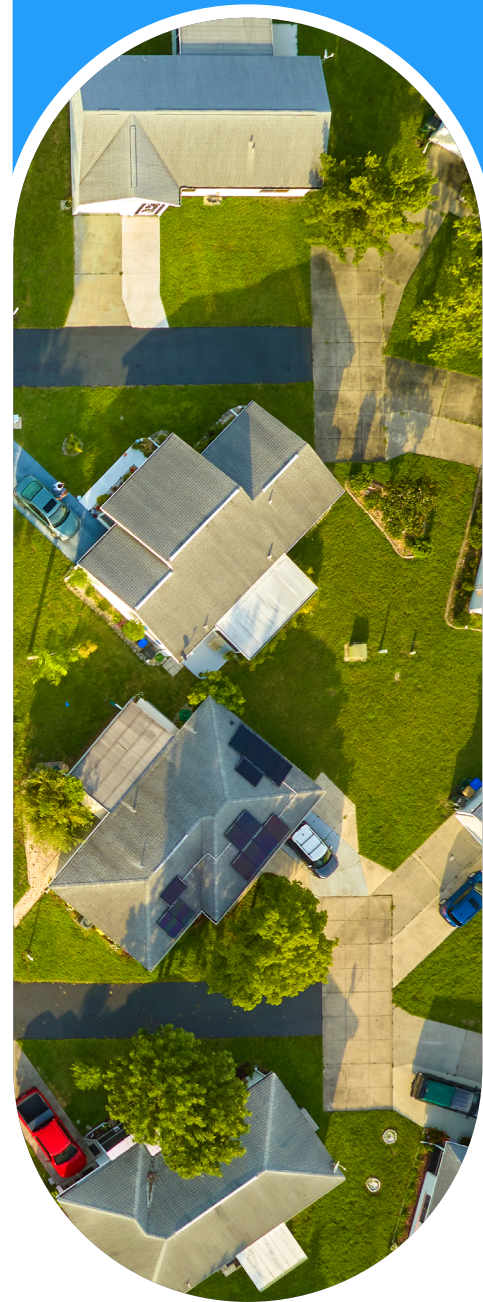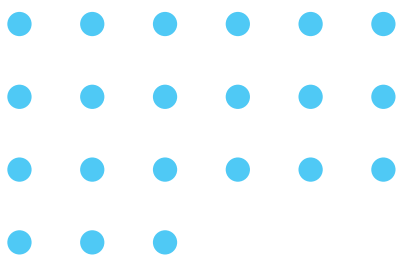CASE STUDY

StoneKastle Uses Enumerate Community Management Software to Fulfill Its Unique Company Vision

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Differentiating in a Competitive Landscape

Like many leaders of community management companies, Lori Yarborough didn't set out to run an HOA business that manages more than 8,000 doors. She fell in it. But from the beginning, she had a vision of what her company, StoneKastle Community Management, could be and how it could stand apart from the Southern California competition. With that firm belief, diligent effort, and the flexibility to tailor Enumerate software to meet their needs, Yarborough now manages a total of 56 condominium, townhome, and single-family communities within a 50-mile radius.

Even though Lori "fell in" to HOA management, she did come into the profession with some advantages. She worked in residential management and had her real estate license when she applied for her first HOA management position. It was 100% on-the-job training, but she learned quickly. "I started with no experience, and within two years, I was vice president of the company." During that experience and while working with two subsequent HOA companies, Lori identified what worked well in HOA management and what didn't. She and her husband relied on her experience and his IT expertise to form an HOA incorporating what they felt was missing from the industry: environmental consciousness, inclusive contracts, and technological proficiency.

StoneKastle Community Management Inc.

From its inception 12 years ago, StoneKastle Community Management set out to be different from other management companies in the Southern California area. With a commitment to being green and to offering innovative all-inclusive contracts, StoneKastle relies on first-rate technology to increase efficiency, accuracy, and communication. With its unique requirements, StoneKastle wanted an association management platform with functions that could be tailored to meet their communities' needs. They selected Enumerate Central for that flexibility and adaptability.

