

APRIL 2020

Livo Case Study

See how 8base helped Livo build a powerful multi-tenant SaaS product that will transform how the real estate sector manages properties.

Multi-Tenant SaaS

Property Tech

Auction Management

Know-Your-Customer

Credit Underwriting

B2C App

Process Management

CRM

API Integration

Image Management

Business Intelligence





The real estate sector was one of the longest holdouts when it came to digital transformation.

It was all about phone calls, in-person meetings, and—yes—fax machines. Today the industry is rapidly shifting to embrace newer technologies, according to Bill Lopez, CEO of Livo Holdings Inc., a company that provides a property management software-as-a-solution (SaaS) tool.

"If you're reading up on any of the hottest sectors for technology trends, proptech and real estate tech are at the top of the list," Lopez says. "For the longest time, the rental industry resisted emerging technologies, and in today's environment, it's literally a matter of survival."

Lopez, an entrepreneur and real estate industry veteran, sat down to talk about his startup, Livo, and how the 8base services team enabled him to quickly get to market with his SaaS product.

RENTAL OPTIMIZATION FOR BOTH PROPERTY MANAGERS AND TENANTS



Renting has always been done on a "first-come-first-served" basis, but not every rental or renting situation is the same, so having an option when renting is a must.

Lopez believes that lack of options when renting has resulted in drawbacks for both the property manager and the renter. Lopez says, "Livo is a more flexible option for renters. Other failed bidding platforms come off as 'just another tool to increase rent'. Livo's platform allows prospects to make offers based on the move-in date or term of the lease, not just the rental amount".

The Livo platform enhances the existing process by increasing flexibility for both the renter and property manager. Lopez believes that property management companies employing the traditional model are leaving both money and better terms on the table. "If there's a waiting list on that exclusive listing and you're getting a ton of interest, why should you rush off to lease it on a first-come, first-serve basis?" Lopez asks.

“LivoSecure™ is able to achieve this by leveraging technology that improves the rental experience for prospects while also maximizing leasing terms for owners and operators”, Lopez says. “LivoSecure™ targets rentals that are expected to receive more than one application, and for other premium rentals – such as those with the best views, features, layouts, and locations. And due to our flexibility of use, LivoSecure™ is a particularly valuable tool in a down market as well.”

As the rental market abruptly moves to what we are calling the “no-handshake” rental process, LivoSecure™ is perfectly positioned to make this a reality for the US market.

The screenshot displays the Livo app interface. On the left is a dark sidebar with navigation options: Dashboard, Portfolio, Communities (selected), Single Units, Live Rentals, Leads, Reports, and Settings. The main content area shows the details for 'ALISTAIR SUITES, Apartment 313'. At the top right of the main area, there's a notification bell, a user profile for 'Nicolas Muino', and an 'Enable Livo' toggle switch. The property details include a large photo of the apartment interior, a list of features (Pool, Spa, Party Room), and contact information. A row of four smaller images shows different views of the property. At the bottom right, there is an 'Edit Property Details' button.

Livo

Dashboard

Portfolio

Communities >

Single Units

Live Rentals

Leads

Reports

Settings

Dashboard > Portfolio: Communities > Alistair Suites

ALISTAIR SUITES Alistair Suites, Apartment 313

Enable Livo ☒

Property Details

APARTMENT 2 beds | 1 bath | 257 sqft

TYPE: House COMMUNITY: Alistair Suites

ADDRESS: 5457 Beckford Ave, Tarzana, CA 91356 WEBSITE: <https://www.alistairsuites.com>

PHONE NUMBER: (415) 842-2346

Property Features

Pool Spa Party Room

Edit Property Details

QUICKLY GOING FROM IDEA TO MARKET WITH 8BASE



Lopez sees the opportunity for Livo to be a game-changing platform for property managers and tenants across the country and across the multifamily, single family, senior living, student housing, and short term rental markets.

With the real estate market embracing digital technologies, he believes that Livo is actually a couple of years overdue. But this presented the non-technical founder with a problem all too familiar to entrepreneurs without a software development background: what's the best way to build digital products and take them to market as fast as possible?

In previous roles, Lopez had experience working with software developers, and that process of finding developers and getting a product released was anything but quick or free of stress.

