Property Management Software BuyerView | 2014
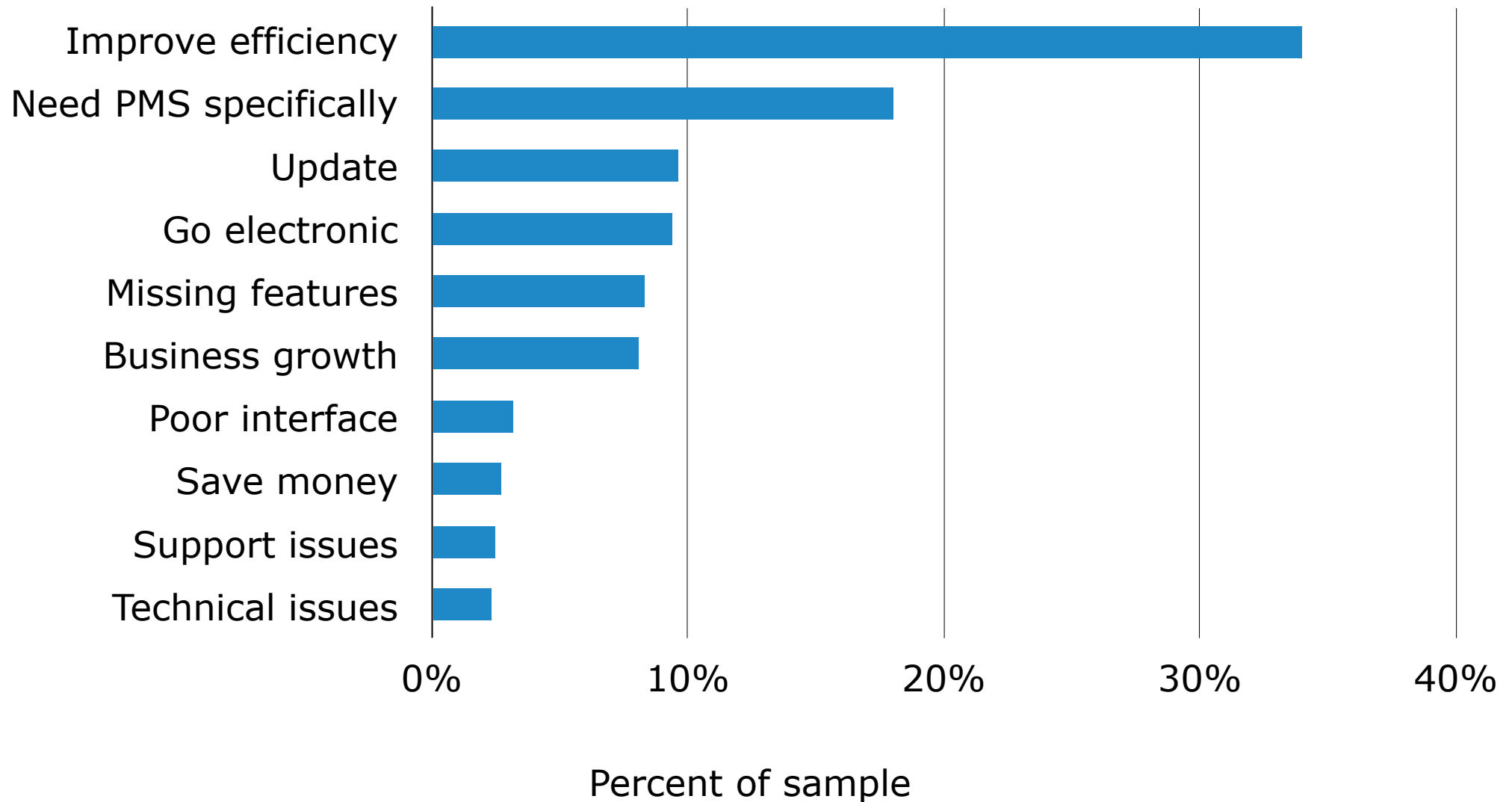
Insight into today's software buyer

