfortable doing it without the security features," he said. But Tenant Turner's photo ID upload, location verification, and GPS-enabled options gave Porter peace of mind.

Perhaps more importantly, it allowed Porter to sell the idea to his owners: *"When I talk to owners about self-showings, I explain that prospects have to upload a picture of their ID, they've got to have their location turned on, and all of that combined makes sense to owners,"* he said.

In short, these safeguards helped Byrd turn self-showings into a trusted part of his leasing approach.

Switching to AppFolio

Not long after implementing Tenant Turner, Porter switched his old PMS to AppFolio.

Byrd managed fewer units than AppFolio's minimum plan, but it didn't matter. Even though Porter migrated to AppFolio earlier than most firms would, he explained that doing so with more units would've made the transition difficult.

For Byrd Property Management, AppFolio brought:

- ✓ More robust accounting tools for deposits, ledgers, and owner distributions.
- ✓ Better maintenance tracking and invoice processing.
- ✓ Stronger leasing tools.

The switch to AppFolio paid even greater dividends when Porter purchased the full Tenant Turner integration.

Setting up the AppFolio + Tenant Turner integration

When the company first started using AppFolio, Byrd Property Management continued to do manual double-entry between AppFolio and Tenant Turner, just as they had with their old PMS.

But when they adopted the AppFolio Stack integration, Porter slashed the time he and his team spent on administrative tasks because properties in AppFolio automatically flow to Tenant Turner. So there's no need to copy and paste data from one system to another.

Porter estimates this saves him at least 30 minutes of manual data entry per unit.

The integration also improves communication by pulling tenant contact info into Tenant Turner for automated showing notifications.

Transparency and flexibility at scale

With Tenant Turner and AppFolio working together, Byrd Property Management has unlocked:

- ✓ Flexibility to serve owners and renters on their terms.
- ✓ Transparency to strengthen trust with clients.
- ✓ Scalability to keep growing without a ballooning payroll.



Operational flexibility

Byrd offers both self-showings and in-person showings, depending on owner preference. Self-showings are only enabled for vacant units and are always backed by Tenant Turner's ID and location verification.

"I like the combination of self-showings and in-person because it gives us flexibility for our owners and potential tenants."

- Morgan Porter, Founder, Partner & Property Manager

Owner transparency

Weekly Tenant Turner reports automatically keep owners informed on showing volume, feedback, and pricing dynamics. This reduces incoming call volume from owners and builds trust.

"I always turn the owner's reports on because I don't have to report back to the owner as much. The report shows them we're working to get it rented," Porter explained.

A scalable foundation for growth

With just three property managers, Byrd oversees over 135 doors. ***"Without AppFolio and Tenant Turner, the team would have to be at least double the size to manage the doors that we have,"*** Porter said.

For Byrd, Tenant Turner and AppFolio are the backbone of a property management model that's designed to keep scaling in the years ahead.

And in those years ahead, you can expect that Porter and his team will find even more ways to make their business more transparent, more flexible, and more profitable.

Ready to join Byrd Property Management and Tenant Turner on the efficiency journey?

Visit [TenantTurner.com](https://www.TenantTurner.com) to sign up, or book a quick demo!