



# LINCOLN PROPERTY COMPANY

## Location

Dallas, Texas

## Units managed

202,000+

## Portfolio

Owned & Fee Managed

## Product

Entrata Paperless Program

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**Nicole McLemore**

Lincoln Property Company

## Situation

### Getting Everyone Aboard the Paperless Train

In 2015, Lincoln was ready to throw away its leasing binders and close its rent drop boxes for good. While the company was already using many of Entrata’s paperless solutions - ResidentPay, SiteTablet and LeaseExecution - going fully paperless at its 750+ properties in 28 states across the country was proving to be a monumental task.

“We have been trying to get rid of the paper onsite for a couple of years but have struggled getting our site staff and residents on board,” said Nicole McLemore, National Special Projects Manager, Lincoln Property Company. “We didn’t just need a comprehensive paperless solution, we needed help training our staff and marketing it to our residents.”

When the Entrata Paperless Program was launched, Lincoln immediately jumped on board. The free program offered Lincoln the marketing materials and training it would need to boost its paperless adoption portfolio wide.

## Approach

### Goodbye, Night Drop. Hello, Mobile App.

While some of Lincoln’s staff expressed wariness about the company’s abrupt approach in sealing off all its night drops, their concerns were eventually alleviated through education and training by the Entrata team.

“Entrata did their part in helping our communities understand the importance of going paperless, and our staff took to the changes really well,” said McLemore. “Many of our leasing agents thrive on the personal connections they make with their residents. They were excited to spend less time filling out paperwork and putting files in cabinets and more time interacting with residents.”

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**Nicole McLemore**  
Lincoln Property Company

Entrata also provided the team with customized marketing materials promoting residents’ online ResidentPay options, including the new and improved ResidentPay app.

“The ResidentPay app has been a big help in encouraging residents to go paperless. They can quickly use it to pay rent, submit maintenance orders with photos and communicate with our staff all with just a few taps on their phone,” said McLemore. “It’s our way of showing a commitment to our residents to save them time.”

## Results

### Innovation Provides Convenience and Confidence

The launch of the paperless program is still an ongoing project in many of its regions. However, the company boasts it is 80 percent paperless (as of July 2016) and can say with confidence that the move has improved online payment adoption and made operations in the leasing office more efficient.

“Convenience and ease for our residents and staff is our top priority, and we are giving it to them,” said McLemore.

### As of July 2016



Reports show that Lincoln has seen a 25 percent increase in online payment adoption since it began launching the program in 2015, with some properties achieving up to a 99 percent enrollment rate in its online payment program.

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