How VoPay's Technology Helped Plexflow Dominate Canada's Property Management By 20%

2x
higher existing user retention rates

20%
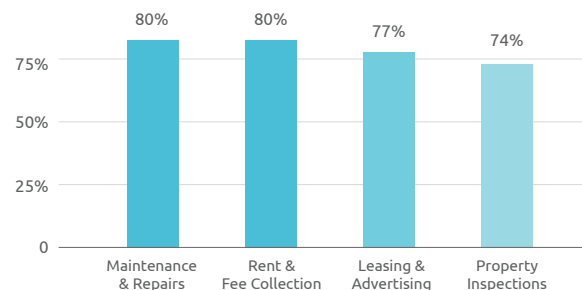**increase** in lead generation

20%
additional on closed **deals**
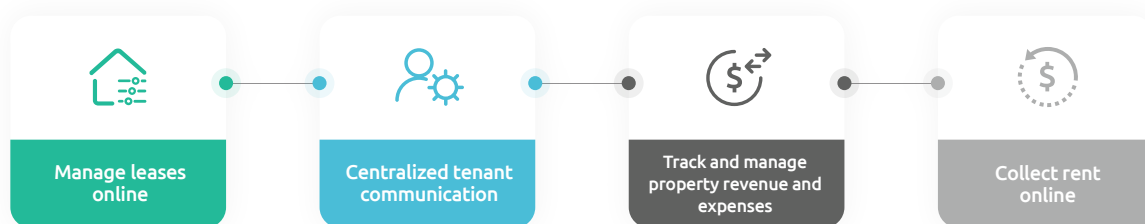
THE RESULTS SPEAK FOR THEMSELVES

Background

Ask any property manager, and most will say **collecting rent** is one of the most significant hurdles in property management. Considering that the industry's most prominent task also happens to be the most inefficient one, something has to give.

Source: IPropertyManagement

Montreal-based property management platform **Plexflow** understood this all too. A software solution designed with today's digital landlord in mind, Plexflow's property management platform allows landlords access to:

Manage leases online — **Centralized tenant communication** — **Track and manage property revenue and expenses** — **Collect rent online**

Q&A

What Was The Experience Of Working With VoPay?

▶ *Great ! VoPay was always reachable when we had challenges.*

What Made Our Product Or Service Stand Out For You? Why Did You Choose Us?

▶ *The technology (API) how it fully integrates with our solution was the main differentiator from your competitors. From a technology standpoint, you were the most advanced Canadian provider.*

Could You Tell Me A Little About Your Team?

▶ *We are a team of 5 based in Montreal, all the technology is being done internally and consequently, showcase in our product user-friendliness and robustness.*
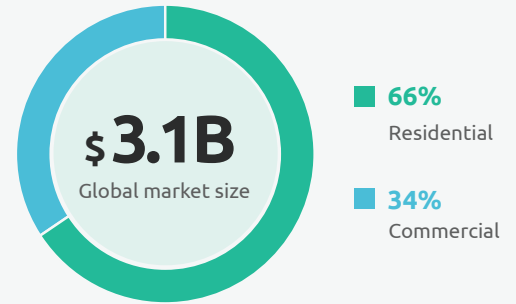
Plexflow's Challenge

The property management software market is a highly competitive industry sitting at **$3.04 billion**. Platforms constantly seek solutions that will give them a competitive edge and set them apart.

Before enlisting VoPay's services, Plexflow could not readily offer online **automatic rent collection** to their users.
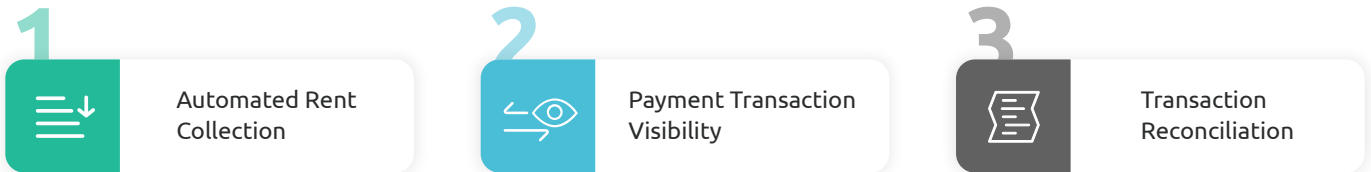
This meant property managers still had to navigate a complicated rent collection process, needing a significant amount of manual labour and workforce hours to execute.

