



DIY REAL ESTATE SOLUTIONS
Property Management Software

EVERYTHING YOU NEED TO MANAGE RENTAL PROPERTY

NEWS YOU CAN USE

April 2007 ■ Volume 1, Issue 1

WELCOME!

Welcome to the premier issue of *News You Can Use*, the monthly e-newsletter from **DIY Real Estate Solutions**.

Our goal is to provide informative and insightful monthly articles on industry trends, our expanding offerings, and tips for optimizing your DIY property management software. We're also profiling DIY users and integration partners so [click here](#) to be considered for this opportunity.

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Happy reading!



QUICK TIPS

Adding Vendors and Categories

When you first entered data to set up your DIY solution, chances are you used the Setup menu to add vendors and categories. But if you ever find yourself in the middle of entering an item that doesn't have an existing vendor or category, there's a shortcut that allows you to add it and use it immediately without switching screens.

Just click the dropdown button in the vendor or category. Then click the **Add Vendor** or **Add Category** button, enter the needed information and save your data. It's that simple!

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DIY NEWS Client Referral Program

Like many service businesses, referrals from satisfied clients are our best source of new clients. We believe much of DIY's growing acceptance in the marketplace is because clients are helping to "spread the word" about our products and services.

To thank you for telling your friends and associates about DIY Real Estate Solutions, we are announcing our **Client Referral Program**, which rewards you by waiving one month of your

Owner Subscription Fee every time a new subscriber mentions your name. (Click here for additional terms.) Refer someone every month, and your DIY solution will pay for itself!

We sincerely appreciate your business and strive to enhance our products and services to meet your needs. Thank you for your efforts to make DIY the most widely used, cost effective property management solution available. If you have questions about our referral program, please contact us via [e-mail](#) or at 866-602-9007 ext. 603.

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CLIENT PROFILE

Metrex Property Group, LLC

It seems fitting that our first client profile should highlight DIY's first customer.

Don Werner, President of Denver-based Metrex Property Group, LLC, is no newcomer to property management. He bought his first 6-unit property in 1995 and within eighteen months, increased his portfolio by 400% with the purchase of a 24-unit property in Denver supported by solid investors, good planning, strong goal setting and "no major disasters."



*Don Werner, President of
Metrex Property Group LLC
and DIY's first client*

"With the advent of programs like DIY, I have more insight into the overall management of my portfolio and look forward to the ability to share data on the Internet with everyone in my organization."

Inspired by his success, Werner acquired a 40-unit building and became a full-time property manager in 2003. He formed Metrex, his fee management company in 2006, and now manages a portfolio of 200+ units with more deals in the making.

Concurrent with his company's expansion, his skills as a professional property manager have grown as well. Eager to learn how others were managing their portfolios, he became active in the local Denver apartment association in 1995 and chaired the local Independent Rental Owners Council in 1997. His leadership skills and thirst for knowledge led him become active at the state and national levels serving as president of the Denver Apartment Association in 2003, chairing the National Apartment Association Independent Rental Owner's Council in 2005, and serving as president of the Colorado State Apartment Association in 2006.

The expertise with which he manages properties is why other owners gravitate to his company. According to Werner, "I think like an owner. Every decision we make about the asset, income or expense is calculated to increase the NOI and the value of the owner's asset. Data is king, and the ability to slice and dice that data allows you to take advantage of opportunities."

Like many independent owners and managers, Werner managed his first property with pen and paper before shifting to software products like Microsoft® Money and QuickBooks®. He recalls, "With six units you can manage the property on the back of an envelope. With over 200 units that simply is not possible." Since converting to DIY Real Estate Solutions, Metrex has gained more insight into the overall management of his portfolio and can easily share critical property data via the Internet with owners and everyone in his organization.

When asked what advice he would give his peers, Werner said, "In this business you are on call 24 hours a day. It is an integral part of your life. You have to have a passion for the business."

And it's clear he does. DIY is proud to have Don among our growing client base and looks forward to enabling his continued success.

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FEATURE FOCUS

Collecting Electronic

Payments

Take advantage of the latest electronic banking technology to make sure you receive your money **in full** and **on time!** DIY has partnered with [TransFirst](#) so you can collect rent payments, security deposits and application fees online via a fully-integrated interface.

This solution offers security, convenience and increased ROI by enhancing your ability to work with current and prospective residents. Residents can also choose to pay their rent online via credit card or ACH check processing.

Ready to collect funds immediately when due? All you have to do is set up recurring and one-time rent payments via DIY's resident portal or call us at 866-602-9007, ext. 603 for more information.

Have a suggestion for how to improve DIY's products and services? [Click here](#) to share your ideas and help us deliver the best, most comprehensive solutions in the industry!

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DO YOU KNOW...

Why people move?

1. To establish their own household
2. For a new job or job transfer
3. To acquire larger living space

How they choose a community?

1. Convenient to job (22.5%)
2. Convenient to friends/relatives (16.1%)
3. Looks/design of neighborhood (11.7%)

How renters choose a unit?

1. Financial/What they can afford (32.2%)
2. Size of unit (14.3%)
3. Room layout and design (14.1%)

How many people moved?

1. 11.9 million rental households
2. Equal to 35% of all renters
3. 8% of homeowners moved in same period

Data is from the 2003 American Housing Survey, a national survey conducted every two years by the U.S. Census Bureau for the Department of Housing and Urban Development.

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INDUSTRY TRENDS

Software as a Service (SaaS)

As evidenced by the growing popularity of DIY Real Estate Solutions and other providers of core business solutions, **SaaS** delivers traditional software over the Web, reducing complexity and the cost of software ownership while increasing functionality and your overall capabilities.

In recent years, buying and owning software has become less attractive than SaaS, where that the software vendor provides maintenance, daily technical operation, and user support. Not only does SaaS save you money and increase your productivity without significant investments in

systems, you are assured that your operation is at the forefront of technology.

Consider these specific advantages of SaaS...

- **No installation or downloads...** Start using the product immediately!
- **No updates...** All program changes are made on the SaaS provider's server, not on your computer
- **No back-ups...** It's automatically and regularly taken care of by the SaaS provider, saving you time and worry. Most reputable SaaS providers also maintain a back-up copy of your data "off-site" on another server.
- **Low hardware cost...** No need to invest in expensive network servers or database software.
- **Low initial investment...** No software to purchase! And with DIY, there's no long-term contract and your monthly costs vary, reflecting the size of your business today.
- **Low support cost...** Like DIY, some SaaS providers include support in their monthly subscription fee.
- **Low or no cost for users...** No software site licenses to purchase and no limitations of users. As your business grows and you add staff, just set up another user in most cases with no additional cost.
- **1-2-3, you're IN...** All you need is an Internet connection, user name and password to access your SaaS data anywhere, any time. Add the convenience of WiFi and you can manage your business on your laptop, tablet, handheld and cellular tools too.

Bottom line? As one of the many business owners taking advantage of SaaS technology, you can sit back and relax knowing your software and hardware responsibilities are a thing of the past.

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QUESTION OF THE MONTH

How are the rental concessions you offer today different than what you offered this time last year? [Click here](#) to share how your business practices have changed. Results will be published in next month's newsletter!

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