Software Advice™

Prospective Buyers' Current Methods

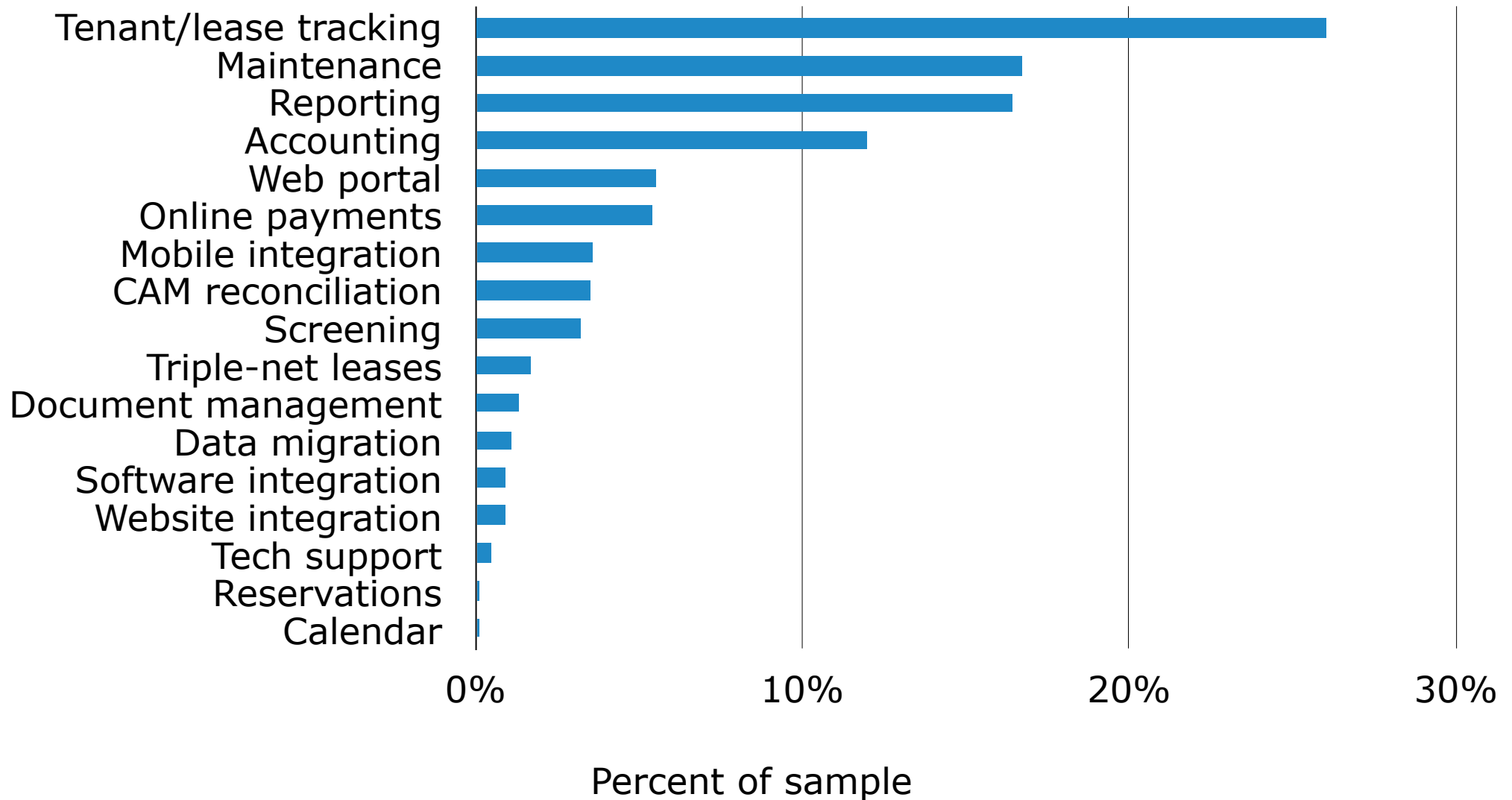| Method	Percent of sample
Excel/manual methods	~53%