$3.1B
Global market size

66% Residential

34% Commercial

Source: Grand View Research

THE PROBLEM

What they needed to do was deliver what their **property managers required the most.**

1 Automated Rent Collection

2 Payment Transaction Visibility

3 Transaction Reconciliation

With a rental market sitting at **$48.4 billion** and growing, Plexflow saw payment technology as a way to expand the range of services they could offer their customers while helping them expand into **new markets**. Specifically, they were looking for a payment solution that would help them **scale**. What they wanted was not only a way to facilitate money movement for property managers but to stay ahead; they needed to streamline the entire rent collection process.
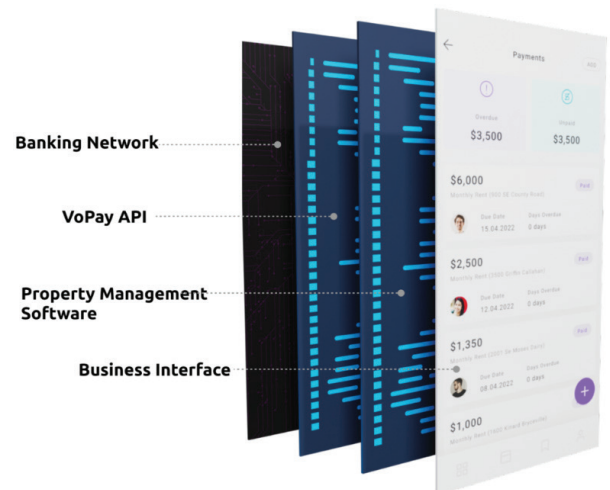

Banking Network

VoPay API

Property Management Software

Business Interface

45.1%

of Property Managers Express A Desire To Improve Efficiency

47.8%

say growth is a top priority

Property managers want new payment technologies to deliver a better customer experience and increase productivity, including more money on their bottom line.

To address this challenge, Plexflow began its search for an integrated payment processing solution that would embed seamlessly into its platform. When they came across VoPay, they knew it would be the perfect fit. What stood out to Plexflow was the ability to fully **integrate** the payment processing infrastructure into their solution through a **single API**.
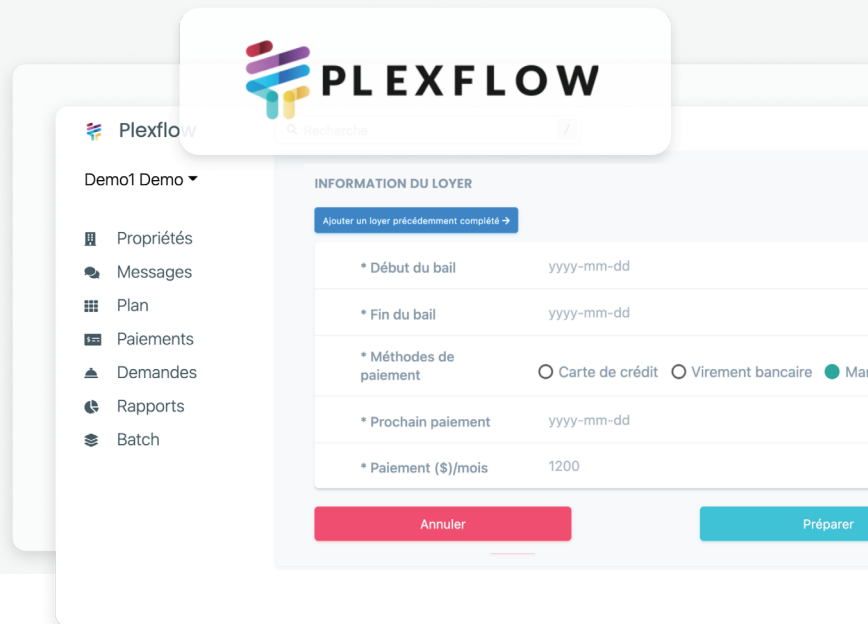
The Positive Impact On Plexflow Customers

