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## Multi-family developer integrates for multi-task efficiencies

Crescent Resources, a Charlotte, N.C.-based real estate development company and division of Duke Energy, needed residential management software when it kicked off its new multi-family division.

Crescent Resources wanted software that would interface with its Timberline® Office accounting software. It was also important that the software be intuitive to use and provide real-time reporting.

"In a lease-up scenario, especially with communities of 400 and 500 units, I wanted the staff to be as sales-focused as possible so I was really looking for something that was instinctive and intuitive," says Julie Ryan, vice president of Crescent Resources' multi-family division.

### Residential Management nets results

Ryan got exactly what she wanted when she chose Timberline Office Residential Management.

"I love the fact that I can arrive every morning and click an icon to pull up everything I need. Not only can I find out how many rentals and how much traffic I had the day before, but also what's happening throughout the day. That's awesome," Ryan says.

Ryan also appreciates the depth of information Residential Management puts at her fingertips. When

looking at delinquency reports, it's easy to get more information about the renter, such as who he is, where he works, his income and whether he was properly qualified.

"That's pretty incredible from a supervisory standpoint to have all of that information without calling the site," Ryan says. "We can also spot check the staff to ensure that we're doing a good job qualifying possible tenants. The information is all right there."

### Simple features accommodate tracking challenges

Another favorite feature is the guest card functionality, which tracks prospective renters. "If we change the rent today, we can go in and print a report with all the people who were in last month. It has all the information available at the click of a mouse, making it easy to let the prospective tenants know we've adjusted our rent or have a special. We like that," Ryan says.

Residential Management is also a bonus when it's time for Crescent Resources to sell one of its properties. After doing a pro forma on one property, Crescent Resources was questioned by some prospective buyers about low operating expenses.

"Residential Management helps us operate with fewer people than the industry norm, keeping our payroll down," Ryan says.