

How NuRock **Optimized Regional Communications and Reporting** with ExactEstate



NuRock is a respected real estate construction, development, and management company with state-of-the-art properties in Florida, Georgia, and Texas. **Communication and reporting across the business is crucial**, but as they have continued to grow it's become a pain point.

Alagi Toure, Regional Manager for four of NuRock Companies properties, is in charge of tracking, organizing, and reporting the data he receives from the property managers to leadership. This covers every aspect of operations, including filling vacancies, handling maintenance requests, and accounting.

The previous PMS NuRock deployed made Alagi's job bulky and difficult to manage, and **by switching to ExactEstate he's been able to streamline operations, reduce errors, and increase overall revenues for the company.**

The Challenges

FRAGMENTED INFORMATION

The previous PMS platform made it difficult for Alagi to access the precise information his property manager was using. It presented everyone with different formats depending on their roles, which made troubleshooting much more difficult. Additionally, updates in the system weren't managed in real-time, and as a result, information that was available to his property manager might not be available to him.

All of this contributed to internal confusion and accuracy that caused problems on every level of NuRock's management.

INEFFICIENT LEAD PROCESSES

Filling vacancies quickly is a high priority, and maintaining a streamlined database of potential leads is crucial for operating with efficiency.

Unfortunately, the previous property management system did not integrate well with common sites like apartments.com, and it made the process of identifying, evaluating, and contacting prospects tedious and time-consuming. This also made it harder to market to potential tenants because it was more difficult to understand how leads were being generated.

INACCURATE AND UNTIMELY REPORTING

As the direct link in the chain between on-site managers and leadership, report generation was one of Alagi's most important duties. Unfortunately, NuRock's legacy PMS system complicated all aspects of his job, from analyzing and compiling critical financial data to resolving basic questions from colleagues.

Because NuRock's PMS didn't update information on a moment-to-moment basis, reporting was inherently inaccurate and dated. On top of that, every level of management viewed information in different formats, and it made tracking errors and identifying potential gaps in knowledge nearly impossible.

CUSTOMER SERVICE CHALLENGES

Because of Alagi's role and the amount of data he needed to manage, any issues with the property management system needed to be fixed extremely quickly.

However, the previous system's customer service was difficult to contact and slow to respond, resulting in frustrations, missed deadlines, and costly errors.

The Solutions

✓ CONSISTENT DATA PRESENTATION

ExactEstate's platform allows Alagi to view the same information as his property manager in the identical format they're using to make decisions. Alagi's portal also lets him filter data for key issues like "delinquency" and "due dates" to quickly identify where problems are coming from and how large they might be. He can also track maintenance requests and work orders in real-time to monitor progress and ensure all aspects of transactions are accounted for in his reporting.

"Before, finding mistakes was a real chore because information was old, spotty, and badly presented," Alagi noted. "Now, if there's an error, we can go through step-by-step together and find exactly where the problem is."

✓ STREAMLINED LEAD GENERATION

ExactEstate integrates seamlessly with a wide range of rental sites and compiles all prospect and lead information within the platform. This allows Alagi to quickly scan and contact potential residents so NuRock can keep occupancy rates as high as possible.

Also, because ExactEstate compiles all third-party lead information in one place, it makes it easy to understand which marketing initiatives are most successful and where NuRock can invest to boost engagement.

✓ QUICK, ACCURATE REPORTING

One of the most valuable advantages ExactEstate gives Alagi is an instantly updated database for all transactions. The moment a payment clears or a maintenance request is filled, the ExactEstate platform reflects it to all levels of management.

✓ FAST CUSTOMER SERVICE

If a problem occurs, Alagi has fast access to ExactEstate's customer service. They quickly offer him instant solutions, tech support, and customization to ensure the platform integrates seamlessly with NuRock's business needs.

Streamlining Operations with ExactEstate



By switching to ExactEstate, NuRock has empowered Alagi to support his colleagues and deliver accurate reports to leadership so they can make consequential decisions with confidence. Not only has this streamlined NuRock's operations and saved them time and money, but it's also had a significant impact on Alagi's work/life balance:

"I'm definitely sleeping better at night with ExactEstate," he beamed. "I can cover all the details, and when there's a problem I know I can find it and fix it without any hassle!"



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

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

