

CASE STUDY

Driving Over 100% Growth in 12 Months: How Continuum Companies Scale with Vantaca's Cutting-Edge Solutions

OVERVIEW

Chris Baxter, Vice President of Technology at Continuum Companies, oversees technology and operational strategies across multiple management brands along the East Coast. Since joining Continuum in 2017, Chris has played a pivotal role in the company's rapid growth, acquiring approximately 12 management companies annually. With technology as a cornerstone of their success, Chris emphasizes, "We wanted a partner who could grow with us, and Vantaca fit the bill."



THE CHALLENGE

Continuum faced significant challenges in integrating their acquired companies, many of which operated on legacy or server-based software. These outdated systems hindered flexibility, scalability, and operational efficiency. "A lot of the companies we run into today are still using legacy software, which just doesn't give you the same flexibility that Vantaca does," Chris explains. With Continuum's rapid acquisition model, a modern and scalable solution was critical to unify processes, automate workflows, and enhance transparency.

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Vice President of Technology,
Continuum Companies

WHY VANTACA?

In 2020, Continuum selected Vantaca as their management platform due to its cloud-based infrastructure, automation capabilities, and reputation for building strong partnerships. “Vantaca’s leadership and emerging technology stood out to us,” says Chris. “We liked that they wanted to be a partner of ours as we grow.” The cloud-based platform offered the flexibility Continuum needed to expand their operations seamlessly while automating critical processes to streamline workflows.

A PROVEN IMPLEMENTATION EXPERIENCE

Over the past few years, Chris has overseen the onboarding of 22 companies to Vantaca. “Implementation can be cumbersome when dealing with legacy systems, but Vantaca’s data team and our Technical Account Managers have been incredibly supportive,” he shares. Continuum and Vantaca have refined their onboarding process together with each acquisition, making transitions smoother over time.

IMPACT ON OPERATIONS

Vantaca’s cloud-based infrastructure has enabled Continuum to expand its remote workforce, reducing costs and enhancing flexibility. “With Vantaca, it doesn’t matter where you are in the world; you can log in and do your tasks just like if you were in the office,” Chris says. This capability has allowed Continuum to tap into global talent markets, providing a cost-effective solution without compromising efficiency.

Automation has also transformed day-to-day processes, particularly in accounts payable and accounts receivable. “Tasks like coding invoices and sending late fee notices are now automated, freeing up staff to focus on higher-value work,” Chris explains. He also highlights the value of action items, noting, “You can automate almost any recurring or repetitive task, which saves a lot of time.”

The impacts spill over into Continuum’s communities as well. The board-level access and communication in Vantaca Home, provides board members with real-time access to financials and operational information/updates. “Boards were used to getting monthly reports at meetings. Now, all that information is available to them in real-time,” Chris shares. This level of transparency has been a differentiator for Continuum, helping them win new business by demonstrating how Vantaca Home elevates the board member experience.

SCALABLE GROWTH AND PROFITABILITY

Vantaca has played a key role in Continuum's ability to scale. Over the past 12 months, the company has more than doubled in size.

"Vantaca is a core piece of our technology stack and growth strategy."

By enabling remote work and automating labor-intensive tasks, Continuum has reduced costs while managing an expanding portfolio. "The flexibility and efficiency we've gained with Vantaca have been game changers for us," he adds.

ACCESS TO CONTINUED INNOVATION

Chris is enthusiastic about Vantaca's partnership with HOAi and the integration of AI into community management software. "AI has the potential to revolutionize how we operate, from enhancing client service to improving back-office processes," he explains. He is also excited about upcoming product innovations, saying, "I'm really looking forward to seeing how AI can enhance the user experience, create efficiencies, and allow us to focus on what matters most—delivering excellent service to our clients."

Reflecting on the company's journey with Vantaca, Chris says, "It's not just about the technology—it's about the partnership and the potential to innovate and lead in the industry. We're excited about what the future holds."

