



SUNROOM

CUSTOMER CASE STUDY: FULL SERVICE LEASING FOR STONE OAK MANAGEMENT



Consistently leasing homes at scale for top-rated property manager in Texas

AT A GLANCE

Challenges

- Used Appfolio with well-documented procedures in place, but work was too manual of a process and prone to errors
- Managing leasing operations while controlling labor costs and remaining profitable is incredibly complex
- Protecting brand image and reputation while in growth mode

Outcomes

60%

**Door Count
Increase**

67

**Net Promoter
Score**

OBJECTIVES

Stone Oak is a property management firm serving the greater Austin area. Their portfolio consists of nearly 800 properties, primarily single-family residential homes. Their growth-minded operators, Jason and Manu, wanted to grow their portfolio while maintaining an incredibly high level of service for their investor clients.

SOLUTIONS

In October of 2019, Sunroom was implemented across Stone Oak's entire portfolio. Stone Oak continued performing everyday property management responsibilities, but Sunroom took over 100% of the leasing operations (vacancy through a signed lease). Jason & Manu used the Sunroom partner portal to get a bird's eye view of their entire portfolio's leasing performance and share that report directly with their property owner clients.

BENEFITS

Supported Stone Oak growth from 500 doors to 800

Sunroom runs leasing operations and provides real-time performance metrics, allowing Stone Oak to improve its service while growing quickly.

Replaced expensive labor with scalable & reliable systems

Sunroom provided a licensed agent as a dedicated account manager, an entire back-office leasing team 7 days a week, and custom leasing technology a white labeled product, elevating the Stone Oak brand and reputation.

Dramatically improved the leasing experience for residents

Renters who have signed a lease through Sunroom have a Net Promoter Score of 67, drastically better than the industry's average of 8. Stone Oak noticed a significant improvement in renter's attitudes, reducing the volume of maintenance & support requests that are so common right after moving in.



"We're impressed with Sunroom's ability to lease properties. They have built modern software that the property management industry desperately needs. We couldn't be happier with the results they've achieved for us!"

Jason Huval
Owner



"They have turned one of the most cumbersome aspects of property management into a quick process instead of a laborious chore. We now have more time to focus on the relationships with our owner clients."

Maureen Benavides
General Manager