



DIY REAL ESTATE SOLUTIONS

The Leading Property Management Software for the Web

NEWS YOU CAN USE

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NEWS & NOTES

Spring Trade Show Schedule

As the leading advocate for rental owners/managers and fee managers, we're committed to attending trade shows and conferences where we can talk to our clients and support industry associations. We recently attended the CALNARPM California State Conference, and want to thank all of those who met with us there. Let us know if we'll be in your area; we'd like to meet you, too. Our current schedule includes:

- **NARPM, Northwest Regional Conference;** May 16; Portland, OR
- **California Apartment Association, Northern California Rental Housing Expo;** May 19; Santa Clara, CA; Booth 815
- **NARPM, Colorado State Conference;** May 29; Lakewood, CO
- **National Apartment Association, National Conference & Expo;** June 26 & 27; Las Vegas, NV ; Booth 671



We will also see you this October at **NARPM's National Convention and Trade Show** in Orlando. If you'll be at any of these upcoming events, stop by our booth or email us at sales@diyresolutions.com and we'll make sure to see you there.



QUICK TIPS

Using the Register

The Registers option on the Transactions menu is a fast and easy way to review and/or modify any kind of transaction within DIY including expenses, deposits, journal entries, resident adjustments, NSF's and more. These selections can be filtered in a variety of ways (bank account, category, resident, property, vendor) and narrowed further by various date ranges. You can also narrow down your selection by property or category. For example, if you're overwhelmed by system-generated Apply Prepayment/Apply Credit transactions, use the Exclude System Entries checkbox to review your tenant's ledger without them.

By the way, don't let the Apply Prepayment/Apply Credit transactions confuse you. It's just our way of moving money from one category to another. If you recorded a prepayment for a resident, when new charges come due, you'll see Apply Prepayment transactions in their register. All that's happened is the money was moved from the Resident Prepayment category to the category or categories that the tenant owed.

Once the desired transactions are listed on your screen, just click on a specific transaction to view the details. From here, you can make changes and delete information entirely. Please note, you won't be able to delete system-generated monthly billing records. If the tenant's billing is incorrect, use the Resident's Lease page to make the necessary corrections. The system will make the appropriate billing adjustments when you save those corrections.

Date	Paid To	Category	Description	Unit/Property	Reference	Charges	Receipt/Credit	Balance	
02/11/2009	Adams, Abigail	Resident Referral		Unit 010, Ashle			\$ 50.00	\$ 3,131.65	AJ
03/01/2009	Abigail Adams	Rent	Monthly billing	Unit 010, Ashle		\$ 900.00		\$ 4,031.65	RC
03/10/2009	Adams, Abigail	Resident Referral	Apply Credit	Unit 010, Ashle		\$ 50.00		\$ 4,081.65	NC
03/10/2009	Adams, Abigail	Rent	Apply Credit	Unit 010, Ashle			\$ 50.00	\$ 4,031.65	NC
Total:						\$950.00	\$100.00		



CLIENT FOCUS

Healdsburg Property Management Company

In the Heart of Sonoma's Wine Country, Competitive Advantage Depends on Having the Right Tools in the Field

With stunning, unique properties nestled in the heart of Sonoma County's Wine Country, Healdsburg Property Management promotes the area's laid back, relaxing atmosphere. Yet for the service-driven team at Healdsburg, there was nothing relaxing about struggling with traditional installed software.

"Success in this business depends on a personal touch," says company owner and **NARPM member, Pamela Taeuffer**. "We are experts in our market and provide value to our owners by using our local knowledge to manage their vacation and long-term rental properties in a way only we can. One way we provide a competitive advantage is that we are committed to the highest level of service and available to show a property any day, any time."

Those properties currently include 180 beautiful residential properties across the Northern California/Sonoma County area from Windsor to Cloverdale and Forestville to Kenwood. Properties range from deluxe homes to charming cabins, from short-term vacation rentals to long-term rental opportunities.

"Our vision is to be able to do all of our business from the field. Practically speaking, a Web solution was the way to go. Our local presence is our competitive advantage. We know the market; we live in it, and we'll be there to give everything our personal touch," explains Pamela. "Now, with DIY's Web-based software, when we're out showing properties, working with owners and tenants, we can get to our data quickly."

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"We can also give our owners online access to their data and reports via the DIY software. We can provide them with the reports they want conveniently, or answers their questions on the spot," she says. "However our owners want us to communicate, we can accommodate that – thanks to DIY."

"Now we can spend our time focusing on those kinds of activities that provide value to our owners," says Pamela. "After all, that's how we'll grow our business."



FEATURE FOCUS

Create Your Own Resident and Marketing Websites

Industry research continues to show that tenants and prospects increasingly rely on the Internet to find rental housing and manage their busy personal life. This makes it even more critical for you to have your own marketing and tenant websites. DIY Web Services makes it easy with powerful and easy-to-use tools for creating a 24/7/365 virtual office for managing your business and your rental properties, while you focus on other critical activities that need your attention.

