



# DashQ

THE

# PLAYBOOK

QUICK PLAYS TO START CENTRALIZING TODAY

## What is centralization?

Centralization is the move away from individual property-based operations, and roles to consolidate administrative specialized tasks through both automation and centralized team(s).

## Why centralization efforts (usually) fail

When trying to centralize, property management companies (PMC) often find their best-intentioned efforts hamstrung by status quo PropTech (and it's not their fault). PMCs are stuck either stringing together expensive single-point solutions or are forced to continue to make do and ask more from the archaic legacy software that was never intended to help teams centralize (or handle the renter/leasing experience).

It doesn't have to be this way.

A new category in prop-tech, Renter Management Software (RMS), releases companies from their current tech confines and allows them to centralize their business operations at scale, optimize their existing resources, and provide the best customer experience possible.

To learn more about DashQ's approach to centralization, keep reading.

# WHY IS **EVERYONE** TALKING ABOUT CENTRALIZATION?



Increased productivity



Flexible operating model in  
different markets



Reduced costs and  
overhead



Improved margins



Role specialization for  
clearer career pathing



Efficiency at scale



Insulation from talent churn  
and labor shortages



Happier teams (and even  
happier customers)



Gives onsite teams a hand



## We're here to **help.**

Centralization is the move away from it's overwhelming to overhaul and rebuild the core intersections of people, processes, and tech as it relates to renters' lead, leasing, and renewal experience.

That's why Funnel works alongside the leading and largest property management companies to develop and tailor our tech and client support for the multifamily industry.

We build trusted, consultative, partnerships with multifamily visionaries as they burn their old property management software-reliant playbooks and craft flexible, renter-centric, portfolio-tailored, operating models that give teams of all sizes a way to win.

**Want to see it to believe it?** Cool. Check out the example portfolio-specific plan to the left.

Download our in-depth, comprehensive Centralization Playbook to get your free portfolio-specific operating model.

You'll learn exactly how your portfolio should be optimized and which operational model makes sense based on your portfolio's geographic footprint.

**DON'T GET LEFT BEHIND**

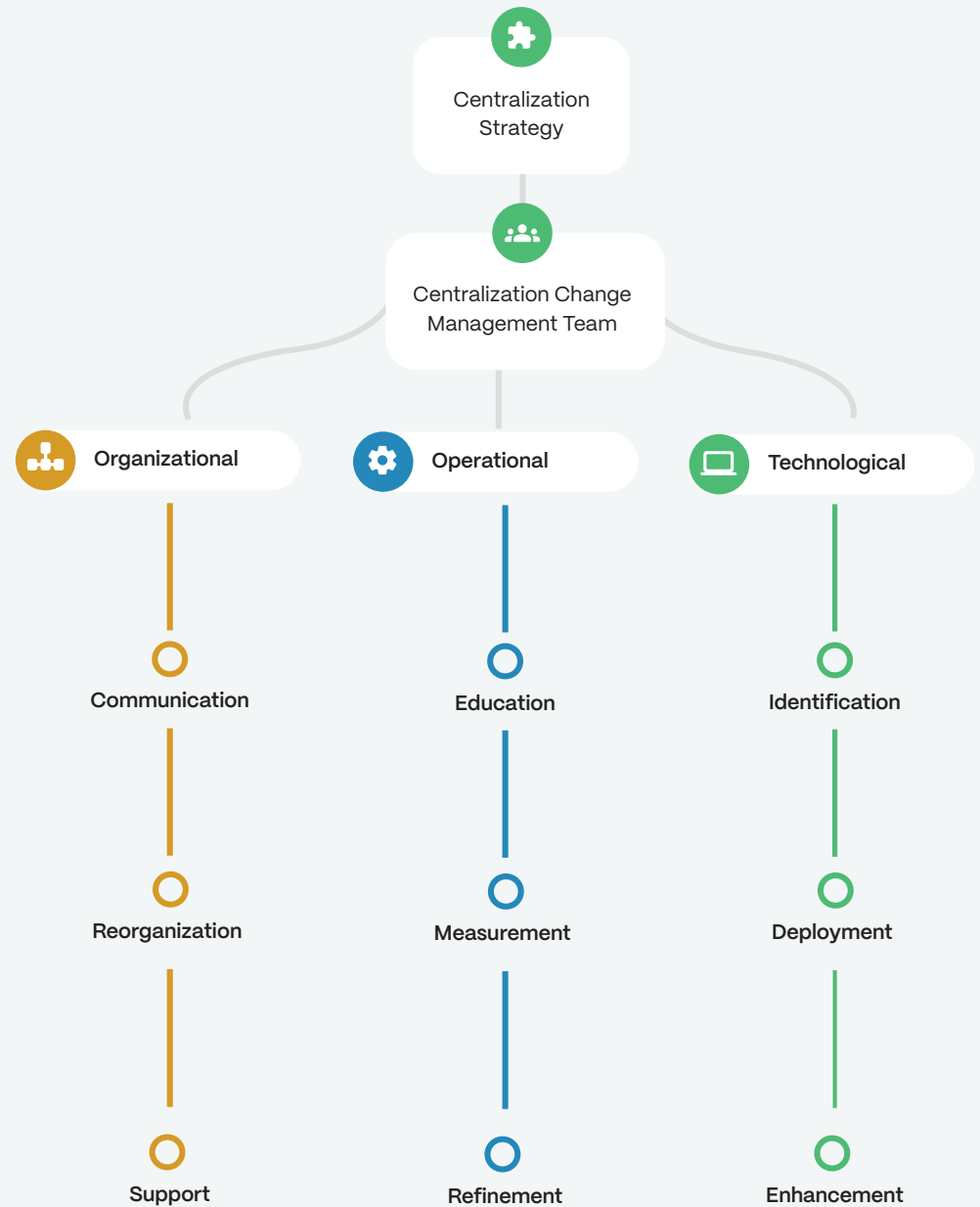
(Want to learn more first? Keep reading!)

