

CASE STUDY

From Growing Pains to Growth Gains: How Vantaca Enabled Westward360's Expansion and Efficiency

Westward360, a leading property management company based in Chicago, has seen remarkable growth since its beginning. Founded by Brawley Reishman in 2010, the company has expanded through mergers, including a key merger with TriView in 2016 and Westward in 2019. This growth resulted in a geographically diverse portfolio and demanded a more robust and scalable property management software solution.

LIMITATIONS OF LEGACY SOFTWARE IN MANAGING EXPANDED PORTFOLIOS

As Westward360 continued to expand, the limitations of their original software became increasingly clear, particularly when managing larger portfolios. Key challenges included:

- **Cumbersome Financial Processes:** The lack of comprehensive banking integration and advanced payment systems made it difficult to handle financial tasks efficiently, leading to slower reconciliations and time-consuming manual work for both management and homeowners. "The banking integration with our previous software was almost non-existent. Our reconciliations and monthly reporting were so cumbersome and manual, and it just wasn't scalable as we grew," Reishman noted.
- **Unwieldy Manual Tasks:** The software's inability to automate key workflows created a heavy reliance on manual tasks, from violation letters to processing payments and managing homeowner communications. This increased the risk of errors and slowed down operations. As Westward360 grew, these inefficiencies became more pronounced.

Managers and staff had to spend significant time on routine, repetitive tasks that could have been automated with the right software, such as generating custom reports, tracking covenant violations, and processing board communications. The inability to scale operations efficiently also meant that as the portfolio grew, so did the workload, requiring more time and resources just to maintain the status quo.



"We ended up creating workarounds for almost every process, from manually reviewing violation letters for regulatory compliance to overseeing payment reconciliations. Scaling up with such an inefficient system was simply not feasible."

BRAWLEY REISHMAN, CTO, WESTWARD 360

SCALABILITY AND EFFICIENCY THROUGH ACTION ITEMS

Recognizing the need for a more adaptable and scalable solution, Westward360 transitioned to Vantaca, which immediately simplified their operations:

- ✓ **Configurable Workflow Automation:** Vantaca provides configurable workflow automation features, which are crucial for managing Westward360's growing and diverse portfolio.
- ✓ **Time Savings:** Westward360 saved valuable time in areas like budget preparation.

"Vantaca allowed us to **automate business logic and workflows in ways that our old system never could**. It gave us the tools to automate our own workflows so that managers can now create action items and workflows and I don't have to be the bottleneck for coding and custom solutions."



BRAWLEY
REISHMAN,
CTO,
WESTWARD 360



"Previously, preparing a budget would take an average of 6 hours per manager and often still result in errors. **We've now saved approximately 4,000 hours across 720 budgets.** This time savings translates to more accurate and error-free budgets, which **benefits both our customers and our team.** The enhanced quality of our budgets not only boosts our efficiency but also sets us apart from the competition, and continues to allow us to scale."

BRAWLEY REISHMAN, CTO, WESTWARD 360

BETTER FINANCIAL MANAGEMENT THROUGH BANKING INTEGRATION AND COMPREHENSIVE PAYMENT SOLUTIONS

Financial management improved significantly after switching to Vantaca, thanks to:

- **Superior Banking Integration:** Vantaca's platform provides a comprehensive banking integration with various banks, automating the reconciliation process and offering real-time financial updates.
- "The banking integration was a game-changer. It automated our reconciliations and improved efficiency across the board," Reishman shared.
- **Integrated A/P Payment Processing:** To make payments to vendors even easier, Westward360 also integrated Vantaca with AvidXchange, a digital accounts payable automation software.

"The integration between Vantaca and AvidXchange has been exceptional. It has minimized the risk of human error when paying our vendors and allowed our accountants to concentrate on more strategic tasks," Reishman said. "AvidXchange has played a crucial role in reducing errors and saving time, making it a great complement to Vantaca."

OVER \$35,000 IN NEW REVENUE GENERATED THROUGH VANTACA PAY

Westward360 was able to further simplify their financial management by implementing Vantaca Pay, Vantaca's homeowner-friendly A/R payments solution. Westward 360's homeowners can now make payments within the Vantaca Home portal with the click of a button. More than that, Vantaca Pay unlocked new revenue opportunities for Westward360. By offering auto-draft, eCheck, and card payment options across 720 associations, the company generated over \$35,000 in revenue within the first six months of implementation.



"Vantaca Pay made it incredibly easy for homeowners to make one-time payments. **Our homeowners love it because everything is all in one place.** It's so much simpler to manage, much better than dealing with third-party providers where you have to go to multiple places to pay, plus we're making additional revenue."

BRAWLEY REISHMAN, CTO, WESTWARD 360

BETTER COMMUNITY EXPERIENCE

Westward360's switch to Vantaca also had a significant positive impact on homeowner satisfaction. Vantaca's intuitive design and comprehensive features in the Vantaca Home portal made it easier for homeowners to manage their accounts, submit requests, and make payments. The seamless experience reduced confusion and complaints, improving community satisfaction.

"Our homeowners are just way more comfortable using it. The feedback we've received has been overwhelmingly positive," Reishman noted.

Westward360's transition to Vantaca has positioned the company for continued growth and success. The automation, streamlined operations, and ability to adapt the software to their unique needs have enabled Westward360 to scale efficiently and enhance both their internal workflows and community experiences.



"In this industry, each management company has unique services and requirements, making it challenging to standardize across platforms. It's not a one-size-fits-all situation. **Vantaca stands out because it is designed to adapt to us, rather than requiring us to conform to the software, further allowing us to grow at our own pace.**"

BRAWLEY REISHMAN, CTO, WESTWARD 360