Focus on the Environment

Reducing the need for paper has greatly improved our bottom line and allows us to streamline communications with our portfolio of communities.

"One of the first things we did was try to go green," Lori said. Instead of using reams of paper to print out reports, board members were encouraged to go online for information. "We were the first company that launched with board packages on iPads - which we supply to any board members that want to use them." During its first year in business, StoneKastle received the Green Star Award from Community Associations Institute (CAI), an international membership organization for building better communities.

Offer All-Inclusive Contracts

Before opening StoneKastle, Lori knew that homeowners were tired of frequent charges for incidentals. It was an industry issue, she said. "People get nickeled and dimed to death. So we created a different type of contract that is all-inclusive." With this type of contract, homeowners understand what they will be charged for and feel a greater sense of transparency and trust with management. StoneKastle has a goal of bringing integrity, passion, and innovation to each community it serves. Making fees simpler and easier for homeowners and board members to understand, supports that goal.

Power Efficiency Through Technology

From the beginning of StoneKastle, using technology was critical. The company began with an older version of Enumerate software, TOPS Professional, a Windowsbased system. "It was very user-friendly," she said. Lori also surveyed accountants in the industry who appreciated the software's functionality. With those endorsements, StoneKastle began using Enumerate software.

As StoneKastle grew and its needs changed over the years, Lori found herself looking for HOA management software again. Cloud capability was essential, she said. Each community has specific requirements; like reports that needed to be customized and TOPS Professional couldn't provide that.

Not seeing other possibilities, Lori decided to try a different vendor for the HOA platform. But the initial training for the new system was time-consuming and cumbersome to Lori and her team. "You're looking for something to make things easier for you, not more difficult, right?" she said. But then, she received a call from Teri Perez, Vice President of Business Development at Enumerate. He detailed ways Lori could configure the Enumerate Central platform to meet different communities' requirements. Lori saw the possibilities and knew the platform would help her business. Training for Central was smooth, she said. "The change to Central has been almost seamless, versus the way it was when we were trying to go with that other company."

StoneKastle began integrating Enumerate Central in June 2019, which was fortunate timing. Just months later, the pandemic interrupted work-life for many, but having cloud technology firmly in place meant the company could continue operating as normally as possible. "If we hadn't made the shift to Central [with its cloud-based technology], we would have been in a world of hurt," Lori said. "Going virtual has been the biggest thing."

Functional Improvements Save Time, Increase Accuracy

In addition to the advantages StoneKastle realized from Enumerate's cloud technology, the solution made it easier to handle daily tasks. Billing, for example, used to be frustrating. Files wouldn't run properly, and Lori frequently had to rerun them four or five times. "I was pulling my hair out because it was so difficult," she said. Now, however, Central integrates perfectly with the billing company to run reports accurately the first time. "Billing is no longer an issue," Lori said.

Board members use their iPads to access the Enumerate board portal, so they can have the necessary information at their fingertips, which speeds decision-making.

Enumerate Central can be configured to meet the different requests of HOA boards within communities. StoneKastle can now customize reporting to make tasks more efficient and accurate. With more access and transparency, homeowners and board members can get questions and concerns addressed quickly, building trust and HOA satisfaction.

Enumerate Engage allows StoneKastle to send email blasts to residents, keeping them informed in a timely manner. Another function that helps the business run better are resident portals, which will make it easier and quicker for communities to pay their dues directly. Residents can also contact the HOA through the portal, saving the HOA from having to pay for another website.

Looking Forward to the Future

Lori anticipates integrating more functions to save time, money, and paper. Soon, homeowners will get invoices online instead of receiving paper ones by postal mail. This improvement will save the company thousands of dollars a month as well as significantly decrease processing time. Even better, it will improve accuracy and eliminate problems StoneKastle periodically experiences with the current billing house.

Once StoneKastle fully deploys the document management function, homeowners can access their accounts and look up and answer many of their own questions, eliminating the need to contact the StoneKastle office. That frees Lori's staff to streamline their work and focus on other more complex HOA issues.

