

**Markets**

Residential
Multifamily

Portfolio

16,000 multifamily units

Client Since

2008

Highlighted Product

[RentCafe](#)

The Benefits

Roscoe drives leads and optimizes cash flow using RentCafe to manage online property marketing and offer convenient rent payment options.

About Roscoe Properties

www.roscoeproperties.com

Learn More

Yardi.com

Contact Yardi

Sales@Yardi.com

“ Online payments through RentCafe play a huge part in our successful rent collection efforts. And, a recent nudge marketing campaign through RentCafe increased our leads around 20%, giving us a much needed push during the slow winter months. ”

Mariana Estrada, Vice President, Operations

The Company

Based in Austin, Texas Roscoe Properties is a full-service property management company dedicated to enhancing asset value for its clients while providing services that keep residents satisfied.

The Challenge**Leasing & Rent Collection**

As a rapidly growing company, Roscoe needed to expand its online presence to keep pace, market properties and convert leads. It also wanted to increase resident satisfaction by offering convenient online and mobile services to pay rent and more.

The Solution**RentCafe**

RentCafe is a powerful multifamily marketing and leasing platform that includes dynamic property websites, smart multichannel marketing tools and innovative SEO and SEM capabilities. The platform makes life easier for prospects, residents and staff with online leasing, rent payments and maintenance requests.

The Story**Online Leasing & Resident Services**

Roscoe selected RentCafe to provide property marketing websites that convert leads and allow prospects to apply online. The websites incorporate resident portals so residents can also make online rent payments and maintenance requests. All data from their property marketing sites is completely integrated with Yardi Voyager, guaranteeing accuracy and eliminating duplicate data entry. Online rent payments have significantly streamlined collections and optimized cash flow for Roscoe. Having a single platform supports the company's initiative to go paperless and centralize processing to save time and money.

Additionally, RentCafe integrates with Roscoe's Facebook page and easily guides prospects through the application process. According to Mariana Estrada, vice president of operations, the social media tools provided by RentCafe – such as reviews and social referrals – enhance their listings and help push applicants through the sales cycle more



Client Success

Roscoe Properties

R O S C O E

PROPERTIES



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quickly.

Estrada also commented that Roscoe appreciates the regular enhancements Yardi makes to RentCafe. Frequent updates ensure the websites and tools remain innovative and support Roscoe's ongoing growth and success.

Roscoe Properties has also implemented [Yardi Voyager Residential](#), [Yardi Payment Processing](#), [Yardi Procure to Pay Suite](#), [Yardi Aspire](#)