

# ACCOUNTING SOFTWARE FOR REAL ESTATE INVESTORS

<https://www.rentastic.io>

# ABOUT US

Rentastic started out as many other business ideas typically do -- usually attempting to solve or cure a problem, due to frustration.

Rentastic is built for real estate investors, BY real estate investors. The creators of Rentastic own multiple rental properties. As most investors soon come to find, accounting for all the different income and expenses can be a nightmare -- especially come tax time. While there are lots of different types of accounting software out there, too many attempt to be the end-all, be-all for every type of business.

Frustrated with the limited options, or the complexity and pricing of current options, the idea for Rentastic was born. Rentastic aims to be a super-simple, easy-to-use accounting software for all your rental properties -- and it's designed to do only that. No bells, no whistles, just straight to the point.

Rentastic literally wouldn't be possible without you, and because of that, we constantly want to improve to make the product better. If there's anything you'd like to see, please be sure to submit a feature request.

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Managing finances in real estate investing can be daunting, with numerous properties, income streams, and expenses to track. Real estate investors must ensure their financial operations run smoothly, maintain compliance with tax regulations, and make well-informed decisions to maximize profitability. This is where accounting software for real estate investors tailored to their unique needs becomes a game-changer.

In this blog, we'll explore the critical functions of accounting software for real estate investors, how it simplifies financial management, and why it's an indispensable tool in today's market.

Accounting software is designed to automate and streamline financial management for real estate investors. By consolidating financial data and automating routine tasks, it provides a clear view of portfolio performance and ensures seamless compliance with accounting and tax standards. Let's delve into its core functions and benefits.

## **TRANSACTION RECORDING**

One of the primary functions of accounting software for real estate investors is to automate the recording of all financial transactions related to properties.



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This includes income sources like rent payments and property sales, as well as expenses such as mortgage payments, repairs, property taxes, and insurance. By maintaining a detailed financial history for each property, investors can easily monitor their revenue streams and expenditure patterns.

## **CASH FLOW MANAGEMENT**

Effective cash flow management is vital for real estate success. Accounting software offers real-time tracking of incoming and outgoing funds, helping investors anticipate potential shortfalls and plan for upcoming expenses like property maintenance or loan payments. With accurate cash flow insights, investors can make timely decisions to ensure financial stability.

## **PROFITABILITY ANALYSIS**

Evaluating the profitability of properties is crucial for determining whether they're worth keeping or selling. Accounting software calculates key performance indicators (KPIs) such as Net operating income (NOI) and cap rate, allowing investors to compare the profitability of their investments. These metrics help identify underperforming properties and optimize portfolio strategies.



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