PMS	~33%
Management company	~2%
Proprietary software	~2%
Multiple systems	~1%
Nothing	~8%
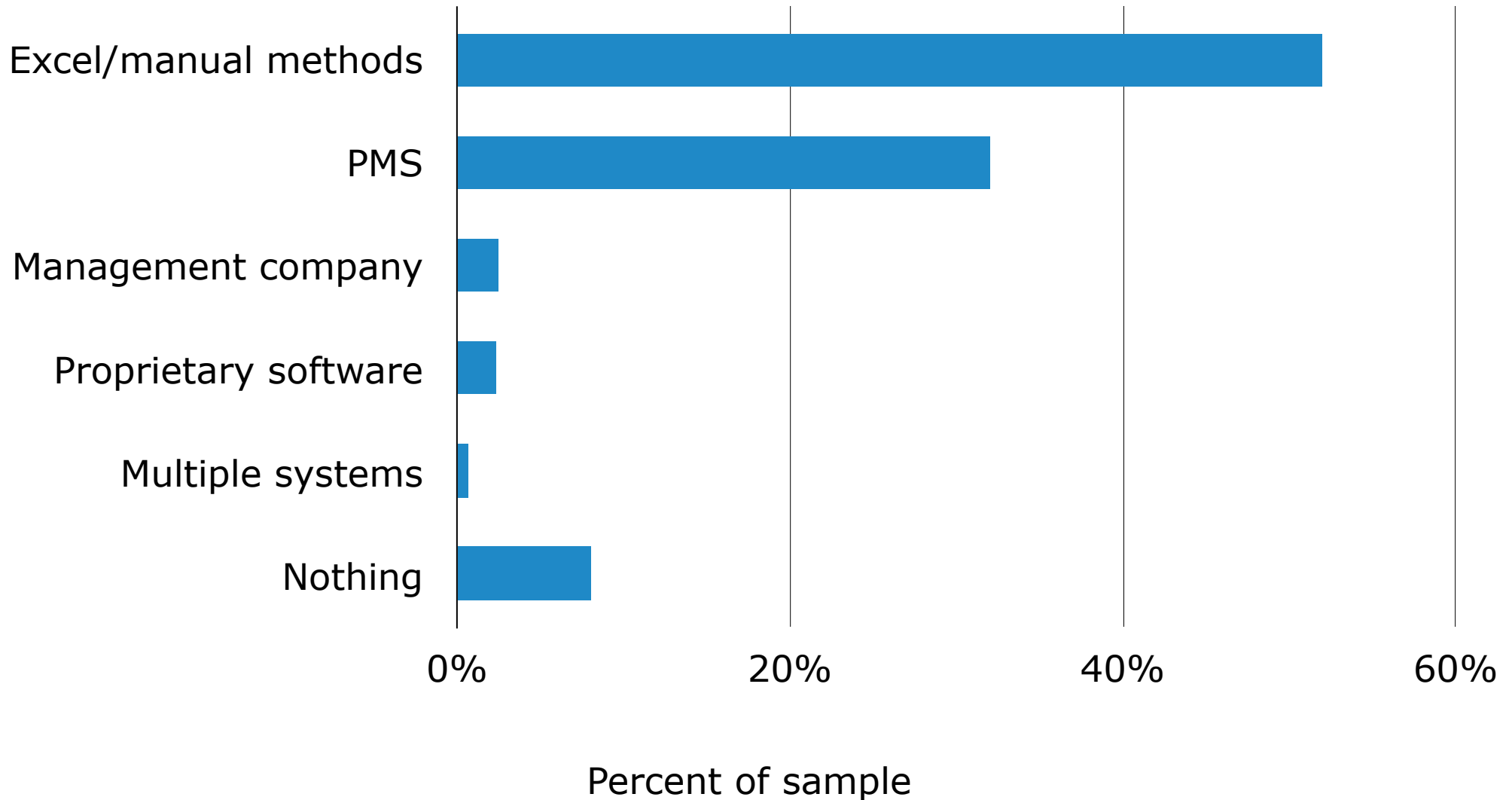
Percent of sample

