

SELENOR AI

ROADMAP AND PROPOSAL

Ridgeline Property Management

From our calls on Thursday, October 1 and Thursday, October 8, 2026

Prepared for Marcus Lee and Jen Ortiz by Suyash Gautam

EXAMPLE · FICTIONAL COMPANY

PART 1 · ROADMAP (YOURS TO KEEP)

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01 · SUMMARY

The short version

Your information is fine. AppFolio has it. The problem is that nobody hears about a change unless Jen or Marcus tells them by hand. You don't need new core software. You need the follow-up to happen on its own.

3

owners left this year, all over communication.

31

open work orders. 16 were waiting on a person.

~4 hrs

of Jen's day spent texting vendors and tenants.

15–20

voicemails waiting every Monday morning.

PROBLEM	FREE, THIS MONTH	BUY	BUILD (WITH US OR ANYONE)
Owners don't hear from you	Monthly note per owner from a Gmail template.	LeadSimple or Property Meld, both connect to AppFolio.	Notes drafted from AppFolio reports. Jen approves.
Work orders stall	Shared maintenance@ inbox and a 4-hour vendor reply rule.	Property Meld, built for vendor coordination.	Texts that nudge vendors and owners and update tenants.
No single view of the day	A saved AppFolio work-order report, sorted by "waiting on".	Usually comes with the tools above.	A morning screen: every open job and who it's waiting on.
After-hours calls	RingCentral menu: press 1 for emergencies.	A property-management answering service.	A phone assistant that answers and sorts emergencies.

WHAT IT'S WORTH

The three owners who left had **8 doors** between them. At your 9% fee on rents around \$2,100, that's about **\$18,100 a year** in fees. Keeping one mid-size owner covers about two-thirds of a year of the monthly cost on page 12. Half of Jen's texting time back is **8–10 hours a week**. Doors, fee and rent are Marcus's numbers; hours are Jen's estimate.

MY RECOMMENDATION

Do the free steps on page 9 this month. If Jen is still spending half her day chasing vendors by January, buy or build. Our quote for building all four is in Part 2: **\$8,400 setup, \$690 a month**, no contract, about **10 weeks**.

02 · NOTES FROM OUR CALL

Marcus, Jen,

Thanks for the 40 minutes on Thursday, and for pulling up AppFolio on the screen share. That helped more than anything else.

Here's what I took away. You reached out because three owners moved their properties to another company this year. When Marcus asked them why, all three said some version of the same thing: they didn't hear from you unless a bill came with it. Two of them had been with Ridgeline for more than five years.

Jen walked us through a normal Tuesday. On the day we talked she had 31 open work orders. About nine were waiting on a vendor to confirm a time. Four were waiting on an owner to approve something over the \$400 limit in your management agreement. One of those, a water heater at the Puyallup duplex, had been sitting for six days. The tenant had called twice.

WHAT YOU SAID, WORD FOR WORD

- "They never heard from us unless something cost money."*

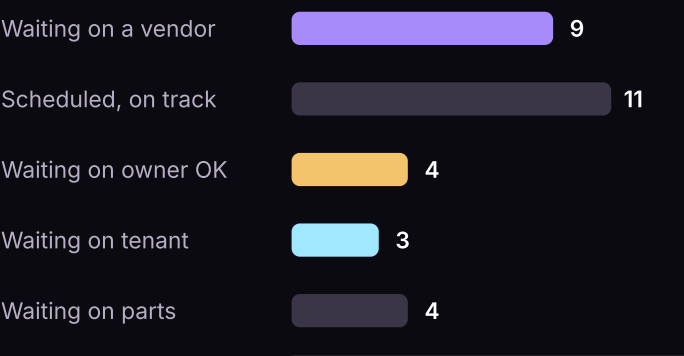
Marcus
- "Half my day is texting vendors 'are you still coming?' and then texting the tenant 'he's still coming.'"*

Jen
- "I'd love to open one screen in the morning and see who we're waiting on."*

Jen
- "Monday mornings I'm just listening to voicemail."*

Jen

WHERE THE 31 OPEN WORK ORDERS WERE STUCK



16 of 31 were waiting on a person, not on work.

From Jen's AppFolio screen on October 1. Parts and on-track jobs are normal. The colored bars are the ones a reminder would move.