# THE CENTRALIZATION PLAYBOOK

Centralization boils down to three elements: technological investments, organizational structure, and operational workstreams. Changing any one of these elements is an undertaking that requires thoughtful planning, strategy, executive alignment, technological tools, and a clearly defined change management strategy.

**DashQ's Centralization Playbook** allows you to strategically plan at a macro level, while keeping up with the micro details.

## Centralization Playbook



## Centralization: ready, set, go!

We've heard it a million times — "go slow to go fast."

Centralization is no different. Getting ready and set prior to going full steam ahead is critical to successful centralization efforts.

### Ready: centralization strategy

Know what your company is aiming to achieve. Assess the current state of your business in terms of structure and processes. Clearly define the desired outcomes, objectives and key results centralization will provide.

The changes fall into one of three elements to centralization, which we go into in more detail later. But, for now, the one-sentence version:



**Technological:** Software and devices necessary to support your organizational and operational strategy.



**Operational:** The responsibilities and workflows necessary to conduct day-to-day operations.



**Organizational:** The structure of your people and your properties.

### Set: centralization change management team

Establish a key group that champions this change across the enterprise, composed of members of every vertical within the organization

### Go: execution

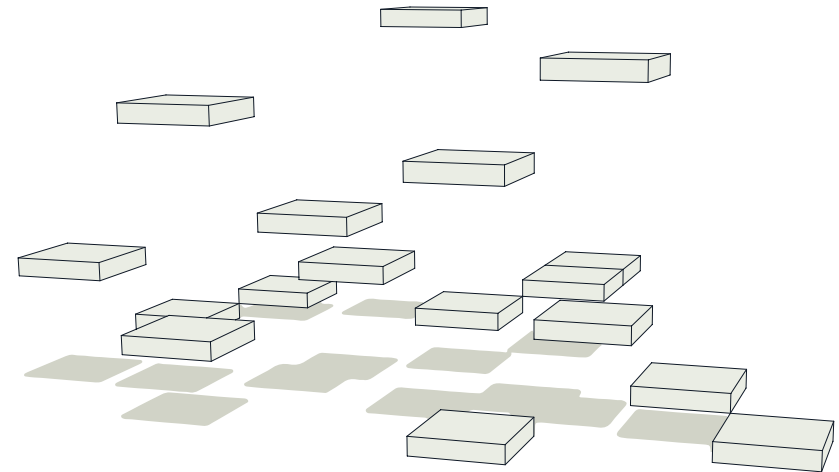
Establish a defined, repeatable process to ensure successful rollout across the three centralization elements that we touched on: technological, organizational, and operational.

QUOTE

Here at last: no more choosing between either antiquated mile-wide-inch-deep property management software or stringing together single solution challengers.

Instead, modernize your technology stack to include things like Renter Management Software (RMS), AI-based workforce management software, and smart-devices (e.g. smart locks, thermostats, appliances, HVAC, etc.) to accelerate centralization. RMS is more than "a better mousetrap" or another single solution challenger CRM, or a built-for-back-end-accounting-software-CRM.

**Renter Management Software** includes four vital components:



1

Sole focus on renter-facing solutions (additional ledger, accounting, or non-customer tools are a distraction and no tech vendor can offer all things perfectly).

2

Single guest card platform architecture (pop-ups, stringing together multiple guest cards or other workarounds are inadequate and costly)

3

The ability to centralize workstreams or tasks.

4

A core operating ethos that is centered around the renter (the single most important part of revenue).

RMS is a business transformation tool that allows leading property management companies to craft portfolio-tailored operating models to increase efficiency and insulate their business from changes in the market.



At DashQ, we firmly believe centralization or centralized leasing models will be the benchmark for how all leasing at reputable and leading PMC's is done within five years. Many forward-thinking companies have already made the move. Getting ahead of the trend will position your company to realize the cost savings and market share gains ahead of your peers.



Technology changes must work hand-in-hand with the day-to-day operational changes that businesses will make to leverage the technology to its full potential, and transform their business.



At its core, centralization relies on, and centers itself around, questioning which tasks make sense to keep at the property level, and which workstreams should be transitioned to a new location such as a contact center, a regional hub, the corporate office, or a fully remote team.

As a centralization change management team, focus on re-imagining and re-configuring the day-to-day logistics of managing individual properties:

**1 Identify categories of work at the property:**

 Sales  
 Tours

 Applications  
 Lease signing

 Maintenance  
 Resident services

 Renewals

**2 For each category, ask:**

- Which team members or roles would handle those categories of work today?
- What's not working and what would be great to change?
- Which of these categories do not necessarily need to be done onsite?

**3 Create clear points of handoff** for tasks that cross from the onsite teams to your centralized teams.

Want to learn about centralization  
element three (organizational)?

We have that, plus a complimentary  
custom plan for organizing your portfolio.

[GET MY CUSTOM PLAYBOOK](#)





QUOTE

QUOTE





WE ARE HERE TO HELP YOU CENTRALIZE

[info@dashq.io](mailto:info@dashq.io)