Fifty-three percent of buyers in our sample report using manual methods, such as a physical paper log or Microsoft Excel, to manage properties.

Top Reasons for Software Purchases

| Reason	Percent of sample
Improve efficiency	~34%
Need PMS specifically	~18%
Update	~10%
Go electronic	~9.5%
Missing features	~8.5%
Business growth	~8%
Poor interface	~3%
Save money	~2.7%
Support issues	~2.5%
Technical issues	~2.3%

Percent of sample

Of those buyers evaluating new software, 35 percent want to improve efficiency, making this the most-cited reason.

Top Requested PMS Features

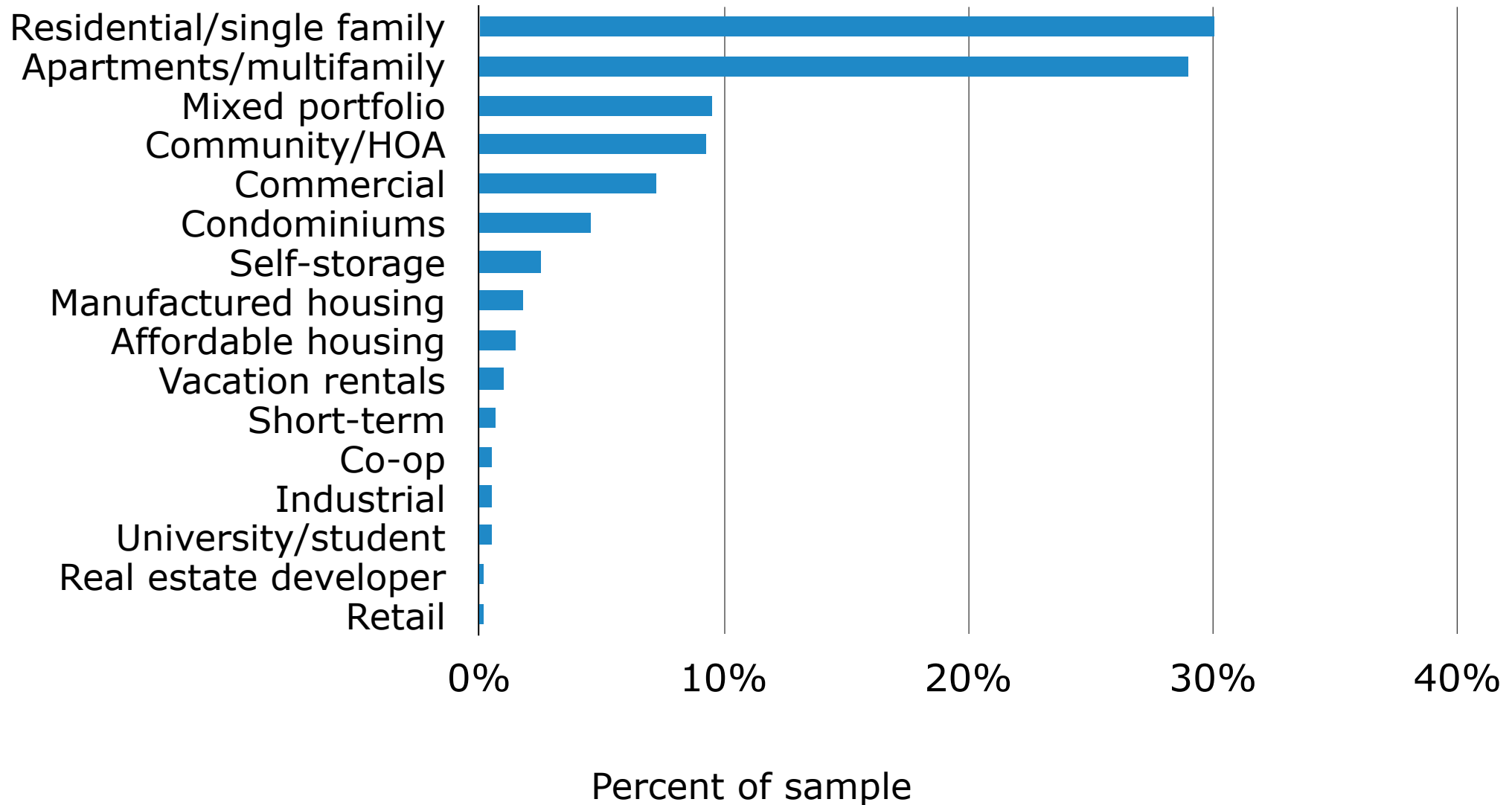| Feature	Percent of sample
Tenant/lease tracking	
Maintenance	
Reporting	
Accounting	
Web portal	
Online payments	
Mobile integration	
CAM reconciliation	
Screening	
Triple-net leases	
Document management	
Data migration	
Software integration	
Website integration	
Tech support	
Reservations	
Calendar	

Percent of sample

When asked what features buyers want most from a property management system, 26 percent cited tenant and lease tracking features.

