

Transforming Community Engagement with Enumerate Engage

| Case Study



As the number of communities they managed grew, so did homeowner frustrations. Homeowner questions sent via email went unanswered, buried in overflowing inboxes. For their General Manager, it became impossible to keep up, and risked eroding homeowner trust. “We needed a one-stop shop,” they recalled. “Having everything in one place was a huge selling point.”

The struggle to keep up with homeowner needs was a clear sign of the company’s scale. A family-owned property management company that has grown over nearly 20 years to oversee more than 140 active communities and 60 employees, making modernization essential. They sought a way to modernize communication, streamline operations, and support the lifestyle programming that makes their communities so appealing.

From Emails and Filing Cabinets to Digital Efficiency

Before 2020, the company struggled with outdated systems that slowed everything down. Email blasts frequently bounced or were blacklisted, leaving many homeowners uninformed. Filing cabinets overflowed with paper records, and QuickBooks forced managers to log in separately for each community. Homeowners emailed about everything from roof leaks to ARC requests, creating constant bottlenecks for staff. By 2019, leadership knew they had to embrace technology to manage growth and meet rising homeowner expectations.

Why Enumerate Engage

This property management company adopted Engage (originally NABR) in 2020, drawn to its ability to grow with the company. Engage provided the centralized hub they desperately needed: one login for all communities, interactive forms that turned homeowner emails into trackable requests, and association news and resource libraries that put critical documents at everyone's fingertips. For lifestyle programming, RSVP and event tools made it easy to run activities like fitness classes, wine tastings, and pickleball tournaments. Internally, Engage offered the chance to replace error-prone spreadsheets with mobile-friendly community pages that staff could access anytime.

In short, every frustration had a solution. Where communication had been scattered, Engage brought clarity. Where spreadsheets caused errors, Engage offered accuracy. Where homeowners once relied on inboxes, they now had a digital platform designed for interaction.

Adopting a New Way

The company approached the transition to Engage as an investment in their future. The General Manager spent several months mastering the system, collaborating with Enumerate's account managers to customize the setup before launching the first community. To ensure adoption, they introduced virtual trainings, quarterly refreshers and even built Engage into new contracts so that every community would benefit from the platform.

The result is a company-wide adoption that has united staff, board members, and homeowners in a single system. What began as a careful rollout is now a powerful tool woven into daily operations, delivering value across every community.



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“The thought of moving to another platform gives me anxiety.”

- General Manager

How One Company Transformed Operations and Homeowner Engagement with Enumerate Engage

Workstream	Challenge	Engage Impact
Communication	Email overload left requests buried, causing delays and frustration.	A centralized hub gives managers instant access to documents, and homeowners can track requests in real time.
Lifestyle Programming	Coordinating events across communities was time-consuming and hard to manage.	RSVP and event tools simplify planning, increasing participation in activities like fitness classes, socials, and more.
Board Collaboration	Scattered communication slowed decision-making and reduced transparency.	Dedicated board portals streamline collaboration, with adoption encouraged by faster portal responses.
Future Vision	Reliance on homeowner emails created inefficiencies and inconsistency.	Goal to be completely homeowner email-free by 2026, with Engage as the single hub for all interactions.

Conclusion

Looking ahead, the company envisions a future for communities where every homeowner feels connected, every board decision is made with clarity, and staff have the tools to deliver exceptional service. Their goal of becoming homeowner email-free by 2026 reflects a commitment to efficiency, transparency, and homeowner engagement. Enumerate Engage is the platform helping turn that vision into reality—providing the tools to scale confidently, foster stronger relationships, and deliver the vibrant lifestyle that defines their communities.