Although StoneKastle may have had some growing pains along the way, fueled by the technology of Enumerate Central, Lori's vision of her company being a different type of HOA has materialized.
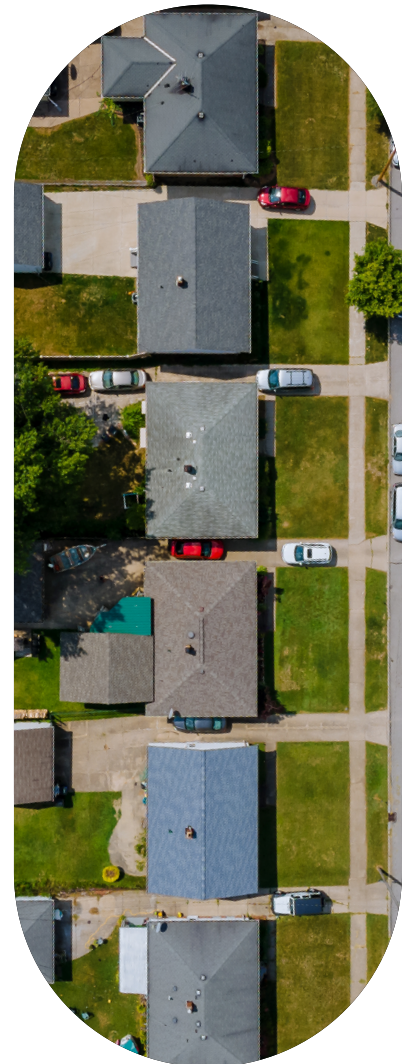
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You Can Do More With CENTRAL ⠇

Central Is an Easy to Use Software That Is Trusted by Thousands of Property Managers and Accountants

Your life is a windstorm of details: accounts payable and receivable, collections, violations, homeowner relations, service requests, vendors, work orders – you know the routine.

You need a solution that's designed specifically to help you better manage your community.
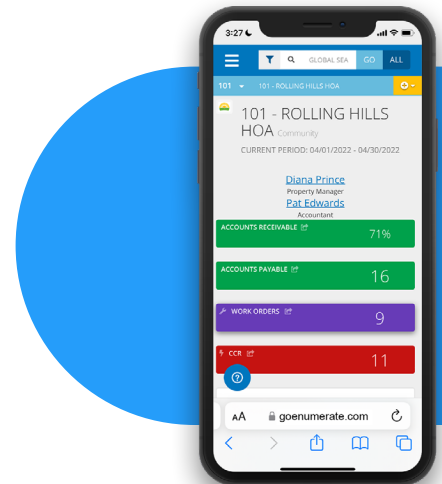
Get Funds Quicker
The powerful accounting features of Central makes Account Payables and Receivables effortless and it is completely customizable. It also includes Enumerate Payments which allows you to accept recurring payments safely and securely.

Easily Lookup Owner Info
The incredible management tools of Central gives you a quick snapshot of your entire portfolio. Within seconds, you can explore each community and easily access key information.

Reduce Phone Calls by 15%
Central provides state of the art communications through our Enumerate Engage. Homeowners can get updates on tickets, send questions, or review their account which reduces phone tag and saves you hours.

Save Up To 40 Hours Per Month
You can automate your workflow which reduces hours spent on manual processes. Handle violation management quickly and easily, right from your mobile device.

Do Your Job from Anywhere
Since Central is in the cloud, you can enjoy more freedom from the office. Central also allows you ro collaborate with your entire team at the same time from different places.

Impress Your Board Members
Our reporting engine allows you to create dozens of detailed reports quickly and efficiently. You can easily share documents with board members, staff and residents.

Let us count the ways.

You don't need five different solutions to manage one community. The Enumerate Suite has everything you need in one place.

Award-Winning Support at Your Fingertips.

In addition to the amazing features of Central, Enumerate offers our clients the industry's smartest and most helpful customer service:

• Industry-exclusive Customer Success Team staffed with PCAMs.
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• A dedicated, expert in-house Support Team.
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