



HoneyBadgerAM™

**SINGLE PLATFORM,**  
MULTIPLE REAL ESTATE SOLUTIONS

# CHALLENGES OF REALTORS TODAY

Business enterprises, regardless of their function, face multiple challenges each day to stay ahead in the competition. Real estate companies are no different. Various challenging situations mar their operations, such as stable financial management, efficient customer relations, streamlined property maintenance and many more.

Our Client, WRI Property Management, was amidst such similar challenges when they approached us. Fingent quickly recognized the rough sea WRI was sailing in and came up with just the solutions it needed. A tightly integrated property lifecycle management solution.

## ABOUT WRI PROPERTY MANAGEMENT

WRI Property Management is a well-known provider of single-family rental homes in the United States. They strive to provide high-quality homes and efficient property maintenance to their residents. To deliver maximum customer satisfaction, they ensure that each home passes through a rigorous 250-point quality assurance before the tenants move in. WRI Property Management has leased over 10,000 properties and managed over 20,000 homes in over 34 states. They continue to render a high-level of customer service, along with a team of trained associates and licensed contractors.



## THE STUMBLING BLOCKS ON THEIR PATH

The responsibilities and duties of WRI consisted of a complex process of acquiring, renovating and leasing properties. Their functions involved incessant interactions with property owners, rigorous study of property details, conducting numerous inspections, ensuring renovations, screening tenant applicants, maintaining proper accounts and so on.

Operating multiple activities in various locations through traditional business methods, disrupted the efficiency and productivity of WRI. The smooth functioning of the firm demanded timely interaction between various sectors which was difficult through multiple excel sheets and regular communication channels. The functions of the organization were highly fragmented. Expanding the business with such disorganized workflow was quite difficult for WRI.



# FINGENT'S ADVANCED AND INTEGRATED APPROACH

What WRI lacked was a structured platform, that could systematize their functions and reduce their work complexities. With vast experience in serving the real estate firms, Fingent realized the difficulties involved in :