Deployment Preference

40%

57%

3%

- Web-based
- On-premise
- Not Determined

Percent of sample
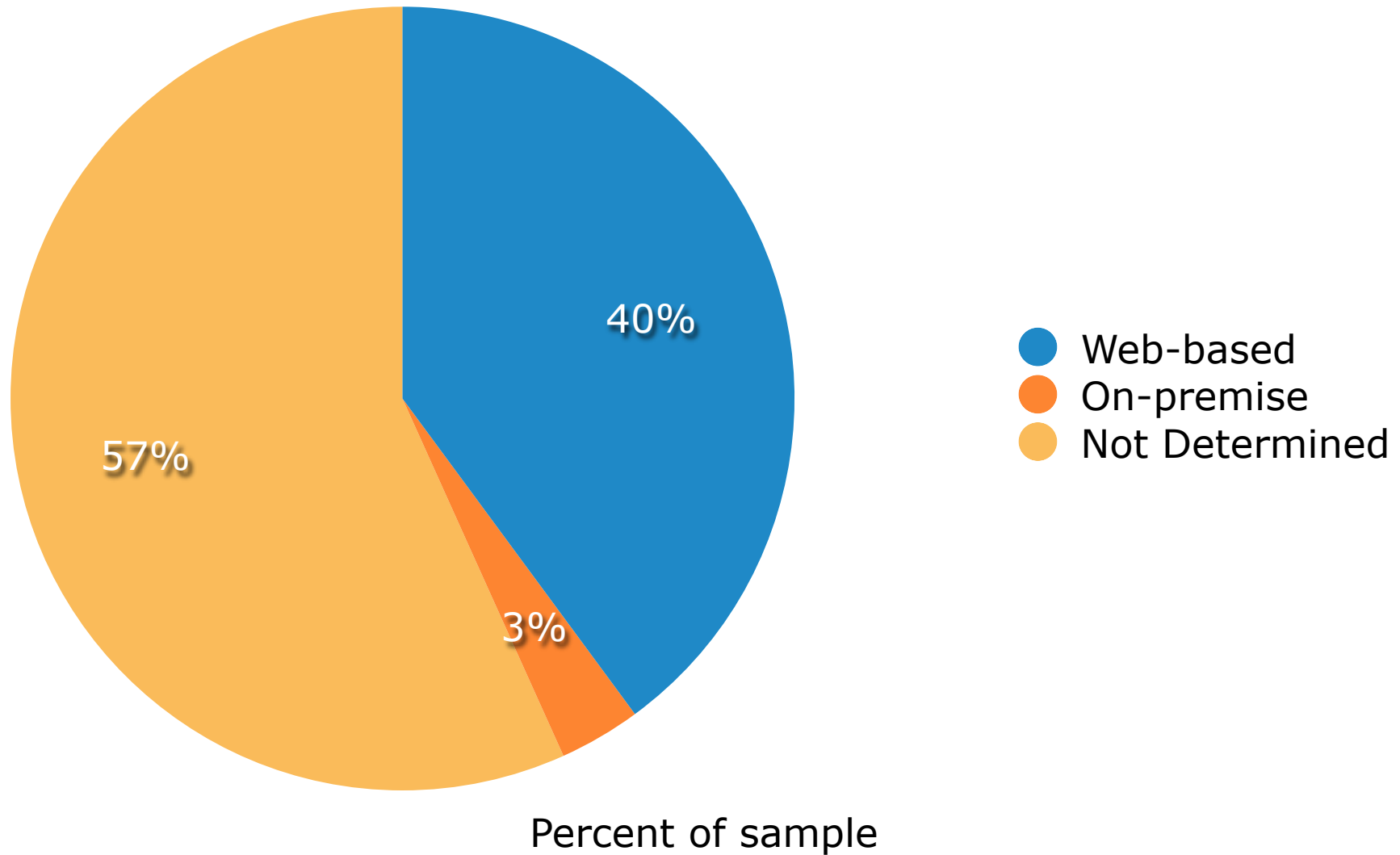
Of those determined on a specific deployment method, 40 percent say they're specifically seeking a Web-based solution.

Demographics: Prospective Buyers by Industry

Industry	Percent of sample
Residential/single family	~30%
Apartments/multifamily	~29%
Mixed portfolio	~10%
Community/HOA	~10%
Commercial	~7%
Condominiums	~5%
Self-storage	~3%
Manufactured housing	~2%
Affordable housing	~2%
Vacation rentals	~1%
Short-term	~1%
Co-op	~0.5%
Industrial	~0.5%
University/student	~0.5%
Real estate developer	~0.3%
Retail	~0.3%

Percent of sample

The majority of buyers evaluating property management software in our sample (59 percent) are residential and apartment managers.

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