

THE PROFIT PROPERTY

A BUYER'S GUIDE TO PROPERTY MANAGEMENT SUCCESS



UNLOCK A RANGE OF HELPFUL FEATURES BY SELECTING THE BEST PROPERTY MANAGEMENT SOFTWARE TO MEET YOUR REAL ESTATE INVESTMENT GOALS. SAVE TIME AND MONEY WITH THE RIGHT TOOL TO BUILD AND RUN YOUR BUSINESS.





A Buyer's Guide to Property Management Success

As a landlord, you know that managing rental properties can be a lot of work. There are so many tasks to keep track of, from tenant screening and lease signing to rent collection and maintenance requests. And as your portfolio of properties grows, it can be even more challenging to stay organized and on top of everything.

That is why we have created the Buyer's Guide to Property Management Success. We received feedback and recommendations from over 300 landlords and property managers to fully understand the pros and cons of each software.

On the following page, we share our top picks based off their recommendations and our research. The rest of the guide is a quick snapshot of each software's features and pricing.

Each software is unique in the suite of tools that it offers. Only you know which tools you need most to help you automate and streamline all aspects of your rental business. Features include:

- Screening tenants more effectively with online applications
- Creating and signing leases electronically
- Collecting rent online and tracking payments
- Managing maintenance requests
- Keeping track of tenant records and communications
- Generating reports and analytics

Having the right property management software can save you time, money, and stress. It can also help you make better decisions about your rental business.

If you're a landlord or property manager who's looking for a way to simplify and streamline your rental business, then it may be time to add property management software to your toolbox. Shop our guide for quick comparisons. When you have your selection narrowed down, we have linked directly to the individual software websites so you have direct access to sign-up and begin managing more effectively.

The Profit Property participates in affiliate programs of services and products that we value and believe will be of benefit to our audience. This allows us to earn a small commission at no extra cost to you. For more information, please visit my affiliate disclosure page.

#1

Best Property Management Software for Landlords

The top pick for best property management software for landlords goes to Rentred. Rentred includes an all-in-one easy to use interface at a very reasonable price.



Runner Up - Property Mgmt. Software for Landlords

A close second place for best property management software for landlords is Innago. Innago provides a free robust platform with all the features you would expect.



Runner Up - Property Mgmt. Software for Landlords

TurboTenant tied for second place for best property management software for landlords. TurboTenant provides both a free and low-cost plan to easily get started self managing your properties.



#1

Best Property Mgmt. Software for Property Managers

The top selected software for property management specifically built for property managers goes to Buildium. Buildium is a powerful tool for those managing a large number of properties.



#1

Best Financial Software for Rental Properties

Baseline receives top marks for being the best financial software built specifically for independent landlords. Banking, rent collection and bookkeeping are all included and absolutely free.





Annual
save \$132/yr

Recommended

\$9/mo

Get Started

renews annually

6 Months
save \$60/yr

\$15/mo

Get Started

renews every 6 months

Monthly
pay as you go

\$19⁹⁵/mo

Get Started

renews monthly

What do you get?

For Landlords

- ✓ Collect rent payments from mobile or web
- ✓ Accept ACH, cash, or credit card payments
- ✓ Allow partial or block payments
- ✓ Link multiple bank accounts, no additional charge!
- ✓ Secure tenant screening through TransUnion
- ✓ Full credit, criminal, and eviction report
- ✓ Simple, built-in prescreening questionnaire
- ✓ Tenants submit applications through tenant app
- ✓ Approved prescreened tenants can instantly submit applications
- ✓ Listings to Realtor.com and Zillow
- ✓ Free marketing and listing page from RentRedi
- ✓ Send in-app communication to your tenants

- ✓ Add your entire team to your RentRedi account with full permissions, at no additional cost
- ✓ Send automated receipts and rent reminders to tenants
- ✓ 5-second video with tenant-submitted maintenance requests
- ✓ Live customer support
- ✓ Lease signing & storage
- ✓ Upload & share documents via cloud file sharing
- ✓ Add-on premium maintenance
- ✓ Add-on rental property accounting software

For Tenants

- ✓ Pay rent via app with ACH, cash, or card
- ✓ Schedule auto-pay
- ✓ Add-on credit reporting to boost credit score through TransUnion
- ✓ Set up customized rent reminders
- ✓ Applications & prescreening forms (web & mobile!)
- ✓ Submit maintenance requests
- ✓ Access to affordable renter's insurance





