

## Simplify Applicant Data Capture with a Click

### Increase Occupancy Rates— and Revenue

Delays can cost you potential residents. By streamlining and simplifying the screening process, you can keep residents engaged, improve occupancy rates and increase revenues.

Easy Apply, an intuitive, branded consumer-facing portal, can help by driving faster data collection, initiating the resident screening process and creating a fast, secure route for applicant communications.

### Fill Residences Faster

Easy Apply is an agile solution that can be tailored to meet the unique requirements of your property portfolio. Our tools easily interface with Resident Forms Manager and other key resident screening solutions to further simplify your entire leasing workflow.

Easy Apply can differentiate your organization, strengthen your brand and help you:

- Expand your marketing reach by touching a wider applicant pool with an online application.
- Streamline initial data capture with one-time, online data entry by the applicant.
- Reduce errors and delays by eliminating the need for onsite staff to re-enter application data.
- Create an easier process for your applicants from start to finish.

# 47%

Percent of landlords that experience large tenant turnover rates<sup>1</sup>



# 84%

Percent of landlords concerned about residential rental payments<sup>2</sup>



# 34,000+

Estimated number of property management companies in the United States<sup>3</sup>



1 <https://www.mysmartmove.com/SmartMove/blog/tenant-turnover-infographic.page>

2 <https://www.mysmartmove.com/SmartMove/blog/top-5-reasons-landlords-should-screen-tenants.page>

3 <https://www.forbes.com/sites/forbesrealestatecouncil/2017/09/08/technology-is-evolving-property-management-and-leasing-and-investors-need-to-keep-up/#22b89e7e45fd>

Easy Apply features an intuitive, branded consumer-facing portal that drives faster data collection, initiates the resident screening process and creates a fast, secure route for applicant communications.

## Easy, Intuitive, Streamlined

Easy Apply creates an efficient way to communicate with prospective residents and keep the application process in motion.

## Keep Applicants Engaged

With Easy Apply, your applicants can:

- Save their entries and return to complete the application at a later date.
- Complete required forms in any order after providing their consent to the screening services.
- Preview and print the entered information before submitting.
- Receive email reminders to complete the application.
- Track their progress through the application process.

## Streamline Your Processes

You can review the status of all online applications at a glance on the Residential Advantage portal and get fresh insights to help streamline the move-in process and communicate timelines to applicants. You can also capture additional information with our Resident Forms Manager, which can then be pre-populated on lease forms to reduce duplication of effort.

## Designed to Meet Your Needs

The intuitive design of Easy Apply is easy to use and understand, and our workflows are effortless to administer, helping to reduce the number of abandoned applications.

- Automatically email copies of all executed consent forms to your applicants to help reduce your risk by complying with FCRA guidelines.
- Reduce the risk of identity theft since all data transmissions are fully secure—when personal information is utilized on a screen or report, it is masked from the viewer.
- Conveniently tailor forms and processes to meet your specific needs with the ability to display data entry fields that are important to the property, rather than a one size-fits-all approach.
- Customize your portal with your company colors and logo, allowing you to market your brand effectively throughout the process.

We can help. For more information, contact First Advantage today:

Call: 844.717.0510  
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Visit: [fadv.com/resident](https://fadv.com/resident)

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