THINGS I'M TREATING AS FIXED

- **You're staying on AppFolio.** Nothing in here asks you to change it.
- **ShowMojo is working** for showings. Leave it alone.
- **About 280 doors, 95 owners, a team of seven,** mostly single-family homes and duplexes in Pierce County. You're not planning to double in the next year.

The rest of this is my honest take: what you can fix this week without spending anything, what's worth buying, what it would take to build, and where we'd fit if you want help. It's yours to keep either way.

03 · YOUR SETUP TODAY

What you run, and where it stops

TOOL	WHAT YOU USE IT FOR	WHERE IT STOPS	CAN OTHER TOOLS CONNECT?
AppFolio	Rent, accounting, leases, work orders, owner and tenant portals. It does that job well.	Stores everything, but sends little on its own beyond statements and portal notices.	LIMITED Approved partners only. No Zapier. Reports can be emailed.
Jen's cell phone	Texting vendors and tenants, because it's fastest.	None of it makes it back into AppFolio. If Jen is out sick, the history is out with her.	NO The team can't see or search them.
RingCentral	Office lines.	After 5 pm everything goes to voicemail. Monday starts with 15 to 20 of them.	YES Forwarding, menus, open API.
Google Workspace	Email, calendar, and the lease renewal spreadsheet.	Renewals are tracked by hand in a sheet.	YES Zapier, Make, almost anything.
ShowMojo	Showings.	No complaints from you.	YES

HOW A WORK ORDER MOVES TODAY



1 · STALL

Vendor doesn't reply. Nobody follows up until Jen remembers to.

2 · STALL

Owner approval email gets missed. The Puyallup water heater sat here for six days.

3 · FALLOUT

Tenant isn't told anything, so they call. That's more of Jen's day.

The pattern: you have the information. It just doesn't move to the people waiting on it unless someone at Ridgeline moves it by hand.

04 · PROBLEM 1 OF 4

Owners don't hear from you

You're not alone in this one. In a BiggerPockets survey of 300 owners who left their property manager, **207 of them (69%)** gave communication as the reason, well ahead of fees or repairs. The fix is less about software and more about making updates happen without someone having to remember.

OPTION	WHAT IT LOOKS LIKE	COST / MONTH	SETUP TIME	WATCH OUT FOR
FREE	A three-line note to each owner on the first Monday of the month, from a saved Gmail template. Attach one photo from a work order.	\$0	An afternoon	Someone has to do it every month. Start with your 20 biggest owners.
BUY	LeadSimple (owner communication and processes) or Property Meld (maintenance, owner approvals and updates). Both have AppFolio integrations.	A few hundred dollars at your size	2–6 weeks	Ask on the demo exactly what syncs with AppFolio.
BUILD	Each month a small program reads your AppFolio owner and work-order reports and drafts a note per owner. Jen approves, they send from your address.	\$30–80 to run	4–8 weeks	Needs someone comfortable with APIs, and upkeep when AppFolio changes a report.

WHAT A GOOD OWNER NOTE LOOKS LIKE

From: Jen Ortiz, Ridgeline · **Subject:** September at 9th Street

Hi Dana,

Rent came in on the 2nd, no late fees. The tenant reported a dripping kitchen faucet on the 14th. Summit Plumbing fixed it on the 16th for \$145, under your \$400 limit (photo attached).

Coming up: the lease renews January 31. We'll send you renewal options by December 1.

Nothing needed from you this month.

Jen

Why this works

- **It arrives when nothing is wrong.**
That's the whole point. The owners who left only heard from you with a bill.
- **Short.** Three facts, one thing coming up, one clear ask (or none).
- **Numbers with context.** "\$145, under your \$400 limit" answers the question before they ask it.
- **From a person.** Signed by Jen, from your address, not a no-reply system.

Fictional example. Whether you write it by hand or a tool drafts it, this is the shape to aim for.

