

# FirstKey Homes Improves Resident Experience and Maintenance Efficiency with FacilGo®

## Company Overview

### FirstKey Homes

Founded in 2015, FirstKey Homes is one of the largest operators of single-family rental (SFR) homes in North America. With headquarters in Marietta, Georgia, FirstKey Homes operates nearly 53,000 single-family rental homes across 29 desirable markets nationwide. FirstKey Homes proudly serves the family of residents making their homes their own and builds communities one caring experience at a time.

To accomplish this, FirstKey Homes takes great pride in being a best-in-class SFR company. It continues to be an industry leader, delivering an outstanding resident experience and finishing the first half of 2023 with a 4.6 out of a 5-star public sentiment score. This performance – coupled with its Better Business Bureau accreditation and current A+ rating, high occupancy rates, and solid renewal rates – affirms the company’s dedication to lead with resident experience while illustrating why people who prefer or need to rent choose FirstKey Homes. A vital part of its resident experience includes leveraging an approach that combines the personal attention of over 1,000 caring professionals who serve prospective and current residents with pride and passion and the technology and support from a world-class service provider.



**52,000+**

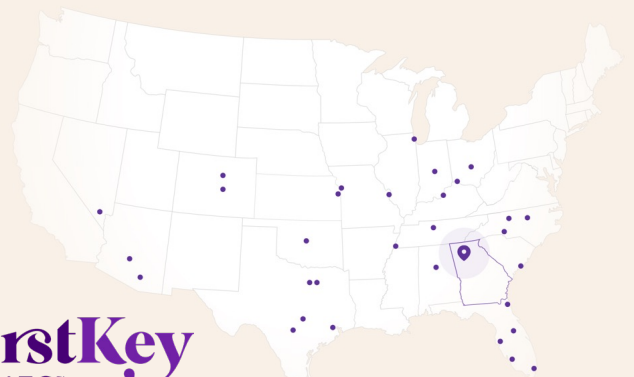
Single-Family Rental Homes



**29**

Desirable Markets Nationwide

Markets We Serve Include



**FirstKey**  
HOMES™

## The Need

### FirstKey Homes' Maintenance Objectives

FirstKey Homes records hundreds of thousands maintenance requests per year across the West, Midwest, and South/Southeast. With maintenance as a major touch point between FirstKey Homes and its residents, the company set out to further enhance its processes and quality efforts to ensure an unparalleled resident experience while improving efficiency and reducing costs.

To this end, the FirstKey Homes maintenance leadership team developed some key objectives:

1. To fortify the delivery of a high-quality maintenance experience for residents with timely work order closure and thorough communication, ideally closing work orders on the first visit.
2. To better track and analyze resident satisfaction along with overall maintenance costs with quality data and dashboards.
3. To improve staff satisfaction by providing simpler scheduling, communication and documentation via a mobile-enabled software solution.
4. To simplify the procurement process by enabling approved products and services to be purchased from within a mobile application with a single click.
5. To reduce the intake of work orders by eliminating duplicate work orders and educating residents so they might resolve some simple maintenance requests themselves.
6. To improve the accuracy and timeliness of insurance claims.

It was obvious to FirstKey Homes that they needed to centralize and automate their distributed maintenance operations with a software solution. Initially, FirstKey Homes used the maintenance module that came with their Property Management System (PMS). While the PMS had a very broad and rich set of capabilities across most functions, the maintenance team determined that they needed a purpose-built software solution designed for distributed maintenance.



**4.6 Stars**

Resident Satisfaction  
In First Half Of 2023

## The Solution

### FacilGo® Maintenance Plus and a New FirstKey Homes' Resident Portal

FirstKey Homes went through a rigorous evaluation process and reviewed and tested six different maintenance solutions in the market. They selected the FacilGo Maintenance Plus solution as their mobile-enabled and cloud-based SaaS solution for the following reasons:

1. FacilGo Maintenance Plus was specifically designed to centralize and automate maintenance in the distributed environment faced by SFR and larger MF operators.
2. FacilGo was flexible enough to map to FirstKey Homes' innovative maintenance processes versus requiring them to use pre-defined vendor processes.
3. FacilGo was an enterprise-grade, cloud-based solution architected to scale from hundreds of homes securely and smoothly to tens of thousands of homes with its own enterprise data warehouse and rich set of application programming interfaces (APIs).
4. The FacilGo platform tied together every transaction into a workflow including work order creation, scheduling, communication, procurement, routing, invoicing, vendor payments, resident charge backs and more - eliminating virtually all manual steps and human errors in the maintenance workflow process.
5. FacilGo offered a mobile app for iOS- and Android-based smartphones. This enabled teams to use the system and manage the entire work order process, including procurement, even when poorly connected or completely disconnected versus solutions that only offered web access.
6. The FacilGo Maintenance Plus mobile application was extended to service providers so they could more efficiently collaborate and communicate with FirstKey Homes staff on completing and documenting the work performed at the job site.

FirstKey Homes assigned a team of business analysts and IT staff to support the FacilGo integration, deployment, and subsequent enhancements. FacilGo was deployed into production in September 2021 to 2 markets and then across all 29 markets by January 2022.

The FirstKey Homes team also developed the FirstKey Homes Maintenance System (FMS), a smart resident portal running on top of FacilGo APIs.



**17% Reduction**  
Maintenance Costs Reduced  
by 17% in First Year

## The Results

First and foremost, FirstKey Homes was able to leverage FacilGo Maintenance Plus to enhance and standardize its maintenance processes across markets leading to an improved resident experience.

With FacilGo's workflow-based system:

- Maintenance requests were tracked at every step until closure, and communication between staff and vendors was recorded with the work order ensuring a full picture of every maintenance request.
- Field technicians and vendors documented maintenance issues, including photos, and progressed work orders via the FacilGo smart phone app, whether they were fully, partially or not connected to the internet.
- With real-time status and a clear communication history, work orders closed faster, and resident satisfaction improved. For example, FirstKey measures work orders open for greater than 30 days which is directly related to resident satisfaction. The only work orders that now remain open beyond 30 days are those that are extremely complex and/or items that require HOA or city inspections.
- Central teams could more easily schedule the right staff member or vendor for a particular work order and had a record of all communication. With the mobile app, field staff were empowered to accept assignments and close work orders while in the field, reducing the amount of time spent driving back and forth to a central location.

With FacilGo's rich APIs and flexible architecture:

- FacilGo integrated into FirstKey Homes property management system (PMS) providing a seamless flow of information between the two systems.
- FirstKey Homes built and deployed the FMS smart resident portal on top of FacilGo APIs, ensuring a great resident experience, eliminating most duplicate work orders, and providing educational materials to their residents to help them resolve simple maintenance requests on their own.

With FacilGo's mobile app, simpler scheduling and rich dashboards:

- FirstKey Homes could see that the field teams were able to close more work orders on a given day with less time spent on mundane tasks and a reduction in unnecessary drive time. This resulted in improved staff and resident satisfaction along with lower overall maintenance costs.
- When complex maintenance issues required external vendors, FirstKey Homes leveraged the FacilGo procurement functionality to ensure consistent vendor quality at fair prices with the ability to set NTE values and measure vendor performance.
- The central maintenance team was able to spend less time coordinating and triaging schedules by leveraging FacilGo's Smart Scheduling so they could spend more time on strategic initiatives.

***“At FirstKey Homes, we strive to deliver great service to our residents. FacilGo has allowed us to improve our resident experience while achieving a reduction in maintenance costs. Furthermore, FacilGo's ability to integrate flexibly with our processes and scale to support our nearly 53,000 homes has been critical to this mission.”***

FirstKey Homes continues to be an industry innovator and leader:

- Resident satisfaction is at an all-time high.
- Maintenance costs have been reduced by 17% in the first year (Q1 2022 to Q1 2023).
- Insurance claims are being filed and tracked in a highly accurate and timely manner.

While rolling out a centralized maintenance software system and securing adoption by internal staff and suppliers certainly requires time and effort, FacilGo Maintenance Plus has delivered measurable benefits and a strong payback in the first year - with increased resident, staff, and supplier satisfaction and improved NOI for the business.