DIY Web Services includes Resident Portal, a convenient way for residents to pay rent and communicate with you, and Marketing Portal, your 24/7 leasing agent. Take a look at how these hard working sites can make your life easier:

Marketing Portal

This full-featured marketing website allows you to list your available units for free, including personalized details, photos and floor plans for each unit. These online listings can also be uploaded and posted on Google, free of charge, helping you reach as many prospective tenants as possible. Prospects can obtain brochures and directions to each property, and fill out guest cards for your follow up. And for the ultimate in convenience, prospects can submit an online application that flows directly into your DIY data, simplifying setup when they ultimately become a tenant.

Resident Portal

Resident Portal adds a new dimension in servicing your tenants in ways that benefit both of you. Any time of the day or night, tenants can submit service requests and make electronic payments online. There are options to review their current balance, eliminating unneeded phone calls to you, and set up recurring payments. For your shared peace of mind, the site is secured with individual user names and passwords so that only authorized users can access the site.

DIY Web Services are so user-friendly you can be up and running in a day with an investment of only \$20/month no matter how many properties you set up. Take the next step! Call us today at 866-602-9007 ext. 603to learn how DIY Web Services can **increase productivity, generate more business** and **position your properties to compete over the Web.**



NEW ON YOUR SCREEN

Flexible Category Setup and Financial Reports

You may have noticed that the Categories Setup page looks a little different. That's because we have added some flexibility to the setup options that will allow you to control the format of your financial reports. You can now specify the Parent Category of any category in your list. When a category is a sub-category, it will be listed after and within the parent category on your financial reports. This gives you the ability to tailor the groupings and totals.

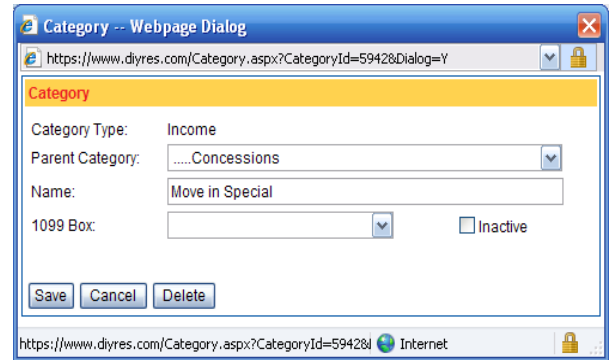
Home		Leasing		Property Management		Transactions		Reports		Setup	
Properties	Categories	Vendors	Owners	Agents	Company	Users	Other	Web	Forms	Schedule	
Categories											
* Partner Draw/Payments to Owner		<input type="checkbox"/>									Edit
Income - Gross Potential / Tenant Rent	Add category	Inactive					1099 Box				
* Bad Debt Write-Off		<input type="checkbox"/>					Box 1 - Rent				Edit
* Collections		<input type="checkbox"/>									Edit
* Commercial Rent		<input type="checkbox"/>					Box 1 - Rent				Edit
* Concessions		<input type="checkbox"/>					Box 1 - Rent				Edit
Move in Special		<input type="checkbox"/>									Edit
Resident Referral		<input type="checkbox"/>									Edit
* Employee Allowance		<input type="checkbox"/>					Box 1 - Rent				Edit
* Government Payment		<input type="checkbox"/>					Box 1 - Rent				Edit
Month-to-Month		<input type="checkbox"/>									Edit
* Office/Model Rent		<input type="checkbox"/>					Box 1 - Rent				Edit
* Rent		<input type="checkbox"/>					Box 1 - Rent				Edit
* Vacancy		<input type="checkbox"/>					Box 1 - Rent				Edit
Income - Other Rental Income	Add category	Inactive					1099 Box				
* Cable/Tv		<input type="checkbox"/>					Box 1 - Rent				Edit
* Parking Fee		<input type="checkbox"/>					Box 1 - Rent				Edit
* Pet Fee		<input type="checkbox"/>					Box 1 - Rent				Edit

* Standard categories cannot be deleted.

In addition, if you are currently using categories that you would like to reorganize, you can specify a parent category on existing categories. You can even change the parent category.

There's one restriction – you can not change the parent categories from one category type to another category type. For example, if the parent category is currently an expense type, you can only change the parent category to another expense category. You still have the same options for renaming standard categories, specifying 1099 box numbers and inactivating unused categories. Just click the Edit link.

Now you're organized! The result is a system that works for you.



NEWSLETTER FEEDBACK

Share Your Ideas

News You Can Use is intended to provide you with insightful articles, a first-hand look at our expanding offerings, and tips for optimizing your DIY property management software. Please take a moment to share your ideas for making this newsletter more valuable to you. Future issues will continue to profile DIY users and integration partners, so contact us to be considered for this opportunity. Thanks for your feedback!