



Making Rent Flexible: How Sage Ventures Streamlined Operations With Flex

RENT PROTECTION

\$16,617.40

shielded by Flex since July 2023

BILL PAYMENTS

1,170 bills

processed, totaling \$2.2M in
rent payments since July 2023

NET ADOPTION RATE

7.2% NAR

calculated as bills paid / unit
count, as of November 2023

STAFF TIME SAVINGS

~5 hours

saved per month per assistant
manager

Learn how flexible rent can streamline your operations while enhancing the resident experience. [Click here for a personalized demo.](#)

Sage Ventures (Sage), overseeing more than 4,000 apartment units across Maryland, is a property management company with a keen focus on innovation. They are always on the lookout for cutting-edge solutions to improve both operational efficiency and the overall living experience of their residents.

In response to a growing number of requests for more payment options, Sage initiated a trial of Flex — a flexible rent payment app — in two of their communities. Sage had also identified an uptick in delinquency rates that bolstered the decision to leverage technology to enable more predictable rent payment collection. The rapid adoption of Flex across the Sage portfolio, including high-end Class A and A+ properties, was an encouraging success.

With Flex, residents can split rent into two manageable payments while property managers like Sage receive the full amount up front during rent week. This eliminates the need for staff to continually follow up with residents to collect the balance owed. “Flex reduces the burden on our operations team. Our assistant managers are now saving about 5 hours each month — time that was previously spent in persistent follow-ups with residents for rent collection,” said Leora Strimber, Accounts Receivable Manager at Sage. “These hours are now redirected towards more strategic tasks, enhancing our overall service quality.”

Interestingly, while late fees have remained steady, delinquencies have decreased since launch. Resident renewals are also monitored, which she expects will correlate to improved retention in the future. “We can now focus collection efforts on truly past-due accounts, since Flex residents pay on time,” Strimber noted. With better payment optionality Flex brings to the table, Sage expects clear improvements in retention.

“Adopting Flex has allowed us to meet resident demands for payment flexibility while improving our operations. The risk is minimal but the benefits are tremendous — it’s been instrumental in optimizing our business and resident experiences.”

Leora Strimber
Accounts Receivable Manager, Sage Ventures

Since deploying Flex, Sage has not only met their residents’ demands for flexible payment options but also addressed the challenge of rising delinquency rates. The result is a win-win: enhanced financial predictability for Sage and improved convenience for residents. As Sage continues to monitor resident retention, the early success of Flex promises a more efficient, responsive, and resident-centric future for the company.