



## CASE STUDY:

# ACCOUNTING SERVICES HELPS TRANSFORM TEXAS STARTUP INTO COMMUNITY STAKEHOLD

Learn how Secure Association Management partnered with CINC Systems to go from managing one to over 75 Homeowners Associations in under ten years.



**Secure Association  
Management**

*Raising the Standard of Homeowner  
Association Management*

**Year Founded:** 2009

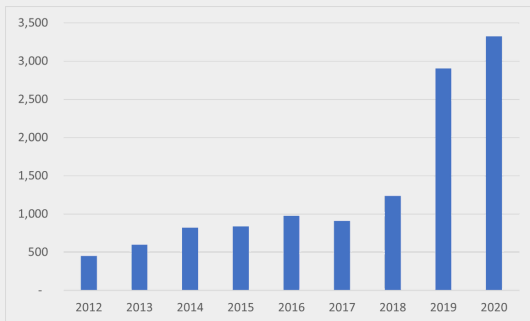
**Known For:** Professional management company servicing HOAs in the Denton area and surrounding counties

## EXECUTIVE SUMMARY

Oftentimes within an HOA or COA board, a "hero" emerges. Whether they are finding new ways to save money or creating a beautiful landscape for the front neighborhood entrance, this is the person on the board who has gone above and beyond to advocate for their neighborhood. John Mackenzie became the hero of his HOA, and his determination to improve the living conditions of his community transformed his career endeavors. Through hard work and discipline, he established himself as one of the most distinguished leaders in the community association industry within the Dallas area.

John formed Secure Association Management in 2009 and partnered with CINC Systems two years later. By taking advantage of customizable online tools and utilizing CINC's Accounting Services team, his company grew 635% within ten years.

2012 - 2020  
Growth in # Doors



2012 - 2020

### CINC's Impact by the Numbers:

**71%**

Increase in  
# Associations

**635%**

Increase in # Doors

**33%**

Average Year-Over-Year  
Door Growth

**50%**

Reduced delivery time of  
month-end  
financials

# FROM ELECTRICAL ENGINEERING TO COMMUNITY ASSOCIATION MANAGEMENT

In the early 2000s, John Mackenzie was working as an electrical engineer and serving on the ACC Committee of his HOA. Everything was going fine between his board and the association management company that served them - then the market crashed. Because of the Great Recession and housing market crisis, their management company quickly shifted gears - and that strategy shift left his HOA in the dust. "They focused on selling starter homes and completely deserted us," John recalled. "I figured that if no one else was going keep the community going, I would step in and do it." By stepping in as board president John quickly became the hero of the neighborhood, by enhancing the clubhouse and saving \$20,000 a year on water by facilitating the water well installation.

As his HOA's management company continued to ignore the board's needs, John knew that something needed to happen to uphold the community. "I said to the rest of the board, 'Enough with this. Hire me to manage your HOA needs and I'll take care of us.'" With that, John had entered the CAM industry.

Even though John was content managing just his association, word quickly spread. Small-scale HOAs were impressed with his ability to cut costs while improving homeowner experience, and one by one, they clamored to him for help. "I was working full-time as an engineer and working part-time on my business, but once I got to 22 HOAs, I knew it was time to pull the plug." John officially retired from electrical engineering to run Secure Association Management in 2018.

“

*"I figured that if no one else was going to keep the community going, I would step in and do it."*

**John Mackenzie**  
Owner & President,  
Secure Association  
Management

# ACCOUNTING SERVICES BOLSTERS GROWTH

After Secure Association Management became his full-time gig, John knew he needed to invest in a new software provider. He was using a software solution that was built by a private company, and it wasn't customizable enough to his needs. He was also still in startup mode, so it was difficult to find a provider that would agree to work with him. "Everyone kept turning me away because they said I was too small. Finally I came across CINC on CAI's website, and was so excited when they said, 'yes.'"

In addition to partnering with CINC Systems, John was also trying to find a solution for his accounting needs. "I am not a finance person, so I knew I couldn't manage the accounting portion, but I also didn't want the headache of hiring and training a full-time accountant."

Luckily, CINC had a solution for John. Accounting Services is a division of CINC Systems that offers the full suite of accounting needs to CINC clients - from financial management to new association setup. "I can't say enough about how amazing the Accounting Services team has been for me and my company. The team is always in a good mood and is incredibly responsive to my needs. I am able to send out reports to the board by the 10th of every month, and that's given me a true competitive edge."

## About Accounting Services

Many owners of community management companies are overwhelmed at the thought of hiring and managing an accounting team - especially when they themselves aren't accountants. CINC Systems created Accounting Services as a division that supports their clients with all accounting needs - so the owner can work on their business, not in their business.



**49,000 Doors  
Served**



**800 financials  
completed  
each month**



**Month-End  
Reports by 5th  
Business Day**

# THE CAREER PIVOT PAYS OFF

By saying 'yes' to John ten years ago, CINC has been fortunate to support the tremendous growth of Secure Association Management. The company has expanded to 75 associations and over 3,500 doors - that accounts for 635% growth over time.

John certainly attributes CINC Systems to the growth that Secure Association Management has experienced. "It's no question - my company wouldn't be here without CINC."

One of the main features in CINC that is instrumental to Secure's growth is the reporting functionality - all of which is managed through Accounting Services. "I call them management reports over monthly financials, because it's so much more. You can provide to your boards any information they want, from notes for delinquents to a summary of all violations and ACC requests."

Because of the reporting provided, John is able to use CINC as a key selling tool when he is meeting with prospects. "When I go into a meeting and sit in front of a board member, 99% of the time I walk out with a contract in hand. I show them the reports they would receive on a monthly basis, and that sells itself right there."

With John's ability to establish Secure Association Management as one of the top community association management companies in his area, it's safe to say his career pivot paid off. He's more than the hero of the HOA - he's now an influential business owner. His advice to budding entrepreneurs? "It will never happen for you unless you just take the leap and do it."



A CINC Systems Case Study

## Key Features Driving Secure Association Management's Success:



### Reporting Functionalities

"No one else in the industry comes close to the look, feel, and customization of CINC's reports."



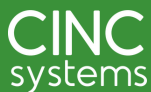
### Custom-Branded Websites

"This is my primary mode of communication to my homeowners and boards."



### Homeowner and Board App

"Homeowners love the app, and board members are able to see everything about their community with full transparency."



## 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](http://cincsystems.com)**



**CINCSystems**



**CINCSystems**



**cinc-systems-llc**