

# CASE STUDY



## Embracing Change to Enable Growth & Best-in-Class Association Management



### ABOUT SILVERLEAF MANAGEMENT GROUP

Silverleaf Management Group is a premier community association management company in the metropolitan Atlanta area that combines high-level customer service and effective solutions for homeowner and condominium associations. Silverleaf supports communities of any size and provides a full range of professional, sophisticated community management services with personalized attention.

## OVERVIEW

### SOFTWARE CHALLENGES

- An overwhelming number of integrations and tech add-ons
- Limited potential for business growth and expansion
- Unreliable customer service
- Time-consuming and redundant processes

### SOLUTIONS NEEDED

- Connected technology that streamlines operations and increases efficiencies
- A forward-thinking technology company that enables growth
- A long-term software solution and partnership
- Transparent communication with best-in-class support

## CHALLENGES

Silverleaf Management Group formed in 2009 when cloud storage and web-based solutions were beginning to emerge and take precedence in the community association management industry.

Even though their software was web-based, their team still lacked visibility across different responsibilities and was unable to share information easily. As a result, the Silverleaf team had to physically work side-by-side to ensure every team member was on the same page.

In addition to a lack of communication and process efficiencies, their software at the time lacked an intuitive user interface that led to multiple integrations, multiple logins, increased expenses, and redundant effort across the board. Silverleaf knew their current software and processes would hinder business growth opportunities.





## VANTACA INTRODUCTION & IMPLEMENTATION

Silverleaf recognized that implementing a new software would be a big change, and even a bit scary for some employees. They completed extensive research to ensure they would have the right technology solution to best fit their business needs.

After hearing about Vantaca's capabilities and how it could resolve their major painpoints, Silverleaf began the software conversion process in the summer of 2017. Their onboarding experience was second-to-none, with industry-leading experts walking them through every step of the software and training process.

Silverleaf went live with Vantaca during the fall of 2017. Lisa Turner, President and CEO of Silverleaf, stated, "The Vantaca team was extremely personable and hands-on throughout the entire process. We had a level of expertise that simply couldn't be matched by anyone else within the industry."

Less than a year later, Silverleaf began to see incredible growth and acquired another community association management company in October of 2018. The acquisition required onboarding 51 new associations onto the Vantaca platform.

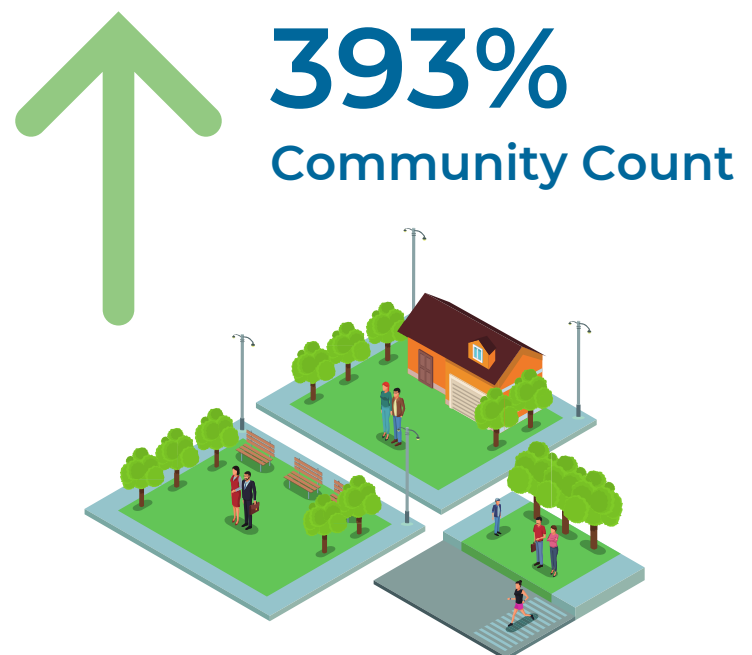
Onboarding these new associations involved a clearly documented process that ensured Silverleaf would hit their milestones every step of the way. Turner said, “The implementation team visually laid out the entire process. We had such good support throughout the acquisition.”

## SILVERLEAF'S SUCCESS

Silverleaf is now fully integrated into Vantaca’s software solution, with employees only having to log in to a single platform each day. All of their managers, community members, partners, and vendors are integrated into the system, and now have access to the data they need right at their fingertips. One of Silverleaf’s unanticipated, but now favorite

feature of Vantaca, has been workflows – called “Action Items” with Vantaca. Their staff no longer faces complicated system modifications. These workflows have provided the accountability and structure needed to streamline processes, set expectations, and even clarify what their workload limits are.

Overall, Silverleaf has had a clear view of how and where they have needed to grow. Since converting to Vantaca in 2017, their community count has increased by 393%. “Our team is stronger for it, and the support has been unbeatable,” said Turner. ■





*Vantaca is the right combination of ideas, people, and support. It's lightning in a bottle, and we are now positioned to be a top competitor in the industry.*

*Lisa Turner  
President & CEO  
Silverleaf Management Group*



## THE INDUSTRY'S LEADING COMMUNITY ASSOCIATION MANAGEMENT SYSTEM

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