"One of my previous projects was built by more than one agency; it was costly and a difficult process to manage and go through," recalls Lopez. "At times I felt disconnected from the product, feeling overwhelmed by the engineering side of development."

The screenshot shows the 8base 'Leads' dashboard. At the top, there's a search bar and a 'Filters' button. Below is a table of leads with columns: LEAD NAME, EMAIL ADDRESS, SCREENING, STATUS, and LAST ACTION. The leads listed are Iris Zimmerman (Pending, Bidder), Belulah Medina (Pending, Lead), Roberto Miller (Rejected, Bidder), Omar Taylor (Qualified, Winner), and Vernon Sims (Qualified, Bidder). Below the table, there's a detailed view for Vernon Sims, including lead information (Address: 1207 Fakemont St., City: Miami, ZIP: 20013, State: Florida) and bid details (Bid #1: Alistair Suites - Apartment 3A, Bid #2: 3456 Beckford Ave., Bid #3: Boris Suites - Unit 36A). The bottom of the dashboard shows a pagination bar with '1 - 10 of 500 items' and 'Results per page: 20'.

LEAD NAME	EMAIL ADDRESS	SCREENING	STATUS	LAST ACTION
Iris Zimmerman	iris.zimmerman@gmail.com	Pending	Bidder	10/23/2019 - 3:35 P
Belulah Medina	beulah.medina@yahoo.com	Pending	Lead	10/23/2019 - 3:35 P
Roberto Miller	roberto.miller2123@hotmail.com	Rejected	Bidder	10/23/2019 - 3:35 P
Omar Taylor	ot.2912@gmail.com	Qualified	Winner	10/23/2019 - 3:35 P
Vernon Sims	v.sims@gmail.com	Qualified	Bidder	10/23/2019 - 3:35 P

Lead Information
 ADDRESS: 1207 Fakemont St.
 CITY: Miami
 ZIP: 20013
 STATE: Florida
 PHONE: +1 (415) 842-2731
 PREFERRED CONTACT METHOD: Phone
 PREFERRED CONTACT TIME: Evening
[View Lead Details](#)
[View Renter's Report](#)

Bid #1: Alistair Suites - Apartment 3A Active
 PROPERTY NAME: Alistair Suites - Apartment 3A
 RENT AMOUNT: \$1,200/month
 MOVE IN DATE: 02/20/2020
 LEASE: 12 months
 OFFER ENDS IN: 2 days, 34 minutes
[View Offer Details](#)

Bid #2: 3456 Beckford Ave. Active

Bid #3: Boris Suites - Unit 36A Past

1 - 10 of 500 items Results per page: 20

By contrast, Lopez said that he loved working with 8base. After the Livo team interviewed several agencies, they decided that the surest path to success was partnering with 8base to develop LivoSecure™.

"We found that 8base was asking us the right questions," said Lopez. "8base speaks to the entrepreneur who may not understand tech on their level."

"Sure, we can develop a great idea and business model, but turning those ideas into a viable platform is truly an art form. 8base was the only choice that gave us the best chance of getting Livo up and running as fast as possible with a high-quality product that I could count on."

BUILDING WITH MODULAR PIECES ON A SCALABLE PLATFORM

Going into this project, Lopez may not have had an intimate understanding of the technical advantages of the 8base platform —such as it being built on a best-practice serverless architecture that auto-scales on AWS, a leading cloud hosting provider — but he does understand well the importance of getting Livo developed the right way, the first time.

The screenshot displays the Livo dashboard interface. On the left is a dark sidebar with the 'Livo' logo and navigation links: Dashboard, Portfolio, Livo Rentals, Leads, Reports, and Settings. The main content area has a 'Dashboard' header and a 'Dashboard Summary' section with three large numbers: 50 (New properties added this month), 165 (Active Livo Rentals), and 22 (Upcoming Listings). Below this is a table titled 'Active Livo Rentals' with columns for Rental Name, Community, and Rental Status. The table lists several properties, including Unit 323, 1380 Mockingbird Pl, Unit 3A, 8356 Sunset View Dr, 8740 Saint Ives Dr, Unit 343, 9505 Hidden Valley Rd, and 10971 Chalon Rd. A 'Notifications' modal is open, showing a list of events such as 'Livo Offer #1325 will expire in 3 days' and 'You added a new property: 2452 Brickell Rd.' On the right side of the dashboard, there are several widgets: a 'FOR RENT' sign, a 'FOR RENT' sign with a house icon, a calculator, and a bar chart showing reports based on leads, rentals, etc.