One stack instead of many. By deploying VoPay's unified technology stack, Plexflow gained a solution that would be **customized** to fit their specific needs without needing to build their own infrastructure.
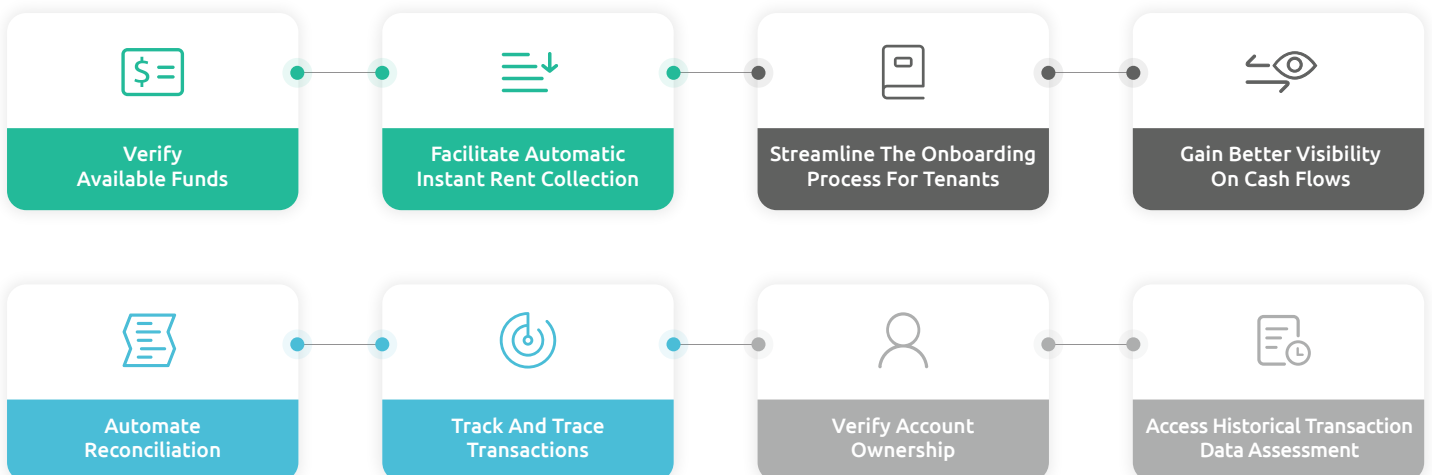
Exceeding expectations, VoPay's payment technology was up and running and embedded into their platform within four weeks.

Plexflow Chief Revenue Officer, Youssef Hifdi

Their unwavering reliability and exceptional support have enabled us to provide our customers with a superior experience. Integrating their payment solution into our platform has been a game-changer, allowing us to scale our business and access new markets while retaining our current customer base Plexflow's users now spend less time chasing payments and reconciling deposits—and more time keeping tenants happy.

The impact of VoPay's payment technology on Plexflow's customers is significant. Through the Plexflow platform, landlords and property managers can:

Verify Available Funds

Facilitate Automatic Instant Rent Collection

Streamline The Onboarding Process For Tenants

Gain Better Visibility On Cash Flows

Automate Reconciliation

Track And Trace Transactions

Verify Account Ownership

Access Historical Transaction Data Assessment

Plexflow Comes Out On Top

The results are impressive. Today with the help of VoPay, Plexflow has processed over **9000 transactions** and close to **7 million dollars**.

The results speak for themselves:
9000 transactions, $7 million, 2x higher existing **user retention rates**, a 20% increase in **lead generation**, and a resounding additional 20% on **closed deals**.

Thanks to VoPay's cutting-edge payment technology, property managers using Plexflow can now go the extra mile to accommodate renters' preferred payment methods while ensuring they get paid **on time**.

By offering their customers a fully automated and comprehensive solution, Plexflow gained the competitive edge they needed to stay ahead.

9,000
Transactions

7M
Dollars

2$_x$
Higher existing user retention rates

20%
Increase in lead generation

20%
Additional on closed deals

VoPay CEO, Hamed Arbabi

This partnership with Plexflow is a testament to the power of collaboration. The company's deployment of the latest payment technology has driven innovation forward in the property management industry, setting new standards for others to follow. Partnerships such as these have the potential to bring significant value to the industry, while at the same time creating new opportunities for growth. We look forward to watching Plexflow grow in the coming years and are excited about being a part of it.

Conclusion

It is clear, by introducing automated rent collection and providing a superior customer experience, Plexflow puts itself ahead of the pack. With VoPay's support, they continue to innovate and improve their services, demonstrating their commitment to meeting the needs of their customers and staying ahead of the competition.

If you're a property management platform looking to overcome your payment processing pain points and achieve your goals, VoPay is the answer.

WITH SO MUCH AT STAKE,
YOU CAN'T AFFORD TO FALL BEHIND.

BOOK A DEMO

**TAKE THE NEXT STEPS AND
GET A LEG UP ON YOUR COMPETITION TODAY!**