



# Client Testimonial | The Morgan Group

In 2018, The Morgan Group decided it was time to rethink how residents interact with its communities.

The online portal-based system the developer/operator had been using was OK, but the company still worried that the overall user experience was not what it should be. Executives wanted to provide residents with a true one-stop shop where they could handle all of their apartment living experiences as seamlessly and conveniently as possible.

The Morgan Group also wanted a platform that would further cement the bond renters had with their communities' individual brands.

Enter Mobile Doorman.

Last fall, The Morgan Group began implementing custom-branded resident apps from Mobile Doorman throughout its portfolio. By the end of 2019, the apps should be in use at all of the company's properties, says Joe Arentz, vice president of national property management at The Morgan Group, which develops and manages upscale, urban properties across the United States. Since 1988, the company has developed more than 20,000 units.

"We want our resident experience to be the best in the industry, and the Mobile Doorman apps are helping us reach that goal," Arentz says. "They give our residents access to all the services they need in a centralized location. Plus, it's in the medium – apps – that residents prefer. It results in such a cohesive, professional experience for our renters."



## ABOUT MORGAN GROUP:

- Headquartered in Houston, TX
- Developed 20K+ units. Nine properties currently use Mobile Doorman
- Utilizes RealPage Software



## Considering the Change

A significant reason for moving away from the previous portal-based system stemmed from the fact that it created a less-than-ideal smartphone experience for residents, according to Arentz.

"When residents accessed it on their phones, they did so through a web page," he says. "That's mobile-optimized, not mobile. And it proved to be an unfriendly and cumbersome process."

The company also wanted a system that would give residents easy access to the third-party services it wanted to offer them.

"We had a vision of a single platform that would allow our residents to contact and utilize things like concierge and pet-care providers," Arentz says. "When we saw that Mobile Doorman could not only easily integrate with such services but had also established formal partnerships with companies like Rover, that was the a-ha moment for us. Building such partnerships on our own would have taken months of our time and may not have the same outcome."



## Up and Running

After deciding to power its customized apps with Mobile Doorman, The Morgan Group enjoyed a smooth transition from its previous resident portal. "It was a very seamless process from soup to nuts," Arentz says.

Aiding the transition was the enthusiasm of onsite teams and residents alike. "The apps provide for such a comfortable experience for our residents," Arentz notes. "They can easily communicate with onsite teams and their fellow residents, pay rent, make service requests and reserve amenities, among other things. It's all right there at their fingertips. We have a high level of resident engagement, and the staff just absolutely cherishes that because it makes their jobs easier."

New residents who use the apps often note how easy their move-in experience is, Arentz adds. For starters, the apps allow residents to efficiently complete and access their move-in inspection forms. Furthermore, being able to effortlessly communicate with onsite staff aids the process.

"It's a one-stop shop," Arentz says. "People are used to doing everything from their phones. It just fits."

## The Importance of Branding

According to Arentz, one of the many benefits of using Mobile Doorman is that each of their communities can brand its app as its own.

"We spend so much time and money promoting and building the brands of all of our properties," he says. "Our branding has become such a fundamental part of the living experience of our residents. So, to then have our communities' name and branding on these apps is a very powerful way to reinforce and complement those efforts. It's a highly effective method for cementing the bonds our residents feel with their homes. You can't put a price tag on that."

## AUTHOR

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