Direct, Personal Support FREE FREE -	Work Order Tracking FREE FREE -	Online Rental Payments FREE See More -
Dedicated Innago Account Rep ✓ ✓	Tenant Maintenance Request Portal ✓ ✓	ACH Payments ✓ \$2*
Phone and Email Support ✓ ✓	Picture / Video Upload ✓ ✓	Credit / Debit Card Payments ✓ 2.99%
Convenient In-App Help Resources ✓ ✓	Ticket Forwarding ✓ ✓	Single Business Day Funds Delivery ✓ ✓
	Maintenance Users ✓ ✓	Automated Debits ✓ ✓
Late Fees & Invoice Automation FREE FREE -	Communication & Messaging FREE FREE -	*If you're feeling generous, you can incur the online transaction fee yourself.
Custom, Recurring Invoices ✓ ✓	Tenant Communication Tools ✓ ✓	
Automated Late Fee Settings ✓ ✓	Automated Payment Reminders ✓ ✓	
Receipt and Image Storing ✓ ✓	Email Templates and Archive ✓ ✓	
Online Leasing & Document Storage FREE FREE -	Custom Applications & Tenant Screening FREE See More -	
Digital Signatures ✓ ✓	Customizable Application Builder ✓ ✓	
Unlimited File Storage and Sharing ✓ ✓	Criminal, Credit, and Eviction History ✓ \$30-35	
Status Tracking ✓ ✓	Embeddable Link for Marketing ✓ ✓	
Online / Mobile Signing ✓ ✓	Instant Delivery ✓ ✓	
Financial Tracking & Reporting FREE FREE -		
Dynamic Reporting ✓ ✓		
Exportable Data ✓ ✓		
Bank Deposit History ✓ ✓		
Status Tracking and Invoice Control ✓ ✓		





FREE

\$0/mo

- ✓ Unlimited Properties
- ✓ Rental Advertising »
- ✓ Lead Management
- ✓ Applications & Screening (paid by renter)
- ✓ Rent Payments »
- ✓ Rent Reporting »
- ✓ Expense Tracking
- ✓ Maintenance Requests
- ✓ Messaging
- ✓ Document Management
- ✓ 7 Days A Week Support

PREMIUM

\$8.25/mo

Billed annually, at \$99 per year, and includes unlimited properties.

[Learn more about Premium.](#)

Everything you get as a free user, plus:

- ✓ Expedited Rent Payouts
- ✓ Connect Unlimited Bank Accounts
- ✓ Waived ACH Fees for Renters
- ✓ Faster Listing Review
- ✓ Access to Income Insights
- ✓ Lower Application & Screening Fee
- ✓ Unlimited State-Specific Lease Agreements
- ✓ Unlimited Lease Addendums
- ✓ Unlimited E-Signatures
- ✓ Landlord Forms Pack
- ✓ Phone Support
- ✓ Priority Chat Support

RENTER PRICING

What Your Renters Pay

Application & Screening Fee	\$45 with premium
Paid upon completion of an application or screening report.	
<hr/>	
Online Rent Payments	
Bank Transfer (ACH)	\$0*
<small>*Renters are charged \$2 ACH fee without Premium Plan</small>	
Credit / Debit Card	3.49%
<hr/>	
Rent Reporting »	\$4.99/mo
Can opt in to build their credit score when they pay rent on time.	
<hr/>	
Renters Insurance »	STARTS AT \$11/mo
Optional purchase through SURE.	





Unlimited

Free

- ✓ Syndicated Listings
- ✓ Background Screening
- ✓ State-Specific Leases
- ✓ Online Rent Collection
- ✓ Maintenance Tracking
- ✓ Tenant Portal
- ✓ Property Accounting

START FOR FREE

Unlimited Plus

\$7/unit

All unlimited features, PLUS:

- ✓ FastPay Rent Payments
- ✓ Waived ACH Fees
- ✓ Customizable Applications
- ✓ Customizable Leases
- ✓ Clone Lease Agreements
- ✓ Create Property Websites

ACCESS UNLIMITED PLUS

Visit
Avail Website



Theprofitproperty.com

STESSA

	Essentials Free Elevate your property investment game Get started	Pro \$20 /month Take your rental business to the next level with Pro Get started
Asset management		
Track properties	Unlimited	Unlimited
Property manager connections	Unlimited	Unlimited
Real estate document & receipt storage	Unlimited	Unlimited
Share with business partners	✓	Advanced ownership reporting
Organize and manage portfolios	1	Unlimited
Centralized dashboard	Key metrics	Full chart history
Bookkeeping & accounting		
Manual expense tracking	✓	✓
Mileage tracking	✓	✓
Automated bank feeds	Unlimited	Unlimited
One-click, Smart Receipt scanning	5 /month	Unlimited
Budgeting and Pro-Forma analysis	✗	✓
Project Expense Tracking	✗	✓
Reporting and taxes		
Full data export	✓	✓
Basic reporting	✓	✓
Advanced reporting	✗	Addl reports including SREO
Accountant tax package	Basic tax package	Plus CapEx and Schedule E
Banking		
FDIC insured up to \$250k /entity	✓	✓
No minimum balance	✓	✓
1.1% cash back on purchases	✓	✓
High yield Cash Management	3.08% APY	5.06% APY
Online rent collection		
Collect deposits and rent online	✓	✓
Automated reminders and late fees	✓	✓
Tenant expense charging	✓	✓
Tenant autopay	✓	✓
Tenant ledger and rent roll	✓	✓
Accelerated rent payments	✗	✓
Tenant screening		
Application management	✓	✓
Credit checks	✓	✓
Background screening	✓	✓
Tenant pays	✓	✓





