



Message Center

SPECS

Message Center is a powerful messaging tool that allows you to communicate efficiently with both prospective and current residents. Whether you're looking for automated list management, custom-branded templates, or a simple one-off email, Message Center has everything you need to get the message out.

BENEFITS

- 
SIMPLIFIED LIST MANAGEMENT
 Store and maintain current contact information for prospects and residents in a single, centralized database.
- 
COMMUNICATE ON SCHEDULE
 Communicate more efficiently with prospects and residents by automating responses with various triggers.
- 
REAL-TIME TRACKING AND REPORTING
 Instantly see who's receiving emails, reading your messages, unsubscribing, and more.
- 
SIMPLY INTELLIGENT DESIGN
 Create compelling and beautiful messages for your prospects and residents.

GREYSTAR

ALLIANCE

WATERTON
RESIDENTIAL

LYND
Conscious Real Estate

FEATURES

PERFORMANCE AND NOI REPORTING

Real-time NOI reports let you check key performance metrics for your whole portfolio-- or a specific property--with a few clicks.

MERGE FIELDS

Add personalization to all of your messages by merging fields from your database directly into the message.

AUTOMATIC LIST SORTING

Any new residents or prospects that are created will be added to your previously defined lists such as building number, date, and more.

EVENT-DRIVEN MESSAGING

Send automated birthday messages, lease renewal notifications, and auto-responders for new leads.

TEXT AND VOICE CAPABILITIES

Residents can receive community announcements, rent reminders, maintenance status updates, and more via text.

QUICK RESPONSES

Customizable, quick response messages can be tailored and set up to reply to any type of incoming email.

MESSAGE TRACKING

Message Center allows you to dive deep into the information and make sure that you have a clear picture of how your messages are received.

REAL-TIME REPORTING

Real-time message reports will help you make better messaging decisions and allow you to determine the most effective way to reach your residents.

DESIGN LIBRARY

Message Center's email platform has numerous design themes, helping you create custom, branded emails and better engaging your audience.

CUSTOMIZE SYSTEM EMAILS

Change the branding on your automatic system emails to create a unique brand.

FILE ATTACHMENTS

Attach multiple types of files to your messages to provide even more information for your residents.



"Message Center has helped in areas of delinquency, resident retention, and resident participation, because we have that event-based messaging, where rent reminders, renewal reminders, pool party invitations... are all sent through the system.

"It really does open the door to pretty much doing anything we need, in the time-frame we need it to be done..."

Kelly Hillman
Colonial Properties Trust