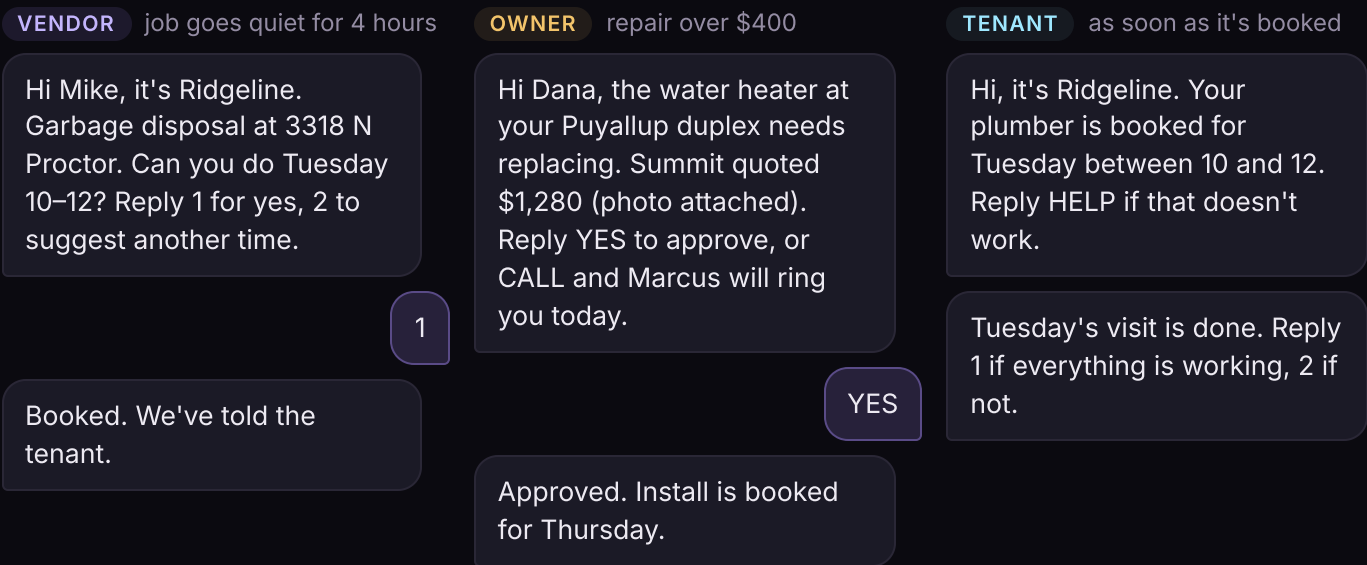
04 · PROBLEM 2 OF 4

Work orders stall, and tenants call to ask why

This is where Jen's half-day goes. Thirteen of the 31 open jobs were waiting on a vendor or an owner. Nothing is broken. Nobody gets nudged.

OPTION	WHAT IT LOOKS LIKE	COST / MONTH	SETUP TIME	WATCH OUT FOR
FREE	A shared maintenance@ inbox vendors copy on every reply. A four-hour confirm rule. Call any owner whose approval is two days old.	\$0	A week	Most vendors take the four-hour rule seriously the first time you enforce it.
BUY	Property Meld is built for this: vendor scheduling, tenant updates, owner approvals.	A few hundred dollars	3–6 weeks	Vendors adopt one more app. Ask how many of yours already use it.
BUILD	Texts from a business number when a job goes quiet, to the vendor, the owner and the tenant. Replies are logged against the work order.	\$20–60 plus texting fees	4–8 weeks	Business texting registration takes 2–4 weeks of paperwork on its own.

WHAT THE FOLLOW-UP SOUNDS LIKE, DONE WELL



THE RULES THAT MATTER, WHICHEVER OPTION YOU PICK

One business number, never a personal phone. One question per message, with a one-word answer. Tell the tenant the moment it's booked. Every reply goes onto the work order.

04 · PROBLEM 3 OF 4

No single view of the day

Jen asked for one screen in the morning that shows who you're waiting on. You can get most of that from AppFolio today.

OPTION	WHAT IT LOOKS LIKE	COST / MONTH	SETUP TIME	WATCH OUT FOR
FREE	Save an AppFolio work-order report of open jobs, sorted by status and age. If your plan allows it, have it emailed to Jen at 7:30 each morning.	\$0	An hour	It's only as good as the statuses people type in.
BUY	Usually included with the maintenance tools on the last page.	Included	With the tool	One more login for the team.
BUILD	A page listing every open job, who it's waiting on and for how long, oldest first. It uses the same data as the texts.	\$5–15	2–4 weeks	Only worth building if you also build the texts.

