

The Roy Case Study

The Roy is an apartment community located on the westside of Los Angeles and is managed by The REMM Group. Irma Fryer is a leasing director and she juggles her time between The Roy and The Palms.

Since she manages leasing at two properties, she wanted to find a solution to save her time and allow her to efficiently manage her communities.

Innovative and forward-thinking, she explored ways to improve the move-in process so that she could be more organized and create a better experience for her residents.



“MuvnDay has become an invaluable part of our move-in process. It's made our lives super easy and is a life saver.

Irma Fryer, Leasing Director

The Roy

- 92 apartment homes
- 6 stories
- Luxury mid-rise
- Los Angeles

Challenges

The REMM Group focuses on building strong resident relationships to reduce turn-over and continually seeks innovative solutions to deliver exceptional customer service.

With this mindset, they created a paperless environment and had begun automating many of their processes at all their properties. However, the move-in and onboarding experience remained a manual process.

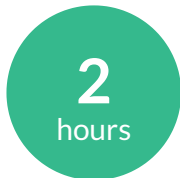
As the leasing director for two apartment communities, Irma Fryer wanted to find a tool that would reduce her workload, keep her

organized, and at the same time, create an impactful experience for her new move-ins.

“We were constantly texting, emailing, or calling new residents reminding them for move-in information that we needed. I'm going to need this completed, like renters insurance or vehicle information. We're really busy and these interruptions and distractions really add up,” explained Fryer.

Fryer wanted a more organized and automated process to better manage both of her properties.

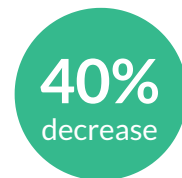
Results



Saved on every move-in



Prepared on move-in day



Interactions with new residents

Solution

The Roy decided to implement MuvnDay, while maintaining the status quo at The Palms. This would provide a good opportunity to compare the impact of using MuvnDay.

Fryer immediately saw a reduction of about two hours that she was spending on every move-in at The Roy.

She notes, “You just simply tell residents, if you have any questions or you need a reminder of what needs to be done before you move-in, just refer back to MuvnDay.”

She also saw an improvement in the resident's experience using MuvnDay. She comments, “It's

like a security blanket for residents in that MuvnDay puts them at ease. When you don't have MuvnDay like at the Palms, it's a scramble. They're like, wait, did I get renters insurance or get electric utilities turned on, or did I do that. Their life is so hectic during move-ins, but MuvnDay makes it organized.”

Fryer notes an additional benefit, “MuvnDay was a life-saver during the audit review. It's so easy to look at MuvnDay to ensure we have all the pertinent information. MuvnDay has become an invaluable part of our move-in process. I can't imagine not having it.”