BUILDING WITH MODULAR PIECES ON A SCALABLE PLATFORM



“The 8base team only had to explain this to me once: it’s complete nonsense to have an MVP that you have to rewrite as soon as you begin to add a significant amount of demand and new customers on the system,” Lopez says.

“When you’re forced to do a rewrite for your V2, you’re really just losing time and treasure, all the while your competitors are working overtime to catch up,” says Lopez. “With 8base, we could build Livo and know it was rock solid out of the gate and completely ready to evolve in a financially responsible manner.”



For example, the 8base team leveraged their own platform capabilities like user authentication, password recovery and security safeguards that had already been written, tested, and proven.

These types of services are table stakes for all SaaS products, but ultimately they don’t add value to the software. Having these modular components allows the entrepreneur and software developers to quickly focus on the true differentiators of the SaaS product.

Lopez said it was refreshing to have a development team who was as passionate about Livo as he was. “8base did a lot of listening to understand, on a granular level, what we wanted to accomplish with Livo,” says Lopez. “We started with a series of meetings, and in no time, our project managers understood the potential of our product and the path to get us there. 8base took the time to learn our market and how LivoSecure™ can play a disruptive role in the proptech movement.”

Over the course of development of LivoSecure™, Lopez had twice-weekly sync meetings with his 8base development team. He was quickly able to see his idea manifest into working software and was able to interact with the team with technologies like Slack, Trello, and GitHub. Lopez was also particularly delighted when some of the 8base developers brought new ideas to the table and found ways to make LivoSecure™ even better.

The image shows two overlapping screenshots of the LivoSecure™ web application. The background screenshot displays the 'Livo Rentals: Single Units' dashboard, which includes a table of rental units and a detailed view of a specific unit.

