



CASE STUDY:

PRIESTLEY MANAGEMENT CINCS UP

Learn why David Priestley - the President of one of North Carolina's most experienced and successful community association management companies - says that CINC has helped his company grow "more than anything else."



Year Founded: 1990

Known For: Physical property management, financial services, administrative services, technology services, and overall management consultation

Previous Software: TOPS

EXECUTIVE SUMMARY

David Priestley wanted to be the technology leader in North Carolina's community association industry. As an industry pioneer and progressive leader, he knew that a best-in-class tech stack was paramount to success for Priestley Management Company (PMC). To realize this goal, however, a fragmented software system wouldn't do. So, Mr. Priestley embarked on a journey to find a new solution that would help his company run like a 24-hour machine, servicing HOA boards and homeowners like never before. Enter CINC Systems, and the rest is history.

"Hands down, CINC Systems has helped us grow more than anything else."

David Priestley | President
Priestley Management Company

2012 - 2020

CINC's Impact

12,017

Growth in # Doors

223

Growth in # Associations

10%

Door Growth 2019 - 2020

Priestley Management Company's CINC Story



SaaS-based must-haves

PMC sought a system that managed all day-to-day functions through a seamless cloud-based system.



CINC catches their eye

The team was particularly intrigued with CINC's daily automation tools and custom web portals.

CINC
systems

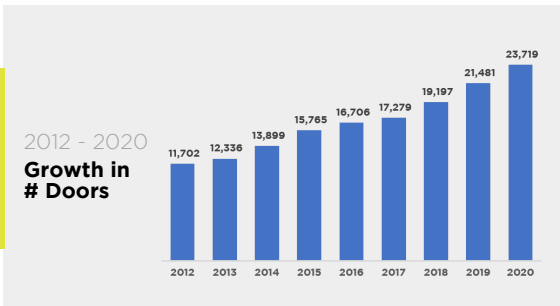
It all comes together

After a frictionless onboarding process, PMC quickly achieved higher revenue without extra costs.

RESULTS IN CINC

Priestley Management Company was able to achieve tremendous success after CINC'ing up. The company nearly tripled its size within the first ten years with CINC Systems.

While one would expect that level of growth to result in increased headcount, that wasn't the case for PMC. "When we started with CINC we had two people managing accounts receivables, one person over accounts payables, and one bookkeeper. Because of all the automations and daily reconciliations within CINC, we didn't have to add any additional staff until we grew about 2.5 times our original size."



In addition to client acquisition, CINC's homeowner and HOA board engagement tools also supported PMC's retention efforts. "Communication is so important in this business - the most common complaint we used to hear pertained to HOA boards not knowing their financials. Through CINC's web portals, everything is transparent for both the board member and the homeowner."

Key Features Driving PMC's Success:



It's All in the Cloud

"We're able to run like a 24/7 business, even though our employees aren't working 24/7."



Everything On-The-Go

"Property managers can do practically everything in the field, from viewing violations on their phone to generating letters on their iPad. What's more, seeing work orders right away means we can start work orders right away."



Reporting Efficiency

"There's no way we could generate over 275 financial statements by the 10th of every month without CINC."

THE PEOPLE BEHIND THE PROFITS

While the numbers are important, that's not what Mr. Priestley would consider his main reason for sticking with CINC after 10+ years. The main sticking point for him is working with a team built on integral values. "I know nearly everyone at CINC, including the CEO and founder. Everyone there I know is the kind of people I would trust."

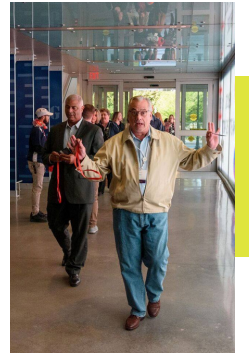
One-on-One Support

From the beginning, CINC ensured that PMC had a dedicated support person to guide them every step of the way. "With my previous software, I didn't even know who my salesperson was." CINC support doesn't end after onboarding, either - the support team is currently helping PMC with new accounting features.



CINC'ing Up

One of Mr. Priestley's favorite CINC perks is the annual CINC Up! conference, where clients enjoy networking opportunities and top-notch leadership training. "One of my favorite CINC Up! lessons was about team culture. From that keynote we created The Priestley Way, which regularly guides us in managing customer expectations and helps us maintain satisfaction."



Moving Forward in a Crisis

2020 threw everyone for a loop, but a SaaS-based solution makes adaption possible. "We wouldn't have survived COVID without CINC. Scrambling to make work-from-home work for us could have been a disaster, but luckily we had a cloud-based system such as CINC to help us through the change." Post-pandemic, Mr. Priestley expects at least a third of his office to continue working remote a few days a week, and is pleased to be able to offer that flexibility.



About CINC Systems

CINC Systems provides transformational technology and services for the community association industry, redefining the way its clients and partners do business. Founded in 2005, CINC Systems became the first Internet-based integrated accounting and property management system for the community association industry. Since its founding, CINC Systems has experienced steady growth, with clients in 26 states and over 100 partner banking branch locations.

Learn more at cincsystems.com

