



MAS 200

CUSTOMER

PRD Management, Inc.

CORPORATE PROFILE

Headquarters

Merchantville, NJ

Type of Business

Property management

Number of Locations

15

Number of Employees

65

Annual Revenue

\$150 million

SYSTEM PROFILE

Computer System

Microsoft Windows NT

Users on system: 40

MAS 200 Modules in Operation

- Accounts Payable
- Bank Reconciliation
- Business Alerts
- Crystal Reports
- Custom Office
- General Ledger

PRD Management Keeps Owners and Tenants Happier

Going the extra mile is standard operating procedure at PRD Management, a professional property management company that specializes in subsidized housing. Their innovative services for senior citizens, low-income families and physically challenged individuals have included New Jersey's first on-site computer learning center in a government housing project, customized facilities to comply with ADA requirements, and various "reward-oriented" practices such as tenant-of-the-month prizes, resident dinners and individual unit improvements.

PRD's innovative management techniques have earned them numerous state and national awards, including Exemplary Family Project (1998) and Exemplary Senior Housing Complex (1997) from the National Affordable Housing Management Association, and Best Practices Award (2000) from the U.S. Department of Housing and Urban Development (HUD).

Evicting the Old System

Running the day-to-day operations of 15 large housing complexes in two states



leaves little time for problems with business software. Unfortunately, PRD was having plenty of issues with their existing system. It was inflexible and riddled with bugs. The company lost more than \$20,000 due to an error in the software. They finally lost patience and went shopping for a better package.

A Better Business Structure

Scott Schaffer, PRD's controller, volunteers on a nonprofit board with an accountant, who recommended MAS 200. After checking out several competing packages, Schaffer decided to go with the

CHALLENGE

Replace unreliable system with an automated solution that can manage the complex financial operations of a large management company with properties in two states.

SOLUTION

MAS 200 financial and Business Alert modules.

RESULTS

Comprehensive financial management; Custom reporting that meets agencies' criteria; Superb communication and data flow; Immediate red flag of questionable transactions; More control and proactive decision-making.

“Business Alerts is a fantastic product. It has saved me a tremendous amount of time, and helps me stay on top of things.”

*Scott Schaffer
Controller
PRD Management, Inc.*

accountant's suggestion, and implemented MAS 200 and later the Business Alerts module – definitely the right course of action, he discovered.

MAS 200 is now responsible for “soup to nuts” financial management at PRD. It posts deposits, cuts checks, reconciles bank statements, and most importantly, creates the myriad of government reports that plague any property management firm.

“We’re in a ‘Mother May I’ industry,” comments Schaffer, “and each agency has its own specific format for reporting data. So when our reseller designed customized MAS 200 reports, it relieved us of an enormous headache. This function alone should make the product a huge seller.”

When the Business Alerts module was released for MAS 200, Schaffer was one of the first in the country to recognize its potential. “I ordered it right away,” he says. “It was obvious that the product would help me immensely in communicating with our satellite offices and maintaining better control over our far-flung operations.”

Schaffer set up Business Alerts to send him an e-mail whenever an item is over budget or questionable in any way. If the gas bill for a building surpasses the year-to-date allowance, or a property owner writes an unusual check, he knows about it the next morning. “Without Business Alerts, I would have to wait two

or three weeks until a formal report was printed,” Schaffer notes. “That’s way too long for problems to simmer. This way I can strike while the iron’s hot.”

Business Alerts also sends out automatic reminders to staff members to pay taxes on time, saving Schaffer the trouble of faxing form letters and follow-up notices.

Schaffer has found a novel way to utilize Business Alerts for employee satisfaction purposes, namely for birthdays. The module notifies him a few days before each staff member’s big day, so he can send a card or make a personal call. “They’re amazed that I remembered,” he says. “Okay, so it’s not exactly the intended use of the module. But if I have happier employees, I’ve got a better company.”

Schaffer predicts widespread adoption of Business Alerts. “It’s a fantastic product,” he says. “It has saved me a tremendous amount of time, and helps me stay on top of things. In our line of business, that’s what it’s all about.”



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