



AMSI Property Management Software:
SPEAKING THE LANGUAGE OF STUDENT HOUSING

CASE STUDY



Allen & O'Hara Education Services

PROBLEM TO SOLVE

When Allen & O'Hara Education Services, a leading developer and manager of collegiate student housing, wanted a web-based solution to support their property management operation, they needed a technology partner that could help:

- Streamline property management operations
- Support multiple properties
- Tap into a tech-savvy generation
- Accommodate operations 24/7

CHALLENGE

In student housing, traditional leasing rules don't apply. Occupancy follows academic calendars that are intermittent or short term, at best. Students share living space, yet act independently when it comes to rental agreements. Circumstances differ student-to-student, whether it's payment method, responsible party, term of occupancy, utility use and payment, or other variables.

CRITERIA

For a company with a portfolio of 37,827 owned and managed beds in 64 communities and 22 states, Allen & O'Hara required a multi-faceted software solution that supports not only "back office" operations critical to running a profitable business, but also a "front office" online service that can be accessed by a young tech-driven population 24/7. More importantly, the components had to integrate seamlessly, yet function separately within security controlled environments.

SOLUTION

Allen & O'Hara turned to AMSI, an industry-leading property management software company with a complete solution specific to managing student housing.

AMSI's applications "speak" the language of student housing; for instance, managing lease activity by the bed, as opposed to by the unit, and tracking of lease guarantor information with the resident. eSite – a web-based site management system – increases staff efficiency with automated task administration, enabling a strong focus on maximizing lease opportunities. Managers are able to process high-volume move-ins and move-outs as dictated by the semester calendar. All this, plus the system consolidates

site data to produce trend reporting by forecasted occupancy, current occupancy, leasing trends, lease expirations for up to three semesters, with the ability to define semesters. Additionally, eSite provides interfaces with preferred third party vendors, like insurance carriers, utility companies and credit reporting agencies.

The AMSI solution implemented by Allen & O'Hara includes features of three portal applications developed by Property Solutions which propel the leasing experience into the domain of Generation Now. These student-facing applications provide existing and prospective residents with on-line lease applications, on-line payments for application fees and rent via credit card, financial aid debit card or electronic check. Guest card information including university, class and home zip code, resident payments, and maintenance requests entered on-line are seamlessly integrated with eSite and flow directly into the property manager's view.

CONCLUSION

Armed with the right technology and a long business relationship with Allen & O'Hara, AMSI was able to meet expectations on both functionality and service.

"AMSI understands our business and worked with us to meet our needs," said Chris Richards, Senior Vice President of Property Operations for Allen & O'Hara. "When AMSI incorporated Property Solutions, that was huge for us," she said. "Now students just go on the website day or night, enter data, and it flows right into eSite and into the property management software."

While serving a customer's business needs is part of the AMSI culture, Allen & O'Hara recognized another, less tangible part of the AMSI experience. "The people make the difference," said Richards. "They listen, react and are willing to support what we have to say."

ABOUT ALLEN & O'HARA

Allen & O'Hara is a subsidiary of Education Realty Trust (NYSE:EDR), a self-administered, self-managed real estate investment trust that owns, develops and manages high-quality student housing communities throughout the United States. Led by an experienced management team, EDR is one of America's largest owners and operators of collegiate student housing. Its portfolio includes 64 communities in 22 states with 37,827 owned and managed beds. For more information please visit the Company's website at www.educationrealty.com