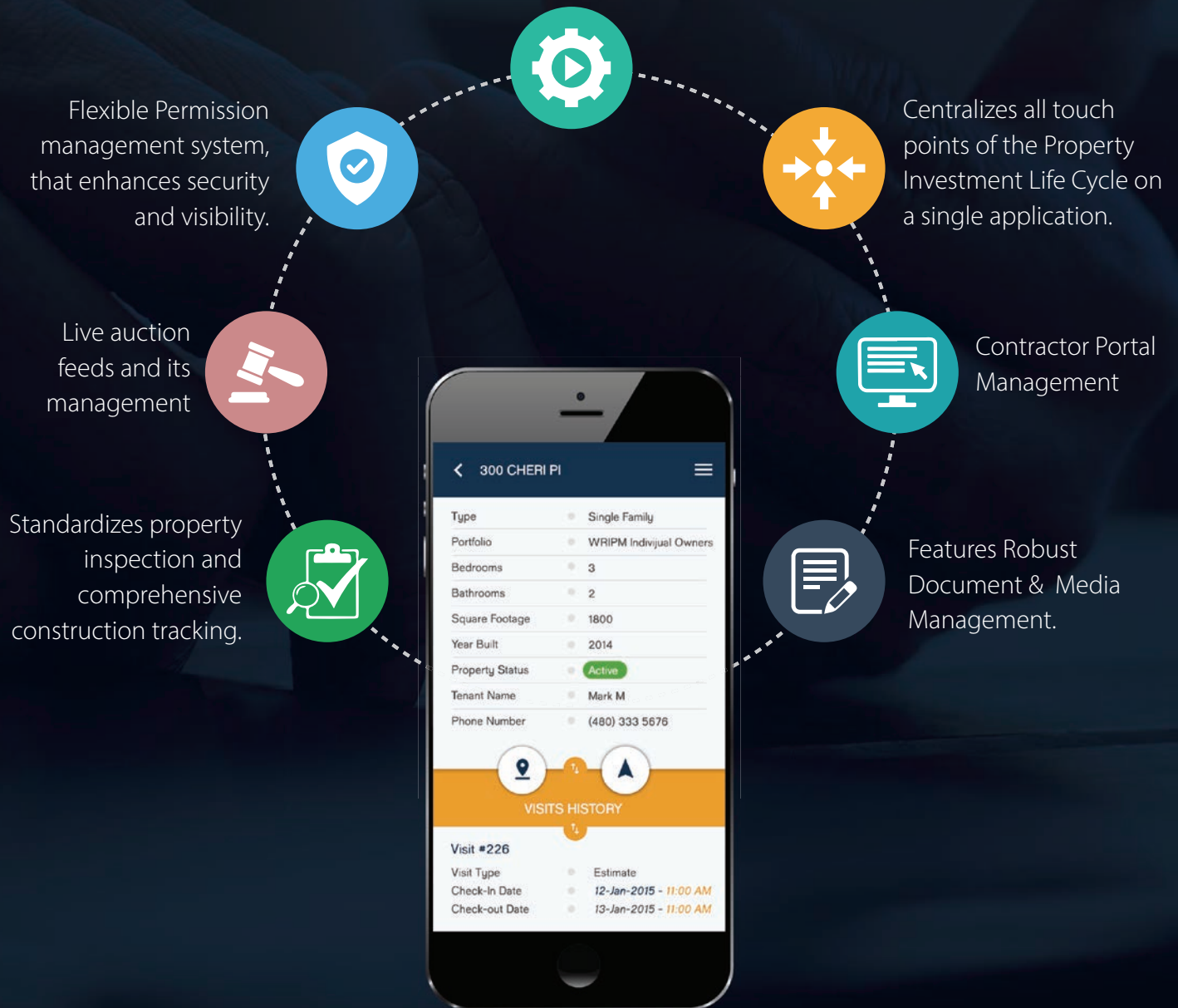
The only way through which the functions of WRI could be streamlined was by integrating multiple activities to a single platform. Fingent's expertise in PropTech developed the idea of a web-based solution that could enable property managers to handle multiple activities through one touch.

With diverse technology capabilities, Fingent offered a customized solution called Honey Badger. This came in as two life jackets for WRI; *Honey Badger (HB A)* and *Honey Badger Hideout (HB PM)* that separately focused on **Acquisition Management** and **Property Management**. The application enabled WRI managers to access information of various departments, interact with multiple parties and update work progress through a single portal.

**HONEY BADGER (HB A);** a web-based Property Life Cycle management solution, integrates vendors, contractors, and investors on a single platform. It manages the stages of acquiring and renovating of properties, more effectively.

## HONEY BADGER (HB A) - KEY FEATURES

Automates business processes from property acquisition to property renovation.



**HONEY BADGER HIDEOUT (HB PM)**, a comprehensive property management solution that caters to different verticals of property management. Namely- Vacancy listing, syndication to property listing websites, leasing of properties, rent collection, tenant eviction, maintenance management, accounting, and all other complex property management functions are integrated to a single platform, for increased effective performance.

## HONEY BADGER HIDEOUT (HB PM) - KEY FEATURES

### Single Interface

Provides extensive and detailed focus on various property management areas such as Leasing, Rentals, Lead Management, Maintenance, Accounting etc.

### Syndication

Corelogic screening, Rently,IVR  
Zillow, Collection Application  
DocuSign, QB, Mobile App-Leasing  
iFrame

### Lead Management

Lead harvesting from syndication partners to deal closure

### Leasing

Standardized process for Move in  
and Move out of tenants.

### Maintenance Module

Feature packed maintenance module for Work Order Tracking, Ticket Generation, Scheduling, Invoicing and Notification.

### Quickbooks

Quickbooks and 3rd party payment gateway integration for accounting and generating accounting reports.