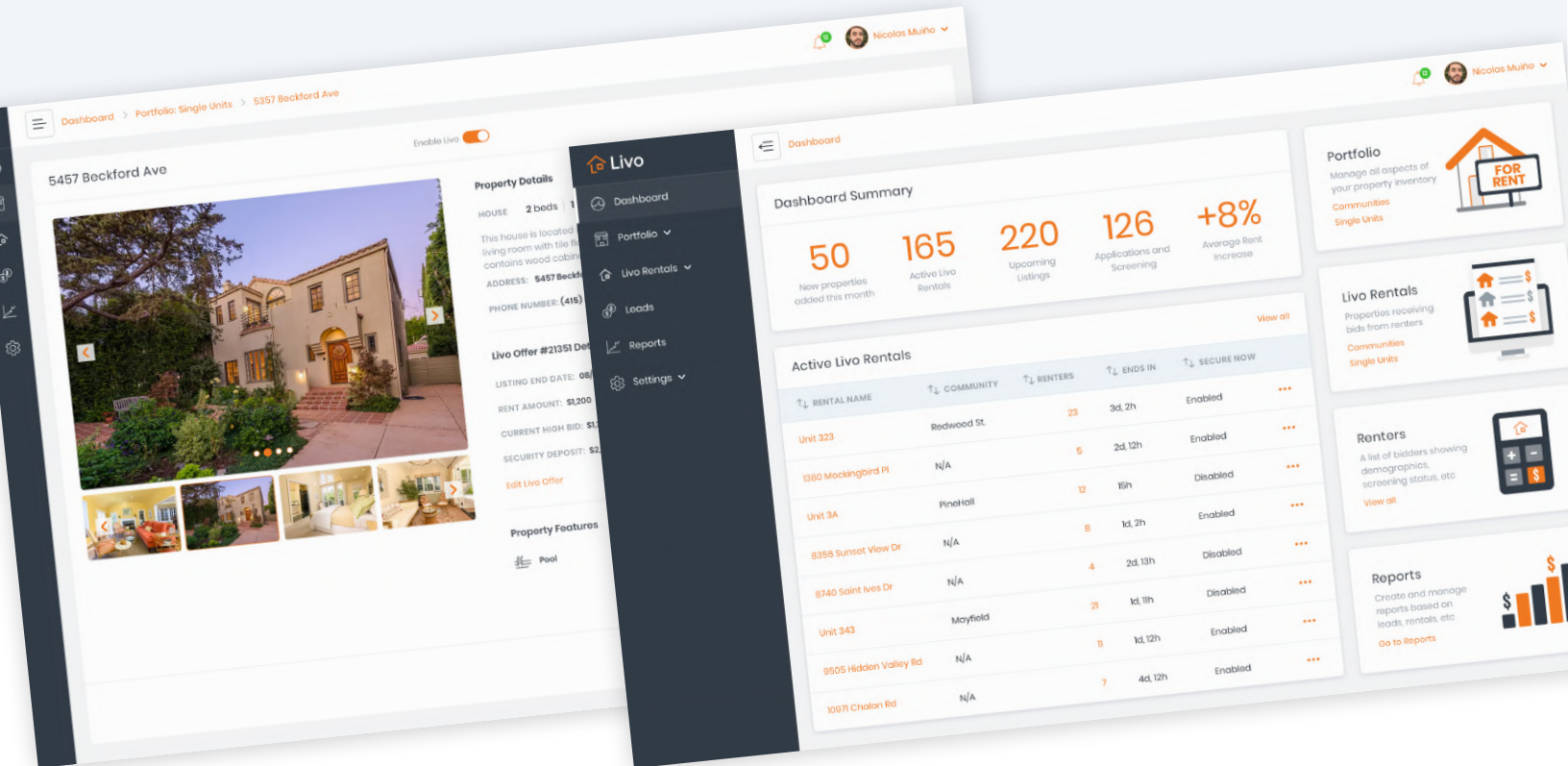
UNIT NAME	SECURE NOW	STATUS	ENDS IN	RENTERS	HIGHEST BID	UPDATED BY	LAST UPDATED
Redwood St	Enabled	Live	3d, 24h	23	\$1250.50	John Doe	10/23/2019 - 3:15 PM
San Carlos Shores	Enabled	Leased	12d, 12h	5	\$1250.50	John Doe	10/23/2019 - 3:15 PM
Pawnee	Disabled	Expired	N/A	12	\$1250.50	John Doe	10/23/2019 - 3:15 PM
PineHill	Enabled	Pending	N/A	8	\$1250.50	John Doe	10/23/2019 - 3:15 PM
Fulton Suites	Disabled	Pending	N/A	4	\$1250.50	John Doe	10/23/2019 - 3:15 PM
Mayfield	Disabled	Ended	12d, 12h	21			

The foreground screenshot shows a detailed view of a bid for Roberto Miller. The bid details are as follows:

Information	Bid Details
NAME: Roberto Miller	PROPERTY NAME: Alistair Suites - Apartment 3A
SCREENING: Qualified	RENT AMOUNT: \$1,200/month
EMAIL: roberto.miller@gmail.com	MOVE IN DATE: 02/20/2020
ADDRESS: 1207 Fakemont St.	LEASE: 12 months
CITY: Miami	BID STATUS: Active
ZIP: 33133	
STATE: Florida	
PHONE: +1 (415) 842-2731	
PREFERRED CONTACT METHOD: Phone	
PREFERRED CONTACT TIME: Evening	

At the bottom of the bid details, there are two buttons: 'Reject Renter' and 'Award Lease'.

RECOMMENDING 8BASE TO OTHER FOUNDERS



When it comes to recommending 8base to other non-technical founders, Lopez and his co-founders give the development services and platform a ringing endorsement.

