

## CASE STUDY

# Creating a Seamless Homeowner Experience

Five Keys Community Management's Success with Vantaca

## OVERCOMING OPERATIONAL INEFFICIENCIES IN HOA MANAGEMENT

Denise Haas, the owner of Five Keys Community Management, has always been driven by a desire to offer an elevated experience for her homeowners, one that goes beyond the basics of property management. Drawing on over two decades of experience, Denise founded her company in 2014 with a vision of creating seamless, positive experiences for both homeowners and board members. However, as her company grew, it became clear that the software she was using lacked the automation and customization needed to support her vision of excellence.



**Denise Haas,**

Owner, Five Keys  
Community Management

Denise wanted more than just efficiency—she aimed to provide an exceptional experience for her homeowners. In her words, "When you go to a top-notch resort, everything is impeccable. They've thought of every little detail, and there's constant communication and interaction throughout your visit. If you have a question or an issue, you know exactly where to go, and it's handled with ease. That's the experience I want to bring to HOAs."

Her goal was to remove the negative connotations often associated with homeowners' associations by providing a service that feels thoughtful, streamlined, and customer-focused. "I want to take the negative connotation out of HOAs and give it that exceptional experience," she explained. For Denise, this means everything should be intuitive for the homeowner—issues are resolved before they become problems, and communication is always clear and proactive.

To achieve this, Denise knew she needed a robust platform that offered automation, transparency, and efficiency. She began exploring new solutions that could support her high service standards, seeking software that would not only meet her company's growing demands but also enable her team to create memorable, positive experiences for homeowners, board members, and her staff.

## IMPLEMENTING VANTACA FOR AUTOMATION AND ENHANCED CUSTOMER EXPERIENCE

After receiving recommendations from industry peers, Denise decided to implement Vantaca in 2020. Vantaca's software was chosen for its ability to automate tasks, customize workflows, and provide real-time transparency for homeowners and board members.

Vantaca offered several key features that aligned with Denise's vision:

### AUTOMATION AND CUSTOM ACTION ITEMS: TRANSFORMING EFFICIENCY AND HOMEOWNER EXPERIENCE



One of Vantaca's standout features for Denise was its powerful workflow automation and customizable action items. The ability to create workflows that fit Five Keys's unique processes saved time and reduced manual tasks. Denise noted the impact of being able to craft action items that acknowledged positive homeowner behaviors.

"We're not just simply looking for violations anymore," Denise shared. "We've set up action items to recognize when homeowners are doing something right, like maintaining their property well. It creates a more positive interaction, which is part of the exceptional experience I wanted to deliver. I would never have been able to make the time to do this without Vantaca." This proactive approach helped foster a sense of community and appreciation among homeowners, aligning with Denise's vision of enhancing HOA interactions.

### BETTER FINANCIAL MANAGEMENT THROUGH AUTOMATION



Before Vantaca, financial processes at Five Keys were time-consuming and fragmented, especially when dealing with vendor payments. Vantaca's automation features streamlined these processes, significantly reducing manual input and the risk of errors.

**"Our accounts payables process has been a game-changer," Denise explained. "We can process over 1,000 payables in less than a week now, all within one platform. This has improved accuracy, saved us an immense amount of time, and helped us better manage our vendor relationships."**

Additionally, Vantaca's banking integrations and ACH approval processes made financial management easier for her team. With real-time updates and automation handling approvals, it allowed the team to focus on more strategic tasks.

## IMPROVED COMMUNITY EXPERIENCE THROUGH HOMEOWNER AND BOARD PORTALS



Denise's vision for a delightful homeowner experience heavily relied on transparency and communication with homeowners and board members. Vantaca's homeowner and board portals gave her the tools to provide real-time information and updates, empowering the community with easy access to their accounts, requests, and communications.

"The boards love that they can log in anytime and see exactly what's going on—whether it's a conversation with a homeowner or the status of a work order," Denise shared. "It gives them control and transparency, which leads to fewer questions and a more engaged community."

## TRANSFORMING HOA MANAGEMENT WITH AN EXCEPTIONAL EXPERIENCE



With Vantaca, Five Keys Community Management has successfully streamlined operations, improved communication with homeowners and boards, and enhanced relationships with vendors. Denise's vision of creating an exceptional experience for her communities is now a reality, thanks to Vantaca's automation and customizable features.

"The experience has been transformative for us. We couldn't imagine running our company without Vantaca—it's made everything more efficient and enjoyable," Denise explained. "We've moved from being reactive to being proactive—homeowners feel more informed, and our communication with them is more positive. It really helps us run our business in a way that aligns with our vision of providing exceptional service."