### Data Visualization

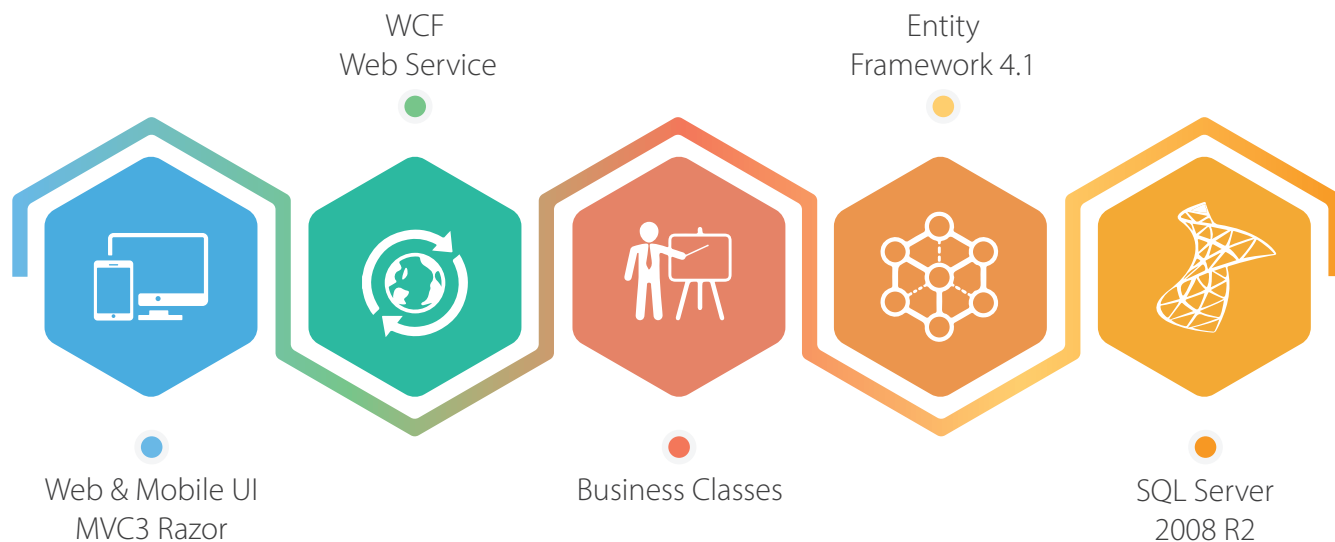
Insightful and comprehensible reports with data visualization generated from valuable data

### Data Migration

Data sourcing efficiency and easy data migration from different sources effectively bring departments together creating proficiency at work.

This web application enables separate sub-portals for tenants, owners, and vendors to keep a detailed track of the workflow and its progress in each department.

## TECHNOLOGY ARCHITECTURE



The Honey Badger (HB) product suite integrates with multiple industry cloud service providers to power various functionalities.



In order to effectively carry out the functions of a real estate firm, property managers are bound to acquire complete and accurate information on property life cycle. Failing to do so could lead to poor and inefficient customer service.

Hence to increase the productivity and efficiency of managers, Fingent merged HBA and HBPM to provide a unified integrated system. Through this customized tool, WRI could centralize property investment life cycle and property management activities to manage end to end real estate operations with ease.

# COMBINED SOLUTIONS OF HBA & HBPM

HBA and HBPM merge together forms the absolute Real Estate Management Solution.

- The combined solutions of HBA and HBPM enabled property managers of WRI to centralize property investment life cycle and property management activities. This allowed them to access complete property information through a single platform.
- The solution empowered property managers to effectively manage end to end real estate operations through multiple mediums like mobile and desktop, giving them complete freedom to check in to activities at any time and from anywhere.
- This tool allowed property managers to effectively manage property leads and streamline property life cycle with live auction management.
- Its features effectively covered all pre-acquisition, post-acquisition and property management requirements resulting in reduced third party cost.
- With multiple business processes handled from a single application, department transparency increased resulting to maximum productivity.

