

Improving Efficiency and Processes with Continuing Education

Company Overview

United Properties of West Michigan

United Properties of West Michigan is dedicated to maximizing the return on investment for its clients while maintaining a quality rental experience for its residents. United Properties believes that residents' satisfaction is just as crucial to its success as its owners, which is why it strives to provide a best-in-class maintenance experience for all its stakeholders.

United Properties of West Michigan implemented Property Meld in 2018 as one of their initial users. Since then, they have been steadfast in their commitment to improving maintenance processes and were eager for continued knowledge in how to do so for years to come. For the past 2 years, United Properties attended Property Meld's annual MX Maintenance Summit and regularly meets with their customer success manager to ensure they are using Property Meld in the most effective way. Resulting in a substantial increase in efficiency and resident satisfaction.



Grand Rapids, MI

Door Count: 1,001

Customer Since: 2018

Accounting System: Rent Manager

The Problem

When Tiffany Bergy, Service Director of United Properties, joined the team in 2020, she was quickly introduced to the Property Meld system. Prior to attending the annual MX Summit, Bergy admitted she didn't really understand the system's nuts and bolts or how it would benefit the company.

"I was indifferent at first, like I could have gone either way if we got rid of Property Meld. Then it developed into like, 'no, I will fight for this if we ever got rid of it.' I love the platform," Bergy said.

Bergy shared that when she joined United

Properties, the team before her had already set up the company's dashboard within Property Meld, along with other necessary tooling to streamline their process. However, after attending the MX Summit, she recognized significant opportunities for improvement.

"It took going to the Property Meld conference for me to realize we were using the dashboard wrong, and I didn't realize how simple it was to organize it in a better way. So this year, I attended Josh Wright's session on setting up your dashboard and I have completely revamped ours, and that's been really cool," Bergy said.

The Solution

Bergy mentioned that her favorite thing about attending the MX Summit is being able to see how other operators are using Property Meld.

"It's really interesting to see how other people are doing things and meet with others that are focused specifically on maintenance. When you go to other conferences it's so different but when you attend the MX Summit, it's all about maintenance. It rejuvenates you and gives you all sorts of ideas you can take back and implement with your team," said Bergy.

The knowledge they have learned at the MX Summit, and from meeting with their customer success manager, has helped them build more effective Workflows to increase efficiency in their maintenance team.

"We realized our team was exhausting so much time having the same conversations, or dealing with the same tasks. But the workflows have helped us streamline a lot of that and grow from an efficiency standpoint," mentioned Bergy.

Bergy said the best thing about working with Property Meld is the support they receive from the team.

"One of the things I love most about Property Meld is the fact that I feel like you guys listen more than just about any other software company I've ever worked with. Your support team is Johnny-on-the-spot about responding and so helpful."

Bergy mentioned that she loves the two-way conversations she is able to have with the team at Property Meld.

"Just the ability to say here's our struggle and have someone on the other end come right back and help us with what we need to make our operation flow better, I love that."

In the past 90 days United Properties of West Michigan has seen positive changes in their maintenance KPIs.

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The Solution Continued

This year alone, United Properties has been able to staff up its internal team, enabling them to send 1,000 more work orders to their internal maintenance team, than having to contract it out to third-party contractors.

“We know that we make a higher profit margin on our in-house work than we do if we have to contract it out the way that we’re structured. And so we are always looking to hire more in-house and grow our in-house team,” said Bergy.

This focus has led to a 18% increase in their technician utilization rate in just 90 days!

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