WHAT JEN'S 7:30 VIEW SHOULD ANSWER · fictional example, oldest first

JOB	PROPERTY	WAITING ON	FOR	NEXT STEP
Water heater	Puyallup duplex	OWNER Dana W.	6 days	Call Dana today
Gutter repair	Lakewood SFH	VENDOR Cascade Gutters	3 days	Reassign if no reply by noon
Fence panel	Gig Harbor SFH	PARTS on order	5 days	Normal, ETA Friday
Dishwasher	N Proctor, unit B	TENANT access	2 days	Text tenant for a time
Furnace tune-up	Fircrest SFH	VENDOR Summit	1 day	Nothing yet

TOOLS THAT CONNECT YOUR STACK, IF YOU DIY

- **Make or Zapier** move things between Gmail, Google Sheets and RingCentral. Neither connects to AppFolio directly.
- **AppFolio scheduled reports** sent to an inbox are the safest way to get data out.
- **Gmail templates** and **Calendar reminders** cover more than people expect.

HABITS THAT MATTER MORE THAN TOOLS

- One shared inbox and one business texting number.
- Every vendor or owner reply goes into the work order, even one line.
- Work the oldest open job first, not the newest.

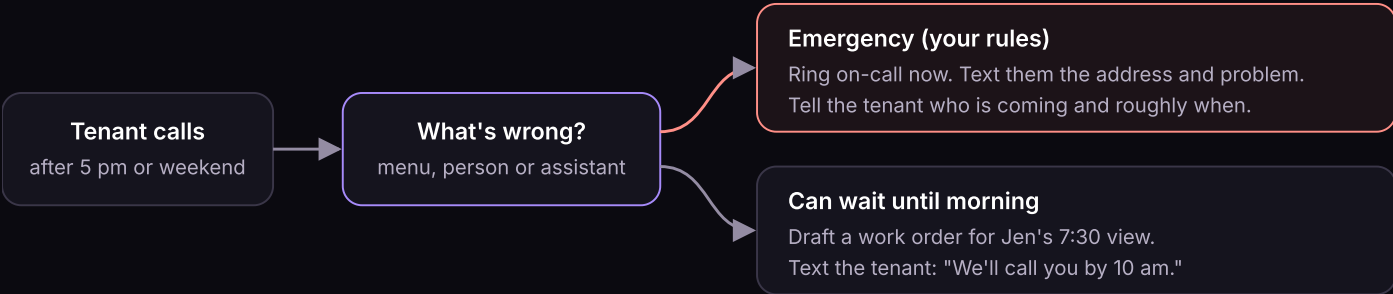
04 · Problem 4 of 4

After-hours calls go to voicemail

15 to 20 voicemails on a Monday is normal for 280 doors. The risk is the one real emergency sitting in the pile until 9 am.

Option	What it looks like	Cost / Month	Setup Time	Watch out for
Free	A RingCentral after-hours menu: "Press 1 for water, fire, gas or no heat." It rings a weekly on-call cell.	\$0	An afternoon	Tenants press 1 for everything at first. Check it in month one.
Buy	A property-management answering service. Real people take the calls and page your on-call person.	Per call, ask for quotes	1-2 weeks	Make sure they write into a shared log, not just email you.
Build	A phone assistant answers, asks what's wrong, pages on-call for emergencies, and logs the rest for the morning.	\$40-120, by usage	4-8 weeks	Needs clear emergency rules from you, and testing with real calls.

What should happen to a call at 9:40 pm



WRITE YOUR EMERGENCY RULES DOWN FIRST

Every option above depends on this list. A common starting point:

- **Now:** active water leak, no heat in winter, gas smell, fire or smoke, sewage backup, can't lock the door.
- **Morning:** appliances, slow drains, noise, a single outlet, lockouts with a spare key option.