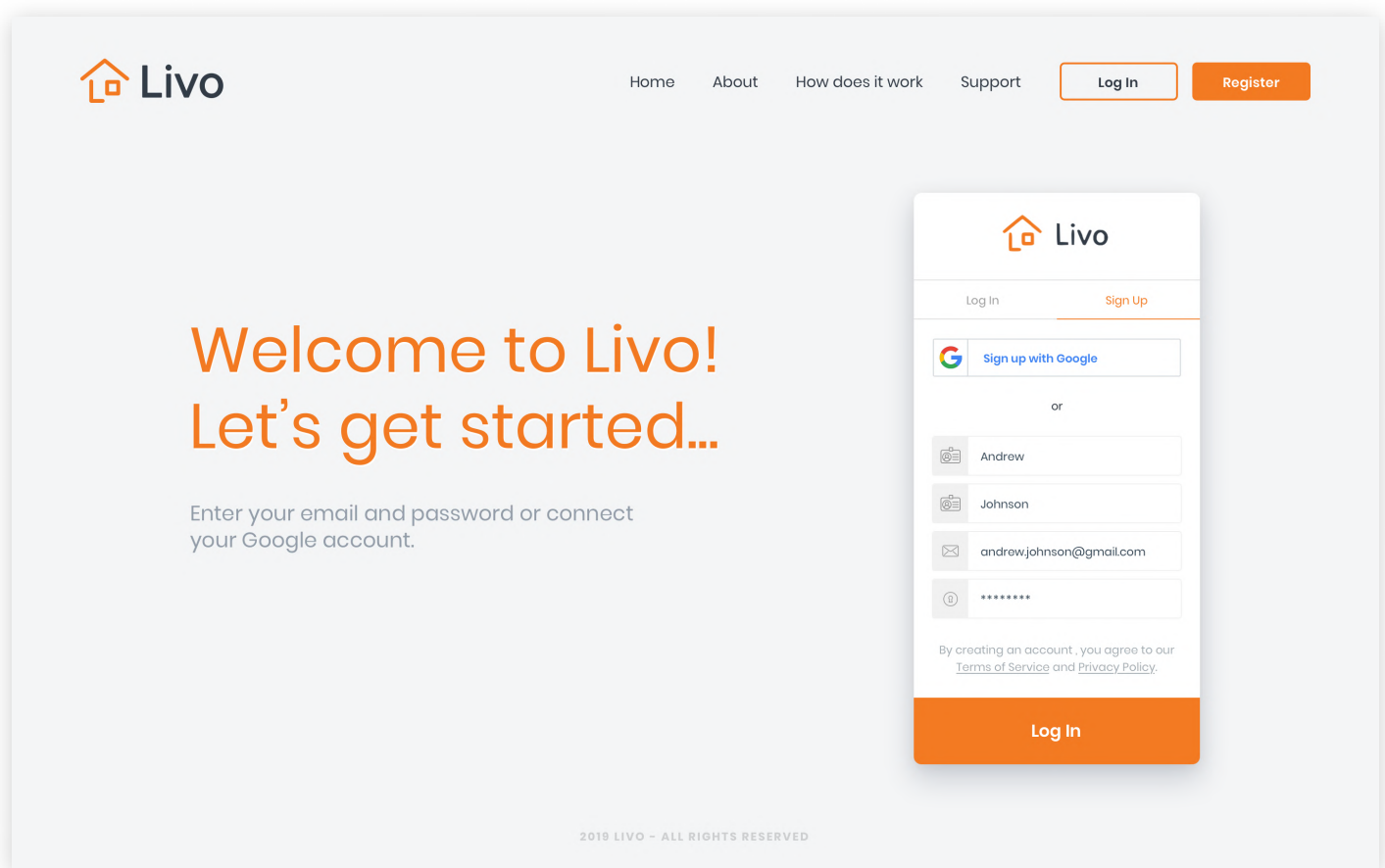
“Obviously, the transactional requirements of Livo had to work and I could have hired a traditional agency to get it done,” Lopez says. “But not a lot of agencies can do it right the first time. Just as important as getting it done quickly is developing a platform that looks awesome and performs flawlessly.”

“We are a Miami, Florida based company and it is important for us to not only have a high performing product, but it has to embody the stylish image and the diversity of our community. In other words, Livo has a ton of swagger.”

Lopez recognizes the dilemma that many founders face when building a SaaS product. Development of your product is one of the largest investments a company will make—you have to get it right.

He believes one of the biggest factors in choosing a company to build your platform is the level of confidence you have in the people behind the company name. At the end of the day, your product is only as good as the team who built it and the deadlines that were made while building it.

**“I don’t know anyone who has ‘extra’ money to throw away or unused time to waste,” Lopez says.
“8base ensures that I’m losing neither.”**



Learn more about Livo at [Livo.io](https://livo.io)



8base.com
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