Sage 100 ERP | Customer Success

PRD Management Keeps Owners and Tenants Happier

Going the extra mile is standard operating procedure at PRD Management, a professional property management company that specializes in subsidized housing. Its innovative services for senior citizens, low-income families, and physically challenged individuals have included New Jersey's first on-site computer learning center in a government housing project, customized facilities to comply with ADA requirements, and various "reward-oriented" practices such as tenant-of-the-month prizes, resident dinners, and individual unit improvements.

PRD's innovative management techniques have earned it numerous state and national awards, including Exemplary Family Project (1998) and Exemplary Senior Housing Complex (1997) from the National Affordable Housing Management Association, and Best Practices Award (2000) from the U.S. Department of Housing and Urban Development (HUD).

Evicting the Old System

Running the day-to-day operations of 15 large housing complexes in two states leaves little time for problems with business software. Unfortunately, PRD was having plenty of issues with its existing system. It was inflexible and riddled with bugs. The company lost more than $20,000 due to an error in the software. PRD finally lost patience and went shopping for a better package.

A Better Business Structure

Scott Schaffer, PRD's controller, volunteers on a nonprofit board with an accountant, who recommended Sage 100 ERP.* After checking out several competing packages, Schaffer decided to go with the accountant's suggestion, and implemented Sage 100 ERP and later the Business Alerts module—definitely the right course of action, he discovered.

Sage 100 ERP is now responsible for "soup to nuts" financial management at PRD. It posts deposits, cuts checks, reconciles bank statements, and most importantly, creates the myriad of government reports that plague any property management firm.

*Sage 100 ERP was named Sage ERP MAS 200 when PRD Management, Inc. initially implemented this solution. The product names have been updated in this case study to reflect current naming.

Customer
PRD Management, Inc.

Industry
Property Management

Location
Merchantville, New Jersey

Number of Locations
15

Number of Employees
65

System
Sage 100 Advanced ERP

- Accounts Payable
- Bank Reconciliation
- Business Alerts
- SAP® Crystal Reports for Sage 100 ERP
- Custom Office
- Sage Fixed Assets
- General Ledger

Challenge

Replace unreliable system with an automated solution that can manage the complex financial operations of a large management company with properties in two states.

Solution

Sage 100 ERP financial and Business Alert modules.

Results

Comprehensive financial management; custom reporting; superb communication and data flow; immediate red flag of questionable transactions; more control and proactive decision-making.

"We're in a 'Mother May I' industry," comments Schaffer, "and each agency has its own specific format for reporting data. So when our reseller designed customized Sage 100 ERP reports, it relieved us of an enormous headache. This function alone should make the product a huge seller."

When the Business Alerts module was released for Sage 100 ERP, Schaffer was one of the first in the country to recognize its potential. "I ordered it right away," he says. "It was obvious that the product would help me immensely in communicating with our satellite offices and maintaining better control over our far-flung operations."

Schaffer set up Business Alerts to send him an email whenever an item is over budget or questionable in any way. If the gas bill for a building surpasses the year-to-date allowance, or a property owner writes an unusual check, he knows about it the next morning. "Without Business Alerts, I would have to wait two or three weeks until a formal report was printed," Schaffer notes. "That's way too long for problems to simmer. This way I can strike while the iron's hot."

Business Alerts also sends out automatic reminders to staff members to pay taxes on time, saving Schaffer the trouble of faxing form letters and follow-up notices.

Schaffer has found a novel way to utilize Business Alerts for employee satisfaction purposes, namely for birthdays. The module notifies him a few days before each staff member's big day, so he can send a card or make a personal call. "They're amazed that I remembered," he says. "Okay, so it's not exactly the intended use of the module. But if I have happier employees, I've got a better company."

Schaffer predicts widespread adoption of Business Alerts. "It's a fantastic product," he says. "It has saved me a tremendous amount of time, and helps me stay on top of things. In our line of business, that's what it's all about."

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>
> Scott Schaffer, controller
> PRD Management, Inc.

About Sage

Sage North America is part of The Sage Group plc, a leading global supplier of business management software and services. At Sage, we live and breathe business every day. We are passionate about helping our customers achieve their ambitions. Our range of business software and services is continually evolving as we innovate to answer our customers' needs. Our solutions support accounting, operations, customer relationship management, human resources, time tracking, merchant services, and the specialized needs of the construction, distribution, manufacturing, nonprofit, and real estate industries. The Sage Group plc, formed in 1981, was floated on the London Stock Exchange in 1989 and now employs 12,300 people and supports more than 6 million customers worldwide. For more information, please visit the website at www.SageNorthAmerica.com or call 866-996-7243. Follow Sage North America on Facebook at: http://www.facebook.com/SageNorthAmerica and Twitter at: http://twitter.com/#!/sagenamerica.

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