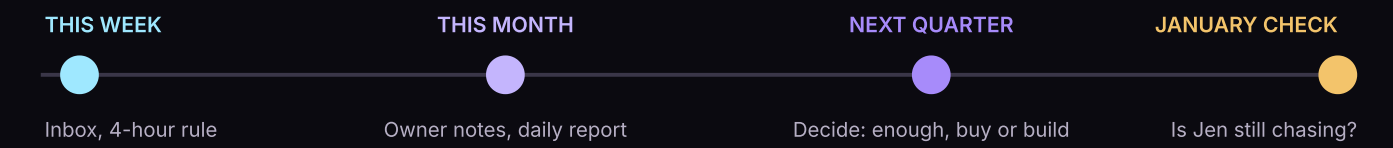
WHY IT'S WORTH FIXING

A burst pipe found at 9 am instead of 9 pm is usually a much bigger claim. And tenants judge you on the night something goes wrong. A real answer at 9:40 pm is what they remember at renewal.

05 · WHERE I'D START

If it were my company

Here's the order I'd go in. It's mostly free, and within a quarter you'll know whether you need to spend anything.



WHEN	WHAT TO DO	WHO	COST
This week	Set up maintenance@ and have vendors copy it. Announce the four-hour confirm rule. Add the RingCentral after-hours emergency menu.	Jen, 3 hours	\$0
This week	Put a reminder on the calendar two days after any approval request goes unanswered. Call instead of emailing again.	Jen	\$0
This month	Start the monthly owner notes with your 20 biggest owners. Add the rest once it feels routine.	Marcus, 2 hrs/month	\$0
This month	Look through AppFolio's notification settings with your account rep. Turn on anything that tells tenants or owners when a work order changes. Many teams never touch these settings.	Marcus + AppFolio rep	\$0
This month	Save the morning work-order report and have it emailed daily if your plan allows.	Jen, 1 hour	\$0
Next quarter	Decide whether the free steps were enough. Book demos with LeadSimple and Property Meld so you have real prices to compare with a build.	Marcus	Demo time

WHAT I WOULDN'T DO

Don't leave AppFolio over this. Switching your core system costs months and puts your accounting at risk. The problems you described are about follow-up, not about what AppFolio stores. Also skip any tool that asks your vendors to download an app before you've confirmed they'll use it.

