



# The Evolution of the Property Management Role

The rise of cutting-edge technologies has made an impact on companies across industries – including real estate and property management. Here are four ways the role of a property manager has evolved.

**1 Show, don't tell**

The proliferation of the Internet and social media has given consumers the ability to research and narrow down their living choices long before stepping foot onto a property. Modern residents are more curious and capable than ever before. When prospective residents stop by or call, property managers can ask pointed questions that may help them understand and focus on the amenities most likely to interest them. With automated tasks and websites that convey detailed information and images, property managers have more time to spend showing their property and demonstrating smart tech in action. And with more time to engage with residents, they will also gain an understanding of how the amenities are used and enjoyed and can convey those ideas to prospective residents.

**2 High-tech, high complexity**

That doesn't mean the property management role is going the way of dial-up Internet. Far from it. In fact, the job description has become more complex. Not only do property managers supervise maintenance staff and handle bookkeeping and leasing, but they can also be in charge of vendors, residents and budgeting. And let's not forget maintaining communication with the corporate office. The property manager is the face of a community, providing valuable insights, offering real-time assistance and confirming that all the technology in place runs smoothly.

# 3

## **Connected tech is smarter tech**

Property managers don't need to be tech experts to take advantage of the latest tools, either. What they may need is a basic understanding of what those tech tools are capable of doing and how they can make residents' lives easier to improve their overall community experience. With smart technology, property managers can simplify their lives, leaving more time for resident interaction while these solutions handle redundant tasks such as informing maintenance crews of a burnt-out lightbulb, an issue with the security gate or a plumbing problem.

# 4

## **Experience is the new amenity**

More than just amenities, modern residents value experiences. And as property managers create stronger relationships with residents, those experiences can become more personalized and more welcoming than ever before. One thing that hasn't changed is the end goal: to help attract residents. Modern technologies give property managers the ability to understand the needs and desires of residents and provide them with a great experience.

**Learn more about how technology is changing the role of property managers, giving communities a competitive edge and creating exceptional resident experiences in our [Property Manager's Pocket Guide](#).**

