

How ExactEstate **Streamlined** NuRock's Asset Management Roles



NuRock is a respected real estate construction, development, and management company with state-of-the-art properties in Florida, Georgia, and Texas. Carlos Belen, the Director of Asset Management for NuRock Companies in Atlanta, GA, is responsible for overseeing their portfolio and ensuring compliance with state and federal regulations.

He currently coordinates 23 properties with over 2000 units and reports directly to the senior leaders of NuRock. His role is to support decision-making and strategic analysis.

Because accessing and interpreting information and communications is a high priority for his job, Carlos relies on property management software to give him the access and precision he needs. Unfortunately, NuRock's legacy system was difficult to use, inefficient, inaccurate, and complicated internal processes.

By switching to ExactEstate, Carlos has been able to optimize his performance and deliver the best information to leadership to make informed decisions.

The Challenges

VERIFYING INCOME AND EXPENSES

Payments—both incoming and outgoing—are a constant moving target in property management, and they often fluctuate on a minute-to-minute basis. Because Carlos reports directly to the President who will use the reports he creates to make important business decisions, it's vital to have the most accurate and recent information possible.

NuRock's legacy property management software platform was extremely inefficient and updated its ledgers far too infrequently for the tasks Carlos needed to complete. Its user interface was bulky, lacked transparency, and made it incredibly difficult to verify the stage any given transaction was in.

This resulted in inaccurate reporting that delivered faulty, incomplete, or old information to leadership, which translated to lost revenues for NuRock.

REDUCING ERRORS

When errors occur, Carlos needs to be able to retrace data lineages line by line so he can figure out where the problem began and what potential consequences it may have for his reports.

NuRock's old software made error analysis extremely challenging for several reasons. First, it recorded transaction history and financial information separately and didn't make it easy to crosscheck the numbers. Second, all decision-makers had different screens and layouts for the same data, which made communications complicated and frustrating.

RESIDENT AND MANAGEMENT PORTAL CONFUSION

Most property management systems have portals that allow residents to put in work requests, pay rent, and communicate with building managers. Unfortunately, NuRock's old software platform utilized complicated and often confusing portals.

Additionally, portal screens weren't designed to transmit all the information a property manager might need to fill requests and schedule appointments, which resulted in multiple interactions to clarify issues.

All of this led to errors and miscommunications that cost NuRock time and money adding several layers of complexity to Carlos' job.

The Solutions

✓ OF-THE-MOMENT FINANCIAL AND OPERATIONAL INFORMATION

ExactEstate's software tracks every request and payment in real-time and stores all interactions surrounding a transaction in an easy-to-understand format. This means that ExactEstate generates an of-the-moment picture of the financial position of NuRock's properties that Carlos can timestamp and put directly into the hands of leadership.

Also, all levels of management have access to the same data in similar formats, so troubleshooting and verifying information is a simple one-step process from top to bottom. This makes identifying and correcting issues fast and consistent.

✓ EASY ERROR DETECTION AND CORRECTION

Errors—especially in financial data—represent a huge liability for both day-to-day operations and larger leadership decisions. Mistakes can also be costly, resulting in thousands of dollars in lost revenues per month due to inefficiencies and mistakes on the ledger.

ExactEstate makes error detection easy since it maintains all information about a process in one format, empowering Carlos to drop in at any point and quickly scan for mistakes. Once identified, ExactEstate instantly reflects a correction throughout the system and updates all relevant calculations. That means everyone at NuRock has the best and most

current data available at all times.

"The portfolio I work with typically has more than 100 errors in it that need to be corrected," Carlos added, "and ExactEstate makes it fast and easy to clean up the mistakes."

✓ SIMPLE AND COHESIVE PORTALS

The portal system used by ExactEstate is designed to streamline communication throughout the workflow from resident to manager to repair technician. Resident portals:

- Automatically generate documents and provide users with simple, intuitive interfaces.
- Make communications simple and fast, so if they have any problems they can quickly get in touch with property managers to resolve them.
- Automatically update work orders to reflect service histories.
- Instantly reflect payment details reducing costly data input errors.

ExactEstate's platform ensures all of this information is easily accessible for Carlos even though it is several steps away from his management position. He is always looking at the same data as anyone in the chain of ownership, making error detection and correction fast and system-wide.

Minimizing Losses with ExactEstate

Carlos was able to improve every aspect of his role with NuRock with ExactEstate's property management software. By facilitating easier communication with property and regional managers in addition to streamlining information across all layers of the business, he can quickly identify and correct costly errors in NuRock's operations. He's also delivering more timely and accurate reports to leadership so they can make highly informed decisions.

All of these processes have saved NuRock thousands of dollars every month by correcting operational inefficiencies and losses.

"It's the perfect platform for my job," Carlos said. "Whether it's requests, payments, or reporting, it's got a clean, user-friendly interface that delivers accountability and transparency. It's the perfect tool."



Learn how your property management team can realize the same benefits with ExactEstate today.

<https://exactestate.com/request-demo/>