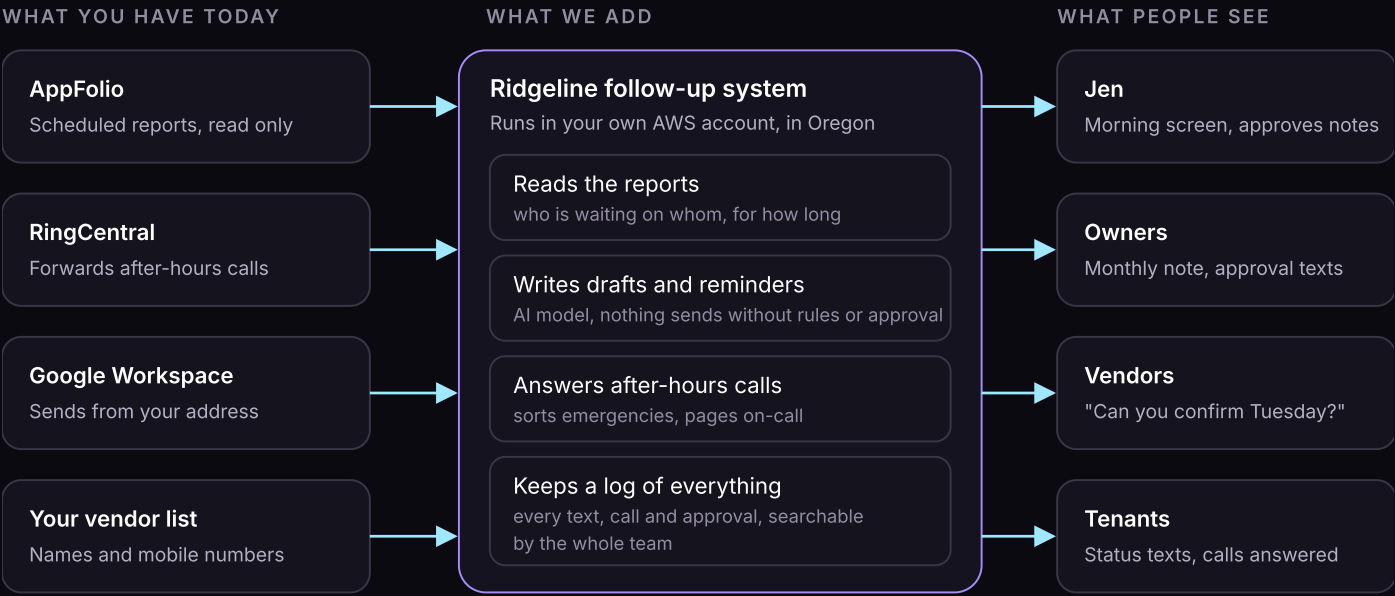
HOW YOU'LL KNOW IT'S WORKING

- Fewer than 5 jobs waiting on a person on any morning (today: 16).
- No owner approval older than 2 days.
- Monday voicemails under 10.
- No owner says "we never hear from you" at renewal.

06 · IF YOU WANT US TO BUILD IT

How it would work

After our second call on October 8, here's what we'd build for you. It sits next to AppFolio and does the follow-up. It doesn't replace anything you use today.



SYSTEM	WHAT WE DO WITH IT	WHAT WE NEVER DO
AppFolio	Receive the reports you schedule to us. Read only.	Log in as you, change records, or touch accounting.
RingCentral	Receive calls you forward after 5 pm.	Change your daytime call routing.
Google Workspace	Send owner notes from an address you approve.	Read your inbox.
Texting number	A new business number registered to Ridgeline. You own it.	Text anyone who hasn't agreed to texts.

WHY IT RUNS IN YOUR OWN ACCOUNT

Your tenants' and owners' details never sit in a shared system with other clients. You can see the bill, the logs and who has access at any time.

IF YOU EVER STOP WORKING WITH US

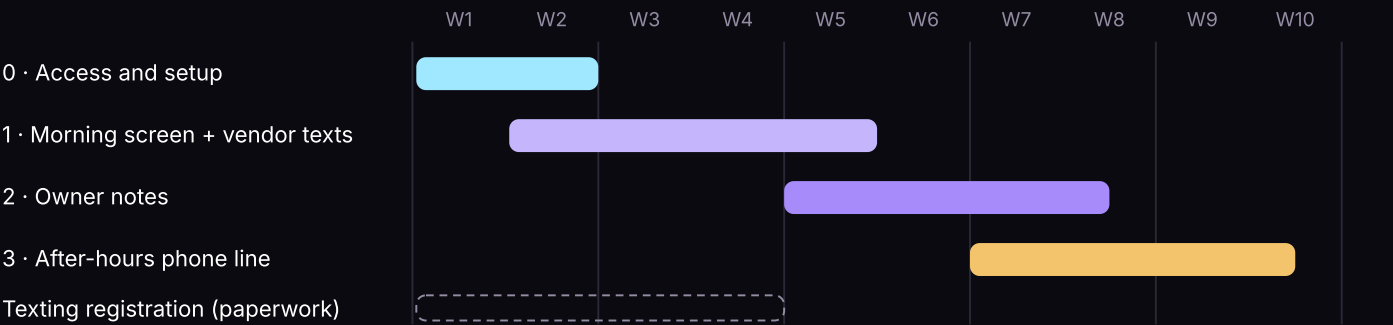
You keep the account, the texting number and everything it has logged. Another developer can pick it up from the handover notes, or you can switch it off.

For your IT person: AWS (Lambda, S3, DynamoDB, SES, Amazon Connect), an AI model on Amazon Bedrock, us-west-2. Infrastructure is defined in code and handed over at the end.

07 · SCOPE, PHASES AND ASSUMPTIONS

What we'd build, and when

We'd build it in four phases. You approve each one before we start the next, and you can stop after any of them. The dates are padded on purpose.



PHASE	WHAT YOU GET	YOU SIGN OFF WHEN
0 · Access and setup Weeks 1–2	Your AWS account, scheduled AppFolio reports, texting number registration started.	Reports arrive every morning.
1 · Morning screen + vendor texts Weeks 2–5	The morning screen. Vendor confirm texts, tenant status texts, owner approval texts with YES/NO replies. Tested on 5 friendly vendors first.	Jen uses the screen for a week and the 5 vendors reply by text.
2 · Owner notes Weeks 5–8	Monthly drafted note per owner. Jen approves in one place, they send from your address. 10 owners first, then all 95.	Marcus is happy with the tone on 10 notes.
3 · After-hours line Weeks 7–10	Phone assistant for after-hours calls, emergency paging to on-call, call log on the morning screen.	20 test calls handled to your emergency rules.