In addition, when the application is integrated with the IVR Technology, it generates immense convenience to its users.



# HONEY BADGER MOBILE APPLICATIONS

To increase the capabilities and reach of the unified platform, Fingent extended the facilities of HBA and HBPM to various Mobile Applications. These mobile apps synced with the current HB web application interface, to fetch the required data. The facilities that could be accessed only through web applications were now easing the complex activities of property management through mobile phones. With these applications, vendors, agents and customers could efficiently integrate their activities regardless of their location. Acquiring property information, updating work progress and managing payments, were now controlled through smartphones to maximize productivity of the firm. Each of these Mobile Apps came in both Android and iOS versions.



**BIDDING MOBILE APP** fabricated to simplify the complexities involved in the auction process. It regulates property searches and eases bid management.

- Centralizes the view of property counts and searched properties listed in a particular auction.
- Enables property search through keywords.
- Facilitates better decision making for bidders with a view to Open and Max bid details of properties listed.
- Bidders are allowed to mark the status of properties as bought or sold.



**PROJECT MANAGER MOBILE APPLICATION** facilitates site visits, log work durations and track renovation process, all in a single platform for maximum property management efficiency.

- Enables property search through Google Maps and filters the search on the basis of Inspection and Construction statuses.
- Features the option to mark visited properties to avoid multiple visits to same property.
- Ones checked in, PM's obtain the option to specify the type of visit and add notes to a property, if any.
- History of all property visits are logged to track the work progress
- Allows centralized view of all property details and provides navigation route to desired properties.
- In addition, PM's can upload photos during inspection to track work progress.





**SCOUTING MOBILE APPLICATION** specifically designed to advance the real-time tracking of work progress.

- The app notified scouts on properties assigned to them.
- Facilitates the option to click property photos during inspection and map them to respective folders/properties for further use.



**LEASING MOBILE APPLICATION** covers all major functions of leasing.

- It's customized dashboard provides an overview of the status of leads and deals, filtered for a particular period of time.
- Its lead detail page provides information on leads, additional occupants list, application fee payment statuses and many more. Users also get an option to add new occupants and properties they are interested in.
- The deal detail page provides users with property information, applicant information, deal details, and notes. The user also has an option to send holding fee reminders to the applicants.
- Property detail screen includes sections that provide property information, property listing details, and property images .

## END RESULTS

Honey Badger turned out to be a boon for WRI. It completely revolutionized the organization's processes and streamlined their CRM system. Timely delivery of updates quickened the work process which in turn boosted productivity throughout the organization. Integrating the activities of multiple departments to a single platform enhanced work coordination, reducing errors and deal loss. With a proprietary software platform, WRI could immensely increase their undertakings and handle a large number of properties with limited workforce and restricted time limit.

Their disruptive innovation in the field of real estate remarkably improved their valuation. WRI was ranked by Inc. as the 6th Top Real Estate company and #1 GA Company. Their growth rate of 2626% potentially created them a revenue of over USD 40 million. As a result of our customized solution, WRI became one of the most successful real estate organizations in the U.S.

# ABOUT FINGENT

We are a Global IT company providing strategic IT business solutions and services for complex business problems, in multiple industry sectors including retail, healthcare, finance, education and more. Our vast technology and industry expertise enable us to focus on cutting-edge internet technologies with the aim to develop scalable, secure and easy-to-use web applications that work across multiple devices. We believe that the judicious use of technology, together with good design can reduce complexity, connect individuals, and provide valuable insights, all of which ultimately help businesses succeed.



USA | INDIA | UAE

235 Mamaroneck Ave, Suite #301, White Plains, NY 10605

+1-914-615-9170, +1-914-656-8697

[info@fingent.com](mailto:info@fingent.com)