Buildium[®]

A RealPage Company

<p>What's included in every plan?</p> <ul style="list-style-type: none"> Accounting Maintenance Tasks Violations Online Portals Resident & Board Member Communications 	<p>Essential starting at \$52/mo</p> <p>Your portfolio is taking off and you're ready to up your game. Get the essentials to automate your day-to-day and get your business running from a central platform.</p> <p>START FREE TRIAL</p>	<p>Growth starting at \$166/mo</p> <p>You're growing and need the right tools to take you there. Grow from <i>Essential</i> with additional features, support, and performance insights to help you optimize.</p> <p>START FREE TRIAL</p>	<p>Premium starting at \$479/mo</p> <p>You're operating at a whole new level and need the foundation for your business to scale. Get everything in <i>Growth</i> plus Open API, insights-to-action, and the opportunity for money back in your pocket.</p> <p>START FREE TRIAL</p> <p>Extra 15% annual discount when residents use select services*</p>
Features			
<u>Included in every plan</u>	Accounting, Maintenance, Tasks, Violations, Resident & Board Member Communications, and Online Portals	Accounting, Maintenance, Tasks, Violations, Resident & Board Member Communications, and Online Portals	Accounting, Maintenance, Tasks, Violations, Resident & Board Member Communications, and Online Portals
<u>Free Marketing Website</u>	✓	✓	✓
<u>New Client Leads, Powered by All Property Management</u>	available for purchase	available for purchase	available for purchase
<u>Property Inspections</u>	Starting at \$40/month	✓	✓
<u>Tenant Screening</u>	Tenant Screening	Tenant Screening & Enhanced Tenant Screening	Tenant Screening & Enhanced Tenant Screening
<u>eSignatures</u>	\$5 per eSignature	unlimited eSignatures	unlimited eSignatures
<u>Online Payments</u>	Incoming EFT transaction: \$1.25 Outgoing EFT: \$0.50 per transaction Credit Cards: 2.99% per transaction	Incoming EFT: Transaction fees waived Outgoing EFT: \$0.50 per transaction Credit Cards: 2.99% per transaction	Incoming EFT: Transaction fees waived Outgoing EFT: \$0.50 per transaction Credit Cards: 2.99% per transaction
<u>Bank Account Set Up Fees</u>	\$99 per bank account	5 free bank accounts; \$99 per bank account	5 free bank accounts; \$99 per bank account
<u>Standard Reports</u>	✓	✓	✓
<u>Performance Analytics and Insights</u>	✓	✓	✓
<u>Business Analytics and Insights</u>	✓	✓	✓
<u>Open API</u>		✓	✓
<u>Buildium Rewards*</u>		✓	✓
Support			
<u>Ticket Support</u>	✓	✓	✓
<u>Live Phone Support</u>	✓	✓	✓
<u>Priority Support</u>		available for purchase	✓
<u>Onboarding</u>		additional fees apply	additional fees apply
<u>Dedicated Growth Consultant for New Client Leads</u>			✓



REI HUB

Try it for free for 30 days. No credit card required.

ESSENTIALS	GROWTH	INVESTOR	PROFESSIONAL
\$10/m <small>price after trial</small>	\$20/m <small>price after trial</small>	\$40/m <small>price after trial</small>	\$70/m <small>price after trial</small>
✓ 3 units included	✓ 10 units included	✓ 20 units included	✓ Unlimited units included
✓ Access to all features	✓ Access to all features	✓ Access to all features	✓ Access to all features

All Plans Include



NO LONG-TERM CONTRACTS

We offer simple, affordable, and transparent pricing based on your portfolio size with no long-term contracts required.



ADD PROPERTIES

Quickly create a property with just a few details.

Single or multi-family, Long-term or short-term, fix and flip or buy and hold.



ADD ACCOUNTS

Add your rental bank, mortgage, loan, or credit card accounts.

Link your bank account electronically for easy automatic transaction import.



KEEP YOUR BOOKS

Categorize your transactions to track income and expenses.

Use matching rules and payment templates to speed up your bookkeeping.



PULL REPORTS

View your P&L or cash flow by property - no setup required.

You can also produce your portfolio's balance sheet, Schedule E's, and more.



FIXED ASSET SCHEDULE

Track your assets and their basis.

