

HubSpot CRM + Concurrent PMS Integration

**A Complete Guide for
Student Accommodation Providers**





Introduction

The student accommodation sector demands efficient management of tenancy lifecycles, from initial booking through contract completion. Providers managing multiple properties across cities need seamless data flow between their property management system and CRM.

This guide demonstrates how integrating Concurrent PMS with HubSpot CRM creates a powerful automated pipeline that synchronises tenant data, tenancy contracts, and property records – eliminating manual data entry and providing complete operational visibility.

At Plus Your Business, we specialise in connecting HubSpot with industry-specific systems like Concurrent PMS. As a HubSpot Elite Partner with ISO 27001, ISO 9001 & ISO 42001 certifications, we bring the expertise needed to implement these integrations securely and effectively.



Cert No. 26170





Why CRM Matters for Student Accommodation

Student accommodation providers need a centralised system to manage the complete tenant lifecycle – from initial enquiry and booking through contract signing, check-in, and tenancy completion. Having a single source of truth for all tenant and property information is the foundation of operational efficiency.



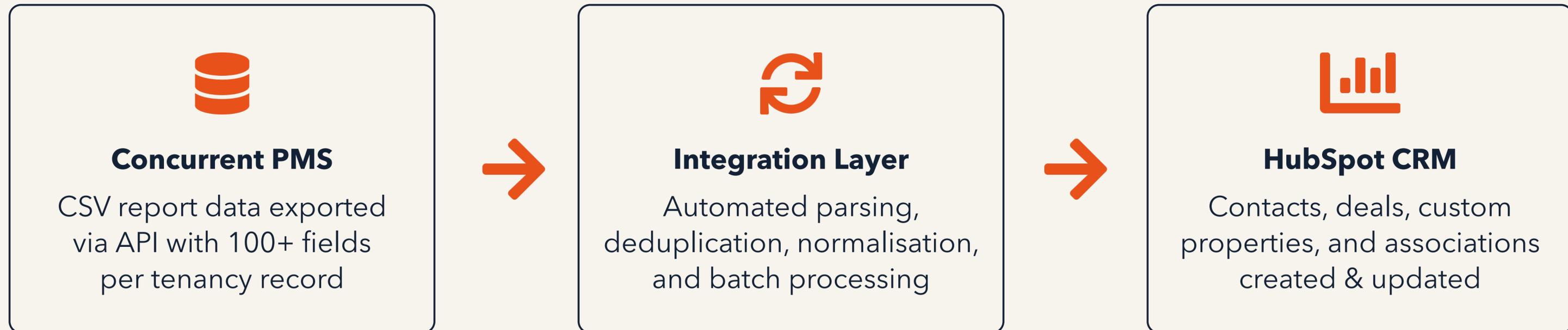
Accommodation providers face unique challenges:

- Fragmented systems creating data silos between sales, operations, and property management
- Manual data entry consuming time that could be spent on revenue-generating activities
- Inability to track tenant journey from enquiry through tenancy completion
- No real-time visibility into contract status, deposits, and rent collection
- Difficulty attributing bookings to marketing sources and calculating true ROI



The Integration: Automated Data Sync

The integration connects Concurrent PMS to HubSpot via automated API synchronisation. Tenant records, tenancy contracts, and property data flow seamlessly into HubSpot, creating a unified view of your entire accommodation portfolio.





What Gets Synced: Tenant Contacts

Every tenant in Concurrent PMS is automatically created or updated as a contact in HubSpot. The integration uses email as the unique identifier, with intelligent deduplication to prevent duplicate records.



Tenant Information

- First Name & Last Name
- Email Address
- Mobile Phone
- Nationality
- Date of Birth & Age
- University & Course



Guarantor & Emergency

- Year of Study & Course Length
- Guarantor Name & Email
- Guarantor Phone & Address
- Guarantor Relationship
- Student Status
- Emergency Contact Details



What Gets Synced: Tenancy Deals

Each tenancy contract from Concurrent becomes a deal in HubSpot, using signature ID as the unique identifier. Deals are automatically associated with their tenant contact and property record.



Contract Details

Contract state, type, start/end dates, weeks, days, weekly rent, total rent, current total rent



Property Info

Building name, room number, room type, full address, property ID, room ID



Operations

Booking source, lead source, created by, promo codes, check-in/out dates, availability title



Financial

Contract total rent, current total rent, deposit, deposit due date, deposit protected status, payment plan, rent credits



Custom Object: Properties & Rooms

A custom HubSpot object stores each room as a property record, linked to tenancy deals. The integration intelligently searches for existing rooms before creating new ones, preventing duplicates and maintaining data integrity across your entire portfolio.

Property Record Fields

- Room ID (unique identifier)
- Landlord ID & Name
- City & Full Address
- Room Type & Room Number
- Room Name
- Building Name (auto-mapped)





Technical Architecture

The integration is built for reliability and scale, processing hundreds of tenancy records in automated batch operations with comprehensive error handling.



Batch Processing

Records processed in batches of 100 with intelligent chunking. Rate-limiting delays between API calls prevent throttling.



Upsert Logic

Contacts upserted by email, deals by signature ID. Existing records are updated; new records are created automatically.



Error Recovery

Failed batch operations fall back to individual processing. Detailed logging tracks every API request and response.



Reporting & Analytics

With all tenancy data flowing into HubSpot, you gain unprecedented visibility into your operations – from marketing attribution through to tenancy completion and rent collection.

Operational Insights

- Occupancy rates by building, room type, and city
- Contract state tracking across the portfolio
- Deposit collection and protection status
- Rent collection monitoring and arrears tracking
- Lead source attribution for bookings

Revenue & Marketing

- Total rent value by building and period
- Booking source performance analysis
- Promo code effectiveness tracking
- University and nationality segmentation
- Tenancy lifecycle duration analytics



Finally...

Student accommodation providers that embrace integrated technology stacks position themselves for sustainable growth. The combination of HubSpot CRM and Concurrent PMS creates a unified platform that addresses the complete tenant lifecycle.

- **Automated Data Sync:**
Eliminate manual entry across 100+ fields per tenancy
- **Complete Visibility:**
Track every tenant from booking through completion
- **Portfolio Overview:**
Manage all buildings and rooms from one dashboard
- **Intelligent Deduplication:**
Email matching and room ID normalisation prevent duplicates
- **Scalable Architecture:**
Batch processing handles growing portfolios effortlessly
- **Data-Driven Decisions:**
Full attribution and ROI tracking for marketing





Get in Touch

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