



# CRCPM Meets Diverse Resident Needs With Zark's Flexible Solutions

Effective parking solutions are vital for enhancing resident satisfaction and operational efficiency. Communities face challenges in managing parking resources, often leading to frustration for residents and onsite teams. CRC Property Management, a boutique firm with over 25 years of experience managing a diverse, nationwide housing portfolio, was facing the complexities of traditional parking management systems, where outdated practices hindered optimizing availability and payment tracking.

Driven by a shared commitment to continuous innovation—a value that earned CRCPM the Institute of Real Estate Management's REME Innovator Award—CRCPM and Zark formed a natural partnership. By leveraging Zark's cutting-edge tailored parking management platform, CRCPM overcame operational hurdles and delivered customized solutions to meet the distinct needs of their properties.

**Jamen Miller**



CRC Property Management specializes in designing and implementing custom management and marketing solutions.

## Parking Management Hurdles: Labor-Intensive Processes and Usage Challenges

CRCPM's property management system included a feature for rentable items, such as storage, parking or amenity space, but the process was labor-intensive. Preparation required the onsite teams to convert a manually updated spreadsheet into a format that accurately reflects the community's parking availability. The other problem CRCPM encountered was the absence of a way to track payments and account for violations.

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*“For the first time, we're actually adding revenue that was not previously able to be captured through a guest parking program.”*

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“We were collecting around a hundred dollars a month at our Ten at Clarendon community from guest parking, while actual usage seemed much higher,” explained Jamen Miller, President of Property Management at CRCPM. “These mistakes weren't made out of malice. The residents' needs always come first, and our teams face busy schedules on a daily basis, so recording \$10 for parking isn't always prioritized. We needed to accomplish multiple goals and decided it was time to implement changes.”

CRCPM had three other properties besides Ten at Clarendon with greater parking challenges because they are garden-style communities with large, unnumbered lots. The community couldn't assign parking spaces, but wanted to use Zark's capabilities for guest parking. Previously, guests had to visit the leasing office to request a parking pass valid for up to seven days. Onsite teams had to halt their work, verify the resident's lease, and gather the guest's vehicle information, making it a cumbersome task for everyone involved.

All of the communities also faced issues with illegal parking, particularly unauthorized occupants who worked at nearby employment centers, where people would leave personal vehicles in CRCPM property lots for multi-person commercial ones. At one property, for example, landscaping workers dropped off their cars and used company vehicles for the day, which forced residents who returned home later to find limited parking. This situation led to frustration as they often had to park far from their homes.

*"What used to require a paper pass, staff time, and resident validation is now fully self-service."*

CRCPM saw the vast flexibility in Zark's parking solution to address each community's specific parking needs, while also providing greater accountability on violations and fees, and taking this laborious task off the plates of their busy leasing professionals.

## Enhancing the Parking System with Zark's Innovative Solutions

Zark came to CRCPM's notice at a technology conference. CRCPM performed extensive due diligence as it sought a partner for parking management, as the company limits the use of external technologies due to privacy and data breach concerns. However, they were eager to explore the Zark platform to assist in relieving resident frustrations and monetizing excess parking.



CRCPM is implementing Zark at four properties, with Ten at Clarendon being operational for over a year. The company revamped its parking systems, allowing for an audit to refine processes before rollout. They rearranged spaces for dedicated Zark spots and added spaces for Zark's daily rentals. The initial issue was the availability setup, which did not meet CRCPM's needs, reserving certain zones while assigning others based on availability. This led to reserved spots being occupied. After Zark adjusted the backend, the reservation process was clarified, meeting the team's needs and eliminating confusion.

“One thing about Zark’s business model that impressed us is the commitment to their clients,” Miller added. “They’re not a ‘set-and-forget’ company or solution. They take care of their customer service and manage that relationship.”

Under Zark, the parking and towing situation significantly improved, as there had previously been confusion regarding available spaces. Initially, the service faced challenges due to unreported issues, leading to a lack of consequences when parking violations occurred, which caused frustration among residents and visitors. However, once Zark was made aware of the problems, including the need for effective communication with the towing company, prompt actions were taken.

Zark’s commitment to customer service allowed The Ten at Clarendon to enhance the parking experience for its residents. Zark ensured that the right processes were established with the towing service, enabling a quick resolution to parking enforcement concerns. Subsequently, residents and guests noted that their assigned reservation spaces were consistently available, and the introduction of consequences for violations created a much more satisfactory parking environment.

## Enhancing Experiences and Revenue Efficiency with Zark

Sometimes it only takes a single moment to see when the right decision was made. Miller remembers that moment involving their choice to go with Zark.

It involves a family moving their daughter into the Ten at Clarendon shortly after the launch of the Zark platform. They had just received the keys from the front desk, but encountered a challenge: they had traveled from Wisconsin with an additional vehicle that wasn’t accounted for during the leasing process. This raised concerns about parking options and the risk of being towed over the upcoming weekend. Upon arrival, the family noticed the Zark signs. Curious, they scanned the QR code, which allowed them to make a parking reservation.

“With Zark, we were able to ensure they had a good moving experience when they got there, on their time, without needing any staff intervention,” Miller said. “We found that to be very encouraging, supporting our decision to go with Zark.”