Record and report depreciation expenses by property.

Visit
REI HUB Website



Theprofitproperty.com



Early

\$6.50

50% off the current price of \$13 USD per month for 3 months. Terms apply*

Good for sole traders, new businesses, and the self-employed.

- ✓ Send quotes and 20 invoices*
- ✓ Enter 5 bills
- ✓ Reconcile bank transactions
- ✓ Capture bills and receipts with Hubdoc
- ✓ Short-term cash flow and business snapshot
- ✗ Bulk reconcile transactions
- ✗ Use multiple currencies
- ✗ Track projects
- ✗ Claim expenses

Growing

\$18.50

50% off the current price of \$37 USD per month for 3 months. Terms apply*

Good for growing small businesses.

- ✓ Send invoices and quotes
- ✓ Enter bills
- ✓ Reconcile bank transactions
- ✓ Capture bills and receipts with Hubdoc
- ✓ Bulk reconcile transactions
- ✓ Short-term cash flow and business snapshot
- ✗ Use multiple currencies
- ✗ Track projects
- ✗ Claim expenses

Established

\$35

50% off the current price of \$70 USD per month for 3 months. Terms apply*

Good for established businesses.

- ✓ Send invoices and quotes
- ✓ Enter bills
- ✓ Reconcile bank transactions
- ✓ Capture bills and receipts with Hubdoc
- ✓ Bulk reconcile transactions
- ✓ Use multiple currencies
- ✓ Track projects
- ✓ Claim expenses
- ✓ View in-depth analytics





Baselane

Everything You Need to Manage Your Rental Property Finances

Powerful financial tools that put you in complete control of your rental finances.

Baselane Banking	Free	Rent Collection	Free	Bookkeeping	Free
Instant online account opening	✓	Collect recurring rent payments into a Baselane Banking or external bank account	✓	Seamless integration with Baselane Banking or your existing bank accounts	✓
Accounts for individuals and businesses (LLCs, corporations and partnerships)	✓	Collect security deposits & one-time or recurring fees	✓	Automated transaction importing	✓
No minimum deposit or balance	✓	Fast payments: get paid in as fast as 2 days	✓	Manage unlimited properties	✓
No monthly fees or ACH transfer fees	✓	Automated late fee settings	✓	Tag income and expenses by property and Schedule E category	✓
Dedicated accounts by property	✓	View payment history	✓	Income statements by property & portfolio	✓
Virtual account to separate security deposits, savings and more	✓	Edit & manage invoices	✓	Cash flow analytics by property & portfolio	✓
High-yield 4.25% interest on all balances (71x national average)*	✓	Automated payment notifications & reminders	✓	Real-time visibility into data	✓
Up to 5% cash back on debit card spend†	✓	High daily payment limits (no limits like Venmo or Zelle)	✓	Easy search and filtering	✓
Apple and Google Pay support	✓	Tenant platform to pay on any device	✓	Unlimited reports	✓
Bank from anywhere with an intuitive, digital-first experience	✓	Tenants payments via ACH, Credit or Debit Card	✓	Export reports to CSV	✓
		Tenant auto-pay	✓	Makes tax time a breeze	✓





Accounting

FREE

Always be organized

\$0
100% free

- ✓ Get unlimited income and expense tracking.
- ✓ Make unlimited bank and credit card connections.
- ✓ Access banger reports like Overdue Invoices & Bills and Profit & Loss.
- ✓ Add unlimited partners, collaborators or accountants. The limit does not exist.
- ✓ Know if you can make rent this month just by glancing at your dashboard.

Invoicing

FREE

Look like a pro

\$0
100% free

- ✓ Look professional even when you're in your sweat pants.
- ✓ Create customized invoices that reflect your brand.
- ✓ Send automated payment reminders so you can be good cop (we'll be bad cop).
- ✓ Checks in the mail? Nobody has time for that. Accept credit card, bank payments and Apple Pay directly from your invoices.

Payments

PER-USE

Get paid faster

Credit Cards
2.9% + \$0.60
USD per transaction

3.4% + \$0.60
USD per AMEX transaction

Bank payments

1%
per transaction
(\$1 USD minimum fee)

- ✓ Give clients the flexibility of paying you via bank deposit, credit card, and Apple Pay.
- ✓ Manual entry? Cut. It. Out. Wave invoice payments automatically sync to your accounting dashboard.
- ✓ Stay cash flow positive; get your money in as fast as 1 business day (Canada) or 2 business days (US).
- ✓ Set up recurring billing and payments for retainer clients and get back to crushing it.

[Visit
Wave Website](#)





Other Tools for Rent Collection

Other tools that were recommended specifically for rent collection include Venmo, Zelle, Zillow and Cash App. Zillow's platform includes more features for real estate investors but the others are solely designed for just the exchange of funds.