

# Use QR Codes to Increase Your Property's Efficiency

By Carl Hanly, CAS, KeyTrak

Originally designed in 1994 to streamline vehicle manufacturing, QR codes have now become ubiquitous, offering an efficient way to connect people with information. You've probably encountered them on restaurant menus, advertisements, and product packaging. But did you know they can also revolutionize your work as a multifamily professional? Here are three innovative ways to incorporate QR codes into your apartment community:

## Virtual Tours

By adding a QR code to your leasing office doors, you can provide potential residents with immersive virtual tours and access to relevant apartment information. This alternative to traditional guided tours empowers individuals to explore your community at their convenience, even outside office hours.

Prospects will be able to visualize themselves living in your apartments and make more informed decisions. It also saves time for your leasing team, as they'll spend less time personally accompanying every prospect on a physical tour.

## Key Management

QR codes can simplify the process of checking out or returning keys. Some key control providers offer a mobile app that generates a unique QR code you can scan at the system. The corresponding drawer unlocks, enabling you to retrieve or return keys effortlessly. Additionally, the mobile app allows you to check system activity, providing a detailed audit trail of who accessed which keys and when, enhancing security and accountability.

## Work Orders

When maintenance technicians need to complete work orders at multiple apartments, it's tricky keeping up with multiple keys. Labeling keys with apartment numbers compromises security, but retrieving one key at a time is inefficient. To address these issues, print labels featuring distinct QR codes and attach them to each key tag. Technicians can scan the QR code with their key control app to easily identify the keys associated with each apartment. Integrating QR codes into your work order management process reduces errors, increases security, and allows your team to complete maintenance requests efficiently.

By embracing QR codes at your apartment community, you can enjoy the convenience you've grown accustomed to in other facets of life. This technology not only enhances your resident experience but also streamlines your daily tasks. In a rapidly advancing digital age, QR codes are an indispensable tool to optimize your operations.

## About the Author:

Carl Hanly is a regional manager with KeyTrak, Inc. He specializes in helping multifamily housing, student housing, military housing, and corporate housing clients minimize risks associated with managing resident keys. He has received his Certified Apartment Supplier (CAS) accreditation from the National Apartment Association (NAA) and completed NAA's Leadership Lyceum training. He is actively involved with the NAA National Supplier Council.

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