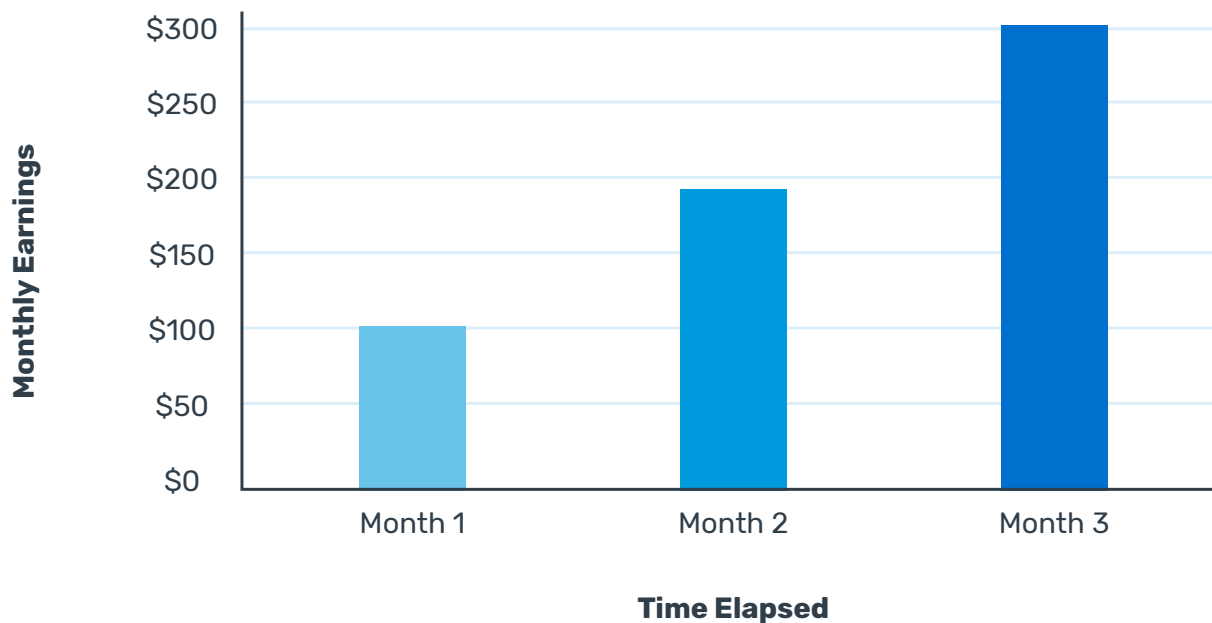
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*“We converted that to a fully digitized, automated, and audited system. We increased our transparency, accountability, and predictability for future leases.”*

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CRCPM has converted to a fully digitized, automated system that enhances transparency, accountability, and predictability for future leases by tracking lease expirations and available spaces. They integrated Zark through its APIs to create a robust ecosystem. Additionally, guest parking transitioned to the platform, improving revenue collection and team efficiency by reducing reliance on residents. Visitors now simply use the app, featuring effective QR codes and dedicated spots. After overcoming initial challenges, the system runs smoothly.

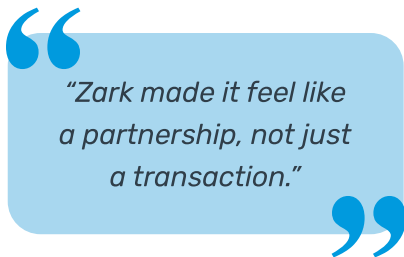
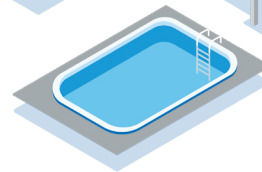
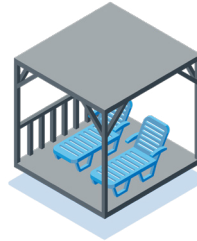
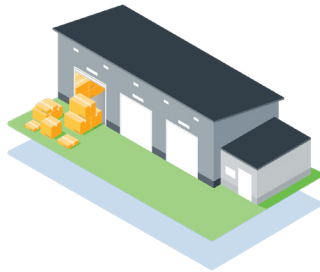
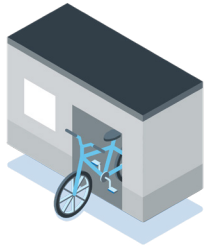
The results are impressive. CRCPM has seen strong sell-through and utilization rates of about 20%, meaning they reserve 20% of their spaces, boosting their revenue share. Previously, they earned about \$100 a month; now, they earn roughly \$300 monthly. While the dollar amounts are nominal, the savings in management oversight have been significant, allowing the on-site team to be more present and available for its residents while providing 24/7 access to guest spots.



“We believe that by offering flexibility on the longer end of the leasing spectrum, we’re giving a benefit that residents truly appreciate and value,” Miller said. “We’re seeing that play out in our renewals and the new leases that we’re getting within our community.”

## Getting More Zarkable

CRCPM's partnership with Zark has been transformative, improving the experience and management for residents and teams. The Zark solution streamlined operations and increased revenue, showing the benefits of technology. CRCPM is now considering Zark's Rentable Items solution for storage needs at the Ten at Clarendon.



The community has 46 storage locations, and they often require additional time, attention and management from staff. Their hope is that Zark's production storage solution will continue to enhance resident satisfaction and property value.



**Adding the Zark platform creates an automated parking management system, saving residents and onsite teams from the hassle of managing parking problems. And it's FREE.**

## Tap. Park. Zark.

Zark is a leading technology-enabled parking management provider, offering convenient solutions to multifamily parking challenges. Utilizing a mobile app, Zark allows residents and their guests to quickly and conveniently book parking spaces on a property for up to seven days. Owners and operators can lease unused spaces in the community, as well as the spaces of residents who have moved out. The app also provides parking management without the need for onsite teams, including tracking of repeat parking offenders, customized violations and towing – all from a single, easy-to use app.

Implementing Zark in a community takes less than 15 minutes! [Contact us today](#) to find out more about the benefits of Zark.

For more information, visit [zarkparking.com](https://zarkparking.com) or [LinkedIn](#).



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