

## CASE STUDY

# From 0 to 8 Associations and 2,700 Doors in 16 Months: How Alpha Association Management Powered Rapid Growth with Vantaca's Automation and Support

## MANAGING MULTIPLE ROLES IN A GROWING HOA MANAGEMENT BUSINESS

Ashton Threet and her husband founded Alpha Association Management, a property management company, after relocating from Las Vegas to Kentucky. With years of experience as a Community Association Manager (CAM), she identified recurring inefficiencies in the software platforms used to manage operations, which often required manual workarounds and limited automation. Recognizing the opportunity to do things differently, Threet decided to take a bold step and start her own company, Alpha Association Management, in 2023. From the outset, Alpha Association Management's growth was rapid, managing eight associations and 2,700 doors within the first 16 months. However, as the company expanded, it quickly became clear that the initial property management software they decided on was not equipped to handle the increasing demands of her growing portfolio.

"The more we grew, the more difficult it became to manage everything. I was CEO, accountant, and manager all in one," Threet explained. With a small staff of only three people, managing complex, high-amenity associations with tasks like clubhouse rentals and large swim teams became overwhelming. The lack of automation in the software she used forced her to handle everything manually, from financial reports to scheduling routine tasks. She needed a solution that could automate processes, reduce her workload, and improve overall efficiency without sacrificing service quality.

**FROM STARTUP TO:** **2700** in **16**  
DOORS MONTHS

## TRANSITION TO VANTACA FOR AUTOMATION, GROWTH, AND PERSONALIZED SUPPORT

Threet had always been interested in Vantaca but initially opted for another solution while her business was in its early stages. However, after evaluating her growing business needs and receiving advice from peers, she decided to switch to Vantaca. The move to Vantaca was prompted by its ability to support customization and automation, enabling Alpha Association Management to streamline operations.

“What made Vantaca stand out was how property management-driven it is. I've used other platforms before, and they're more like accounting tools with management features as an afterthought. Vantaca's automation features were exactly what I needed to manage my associations and focus on growth,” Threet shared.

Beyond the software's functionality, what truly impressed Threet was the level of support she and her team received during the implementation phase. Vantaca's onboarding process paired Alpha Association Management with a dedicated support team, ensuring that every aspect of the transition was handled smoothly.



**"The daily check-ins with Vantaca's team were invaluable," Threet said. "They kept us accountable and on track, which made the process so much less stressful. Their knowledge of the product is bar none. Having someone there to guide you through setting up action items and making sure everything ties together properly was a game-changer for us."**



## AUTOMATION AND EFFICIENCY THAT SCALES

Once the initial onboarding was complete, the benefits of Vantaca's automation and customization were immediately clear:

- ✔ **Model Association Setup:** During the onboarding process, Vantaca helped Threet create a "model association," which was a blueprint that standardized key processes across financials, maintenance, communications, and other critical functions. This model could be easily replicated for each new association, allowing Alpha Association Management to maintain consistency and efficiency across all clients. "The model association approach lets us quickly apply best practices to new clients without needing to rebuild workflows or settings from scratch," Threet explained. This foundational setup has been instrumental in scaling Alpha Association Management's operations seamlessly.
- ✔ **Automated Workflows:** Threet set up workflows that automated routine tasks like sending late fee notices, processing collection letters, and managing clubhouse rental reminders. "I was running into a lot of issues where my previous software would not work with me, I had to force it to work, but with Vantaca, I set everything up once and I know it's taken care of."
- ✔ **Customizable Reporting:** Vantaca also empowered Alpha Association Management with customizable reporting capabilities. Threet leveraged these tools to create tailored financial, maintenance, and homeowner communication reports. "The ability to generate reports specific to each association's needs has saved time and improved transparency with our clients," Threet said. By streamlining the reporting process, Vantaca ensured that Alpha Association Management could deliver timely and accurate information without extensive manual intervention.
- ✔ **Streamlined Onboarding:** The improved onboarding process was crucial for Alpha Association Management's rapid growth. Before switching to Vantaca, adding new associations was time-consuming and tedious, requiring manual setup for each client. Vantaca's automation and the model association setup significantly reduced the time needed to onboard new clients. The ability to replicate the model association with a few clicks ensured a quick and seamless transition for new associations. "We're able to onboard clients faster than ever before, which allows us to confidently scale, knowing that we can quickly set up and customize for each client's needs." This efficiency not only improved client satisfaction but also positioned Alpha Association Management to scale without delays or bottlenecks.
- ✔ **Improved Communication:** Vantaca's homeowner and board portals have significantly improved communication between Alpha Association Management and the communities it manages. Homeowners can log in to check their balance, submit maintenance requests, or view updates on their accounts, reducing the number of inbound calls and emails that Threet and her team needed to handle. "Homeowners love the portal. It's easy to use, and it gives them a sense of control over their own accounts, which has really helped reduce the volume of calls and questions we were getting," said Threet. Similarly, board members can access important reports and updates without needing to wait for manual delivery, further streamlining the management process.

## SIGNIFICANT TIME SAVINGS AND SCALABLE GROWTH

Since adopting Vantaca, Alpha Association Management has seen dramatic improvements in efficiency, allowing Threet and her small team to manage their portfolio more effectively. Key results include:



**Time Savings:** Threet estimates a 50-75% improvement in handling work orders and maintenance requests, thanks to automated workflows that route tasks directly to vendors and provide reminders for follow-ups.



**Reduced Workload:** By automating key tasks like financial reporting and clubhouse rental processes, Threet can focus on growing her business. “I can now set up a workflow in 15 minutes, and it just runs. I don’t have to worry about it again.”



**Unparalleled Support:** Threet credits much of their smooth implementation to the Vantaca support team. “Vantaca’s support is 1000% better than what we received with our previous software provider. The fact that I have someone I can count on every day is priceless.”



**Increased Capacity for Growth:** With Vantaca’s automation handling many of the manual tasks, Alpha Association Management is prepared to scale its operations significantly without immediately needing to hire additional staff. “Vantaca has changed the course of our company’s growth. I’m now able to plan for our next hire with more clarity.”

**Threet’s experience highlights the transformative power of Vantaca for small, growing property management firms. “We wouldn’t be where we are today without Vantaca. It’s truly night and day from what we were using, allowing us to scale without sacrificing the quality of service our homeowners expect.”**

For Threet, Vantaca has not only improved the efficiency of Alpha Association Management’s day-to-day operations but has also provided the scalability needed to support future growth. “Vantaca has given us the peace of mind to focus on what really matters—growing the business and providing exceptional service to our clients.”