

CASE STUDY

MangageWorks' Rapid Growth Backed by Vantaca



MANAGEWORKS
COMMUNITY SOLUTIONS

ESTABLISHED: 2022

LOCATION: WASHINGTON DC

In 2022, industry veterans Kathy Simonovich and Wendy Bush embarked on a journey to create a new management company. With decades of combined experience, they were determined to build a company that prioritized efficiency, transparency, and excellent customer service. But this would mark the first time they had started a management company from the ground up. With no initial client base and limited resources, they knew they would need reliable partners and top technology to help them build and grow their new business.

2022



ASSOCIATION COUNT

0



NUMBER OF DOORS

0



NUMBER OF EMPLOYEES

2

2024



ASSOCIATION COUNT

25



NUMBER OF DOORS

5167



NUMBER OF EMPLOYEES

4

A SOLUTION FOR PROCESS AUTOMATION, INCREASED VISIBILITY, AND FUTURE GROWTH

In the beginning, Kathy and Wendy were unsure if they could successfully sell potential clients and they faced some initial skepticism due to their new business status. The duo knew that they needed to find a comprehensive management solution that would not only allow them to operate efficiently but would also be a partner in building their business.

During their software evaluation phase, Vantaca quickly rose to the top. Vantaca offered a suite of fully integrated tools that would simplify their business operations; ensuring efficiency, transparency, and improved performance. Vantaca's automation capabilities, such as automated collections and reminders, transparency features for board members, and a user-friendly portal for homeowners, would allow ManageWorks to maintain a high level of service without needing a larger staff. Vantaca was also a proven partner, made up of industry experts who could come alongside ManageWorks to help launch, grow, and scale their business.



"We knew we wanted a software that we could promote to our boards. As a small company with only four people – Vantaca automates collections, automates reminders, is transparent and forward-facing to our boards of directors."

KATHY SIMONOVICH

IMPLEMENTATION

Kathy and Wendy spent the initial months setting up their company, focusing on insurance, payroll systems, equipment, and their management software.

In October 2022, only a few months after launching their company, ManageWorks started implementing Vantaca. ManageWorks found that Vantaca's customer service and community resources were invaluable. They regularly engaged with Vantaca's support team and utilized the community page for troubleshooting and optimizing their use of the software. By November 2022, ManageWorks had signed its first client and began seeing rapid growth.

EFFICIENCY UNLOCKED

An all-in-one software solution like Vantaca, combined with Kathy and Wendy's long-standing positive reputations within the industry, allowed the ManageWorks team to grow their portfolio of associations over the course of just a year and a half to 25 associations. Not only have they been able to bring on new business quickly, but they've also been able to keep overhead costs low by saving hours in their day-to-day through Vantaca's automated workflows.



"Vantaca is almost like another employee. I can run an association's financials in 5 minutes today, whereas with the software we used previously, it would have taken us so much longer."

WENDY BUSH

Additionally, ManageWorks successfully transitioned to a paperless system with the implementation of Vantaca. By leveraging Vantaca's digital platform, they eliminated the need for paper documentation, streamlining their operations and reducing their environmental footprint. This transition not only improved efficiency but also enhanced accessibility to information, empowering ManageWorks to deliver faster and more responsive service to their communities.



"Our last organization had a huge room of paper and filing cabinets. We are 100% paperless with Vantaca and can keep track of all our association documents online."

KATHY SIMONOVICH

COMMUNITY IS KEY

Community is key for the ManageWorks team. While Kathy and Wendy aim to continue growing their business, they also want to ensure fostering relationships with their clients. With time-savings through automating tasks, little-to-no paper filing, and transparent communications to their owners and boards, ManageWorks can keep "community" in "community management" through their partnership with Vantaca.



"We can do it just the two of us because we have Vantaca that keeps us organized. It does so much for us so we can do more for our communities."

WENDY BUSH

RESULTS

The results of the partnership with Vantaca were evident in the rapid growth ManageWorks experienced. Starting in the metro areas of Maryland and Virginia, ManageWorks quickly expanded its client base.

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- ✓ By January 2023, they had onboarded 10 clients simultaneously, all managed efficiently by Kathy, Wendy, and two additional employees in Maryland.
- ✓ By May 2023, they had 17 associations under contract and were consistently getting new referrals from satisfied clients.
- ✓ In the short time it took to publish their story, they had six more communities they were potentially adding to their portfolio.

FUTURE GOALS

ManageWorks aims to grow sustainably, focusing on providing personalized and high-quality service. They plan to keep their business family-oriented and manageable, with a few additional employees to support their operations. Their goal is to maintain a balance between growth and maintaining the intimate, high-touch service that sets them apart from larger management companies.



"We want to grow, but we also want to keep our business personal and manageable. Bringing on a few more employees to support us while maintaining our close-knit team and high service standards is our goal."

KATHY SIMONOVICH

Vantaca's partnership with ManageWorks has been a critical factor in their rapid growth and success. By providing a robust and flexible management solution, Vantaca has enabled ManageWorks to operate efficiently, offer excellent service, and expand their client base quickly. The ManageWorks story is a testament to how Vantaca supports startup companies in achieving their business goals and thriving in a competitive market.