NOT INCLUDED

- Changes inside AppFolio, or moving your data
- Accounting, rent collection or leasing
- Legal review of what you send owners or tenants
- A tenant app, or anything for ShowMojo

Anything outside this list, we quote in writing first.
No surprise bills.

ASSUMPTIONS THE PRICE DEPENDS ON

- Your AppFolio plan can email scheduled reports
- You keep RingCentral and can forward after-hours calls
- Under 350 doors and about 60 active vendors
- Jen can give us about an hour a week
- English only

If any of these change, we'll tell you before doing more work.

08 · PRICE, TERMS AND YOUR DATA

What it costs

A one-time setup fee, a flat monthly fee, and the AWS running costs passed through at what we pay. No long-term contract.

SETUP, ONE TIME

\$8,400

All four phases. Paid in three parts as each phase is signed off.

MONTHLY

\$690

Monitoring, fixes, small changes, report updates when AppFolio changes, a monthly check-in.

RUNNING COSTS, AT COST

\$80—180

AWS, texting and call minutes. Billed at what we pay, with the AWS bill attached.

PAYMENT SCHEDULE

WHEN	AMOUNT
On start (Phase 0)	\$2,520
Phase 1 signed off	\$3,360
Phase 3 signed off (go-live)	\$2,520
Monthly, from Phase 1 go-live	\$690 + running costs

Year one, everything in, is about \$16,500 to \$17,500. After that, about \$9,200 to \$10,500 a year.

TERMS

- **No contract.** Month to month. Cancel with 30 days' notice.
- **You own it.** The AWS account, the texting number, the code and your data are yours. If you leave, we hand it all over.
- **Stop after any phase.** You pay only for the phases you've signed off.
- **Price good for 30 days**, through November 7, 2026.
- Longer terms are only for enterprise-grade systems, and only if we've agreed on them with you.

YOUR DATA

Your tenants' and owners' information stays in your own AWS account in Oregon. We don't use it to train AI models, and we don't share it. The full details are in our **Data Handling Brief** (separate PDF, sent with this) and at selenorai.com/security. Please have whoever handles your legal or insurance questions read it before we start.

SUPPORT

- Reply within **one business day** to anything.
- Same business day if texts, calls or the morning screen stop working.
- A 30-minute check-in each month to review what went out and what to adjust.

09 · WORKING TOGETHER

Who does what, week by week

Most projects like this stall waiting on the client side, not ours. So here's exactly what we'll need from you, and when.

WEEK	WE DO	YOU DO	CHECKPOINT
Before	Send the Data Handling Brief and a one-page service agreement.	Read both. Ask anything.	Agreement signed
1	Set up your AWS account. Start texting number registration.	Schedule two AppFolio reports to us. Send the vendor list.	Reports arriving
2-3	Build the morning screen and vendor texts.	Jen: 30 minutes to check the screen. Pick 5 vendors to test with.	
4-5	Test texts with the 5 vendors and fix what's off.	Tell those vendors to expect texts from the new number.	PHASE 1 SIGN-OFF
5-7	Draft owner notes for 10 owners.	Marcus: read the 10 drafts, tell us what sounds wrong.	
7-8	Send notes to all owners. Start the phone assistant.	Write your emergency rules and on-call list (we'll give you a template).	PHASE 2 SIGN-OFF
9-10	20 test calls, then switch after-hours forwarding on.	Make a few test calls. Turn on forwarding in RingCentral.	GO-LIVE
+30 days	Review what went out and the numbers from page 9.	One 30-minute call.	Monthly from here

Marcus, Jen,

After going through all of this, we'd like to take you on as a client. If you'd rather do it yourselves, starting with the free steps on page 9, that's a good decision too, and we support it. This roadmap is yours to use either way.

If you want to go ahead, reply to this email and we'll start the Monday after. If you get stuck, or want a second opinion on a vendor, reach out anytime.

Suyash

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Prices valid through November 7, 2026