

REAL ESTATE

Industry Insider

asperato
payments solved

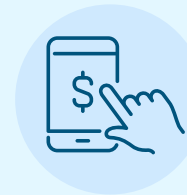


See how our partner Asperato tackles challenges in the real estate industry. From big-picture problems, to the specific needs of a CFO and CTO, Asperato has it covered.

Asperato enables you to unlock the power of 25+ payment service providers and embed payments into Salesforce Customer 360.



Here's how Asperato helps real estate organization like yours.



Speedy Protected Payments

Embed payment processes and payment data quickly into Salesforce and Experience Cloud.



Better Customer Experiences

Enhance customer experiences with seamless self-service payment functionality and payer choice.



Increased ROI

See a cost savings of up to 56% with more efficient payment processes for property sales, rent, service charges, maintenance, and more.



Keep reading to learn how Asperato could help a CFO and CTO of a real estate business streamline processes in their own areas and transform customer experiences.

The Solution

Asperato helps real estate companies reduce the cost of collecting and making payments, automate manual processes, and increase revenue recognition accuracy – without requiring any written code.

Streamlined payment processes.

The Challenge: Real estate companies want to offer their customers convenient processes to make payments for things like rent, service charges, and maintenance but struggle to do so due to perceived cost or knowledge barriers.

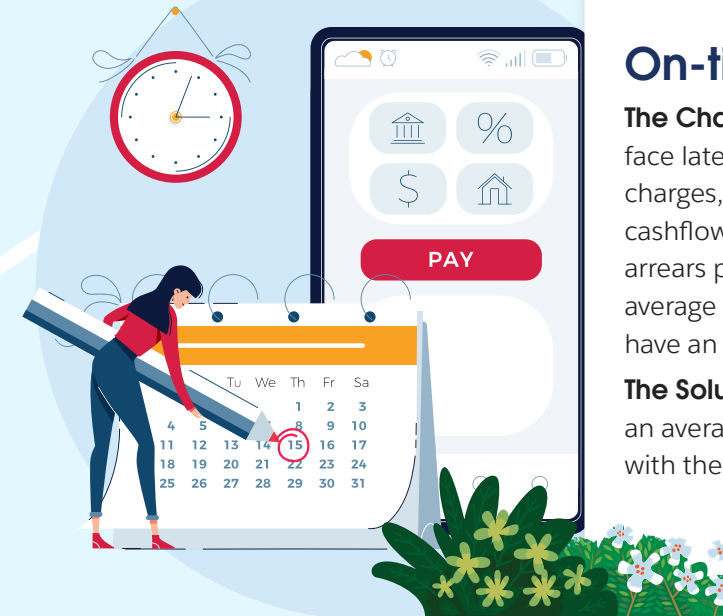
The Solution: Paired with Salesforce, Asperato offers an incredible customer experience by allowing real estate companies to offer a multitude of modern flexible payment methods, via a number of channels.



On-time payments.

The Challenge: Real estate businesses often face late and failed payments for rent, service charges, and maintenance. This affects cashflow and creates costly, time-consuming arrears processes. Digital wallets have an average failure rate of 11.5%. Credit cards have an average failure rate of 7.9%.

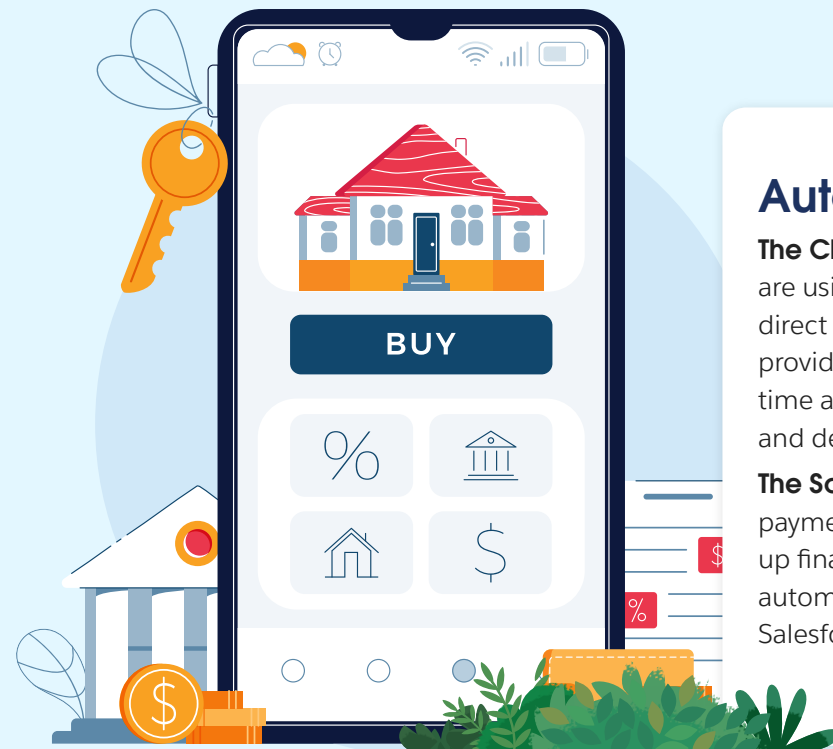
The Solution: Asperato customers can achieve an average failure rate of just 2.9% globally with the help of GoCardless. Renters gain greater transparency about their payments.



Automated direct debit.

The Challenge: Many real estate companies are using problematic and time-consuming direct debit processes or legacy payment providers that suck up a lot of the finance team's time and can be hard to deliver without errors and delays.

The Solution: Asperato offers 100% digital payment journeys with real-time data that frees up finance team resources and allows real-time automation based on payment data inside Salesforce.



Connected data.

The Challenge: Real estate businesses often have multiple locations and bank accounts that they need to collect into and settle from. This can be complex when dealing with multiple legal entities and integrations to automate and improve payment processes.

The Solution: Asperato connects multiple processors and bank accounts to one salesforce org without complexity. This means no matter how big the property portfolio, you always have visibility of payments data.



The Scenario

In this example, let's imagine how a CFO and CTO could use Asperato to simplify payment processes and give customers more control.

Tony Technical and Freddie Finance

CTO and CFO

Tony and Freddie both want to streamline payment processes, make the most of their company's Salesforce investment, and give customers better experiences.

Their Goals:

- Integrate payment processes and APIs without complexity, high cost, risk, or ongoing maintenance
- Reduce technical glitches and system downtimes
- Eliminate manual processes
- Give customers a feeling of control about their payment options

Their Challenges:

- Renters may have concerns about the safety of their personal and financial information with online systems
- Multiple systems have poor integration and functionally limited payment providers
- Collecting payments and manual processes are time-consuming and prone to errors
- Effort and cost of switching providers is perceived as too high



Asperato solves Tony and Freddie's challenges by helping them to:

Easily integrate.

Tony's team was able to install Asperato quickly and easily without any code and instantly support all the major Salesforce clouds.

Automate all payment tasks.

Freddie's team can now automatically collect payments on due dates, retry payments, and match payments to customers and bills.

Ensure on-time payments.

Collecting payments via direct debit allows Freddie's team to stop repeat nonpayers and late payers by giving them the option to sign up for direct debit and pay monthly or settle in full. All without traditional file-based processes.

Simplify customer experiences.

Tony and Freddie both love that they can now offer self-serve payment portals, over the phone payments and automated collections.

[Learn more about Asperato](#)