



RANGEWATER REAL ESTATE Case Study



AT A GLANCE

Challenges

- ▶ Error-prone spreadsheet-based budgeting process
- ▶ Data accuracy
- ▶ Not scalable with growth
- ▶ Multi-scenario proforma analysis
- ▶ Budget review and approval process

Solution

- ▶ Century provides a cloud based, cost effective solution for budgeting and forecasting which interacts with the company's property management solution

Benefits

- ▶ Significant reduction in time to produce budgets and reforecasts
- ▶ Structured budgeting assignment and workflow process
- ▶ Interacts bidirectionally with Property Management software
- ▶ Advanced reporting for company and 3rd party owners
- ▶ Accuracy of data and calculations
- ▶ Multi chart of accounts reporting capability
- ▶ Built in proforma budget capability

About RangeWater

RangeWater is a leading player in the rental housing industry, leveraging its expertise in Development, Property Management, Acquisitions and Investment Management to benefit clients, partners and residents across the Sun Belt and Mountain West regions. Since its establishment in 2006, RangeWater has developed and acquired nearly 35,000 rental housing units, representing a total capitalization of over \$6.62 billion. With a focus on creating vibrant communities, RangeWater currently manages a portfolio of almost 100,000 multifamily units across 12 states, blending local market knowledge with subject matter expertise. The company targets high job growth markets with a strong demand for new housing and its Atlanta-based operations are supported by offices in Dallas, Denver and Tampa.

Challenges

RangeWater has had difficulty with budget planning, relying on Excel-based spreadsheets to manage the process for many years. As the business experienced rapid growth and expanded its property portfolio, the complexity of managing hundreds of properties with numerous expense categories became overwhelming. The reliance on spreadsheets led to errors creeping into the system. With formula errors causing discrepancies throughout the entire process, it is often difficult to trace back to their source.

During a conversation between Ravi Durairaj, Managing Director of Century Software and RangeWater's Executive Managing Director, it became apparent that Century's Budget Planning & Forecasting solution, successfully deployed in various other customer verticals, could be the perfect solution for RangeWater's needs.

Solutions

RangeWater found Century's Budget Planning platform highly customizable and valuable as an add-on to their property management software. The existing budgeting and forecasting features in the software were insufficient and relying on Microsoft Excel introduced complexities and errors as the company grew.

Century's solution provided the required functionality, including regular forecasting to incorporate market conditions and accurate financial projections. Leveraging the built-in forecasting component, RangeWater automated future month forecasts based on historical data, allowing manual adjustments for different scenarios. This streamlined process facilitated year-over-year performance analysis and improved strategic decision-making.

ABOUT CENTURY SOFTWARE INC.

Century empowers its clients to gain valuable insight into their companies true performance with data backed precision. With Budget Planning, Business Process Automation and Business Intelligence, Century's focus is to help clients streamline and automate financial and operational processes. An integrated environment with cross departmental automation enables clients to align their strategic objectives with their financial targets, while actively tracking and managing performance

RangeWater effortlessly established the budgeting process with Century Software, effectively addressing the various levels of oversight involved. Property managers reported to regional directors, creating a hierarchical reporting structure that extended to Directors, Senior Directors and corporate office executives. RangeWater streamlined the process by automating the submission, editing and approval capabilities within the system. Additionally, the monthly data upload from the existing property management software contributed to further streamlining the overall workflow.

Moreover, Century Software effectively addressed RangeWater's Asset Management needs. RangeWater's Asset Managers play a crucial role in sourcing potential properties for investment, including operating properties, rehabilitation or renovation projects and new building projects. These managers assess the viability of each site and perform financial analyses to determine if a comprehensive internal investment group review is warranted.

With Century's Proforma Budget module, Asset Managers can confidently evaluate a greater number of opportunities, analyze the impact of different scenarios and collaborate with other internal teams. This eliminates the daunting task of manually creating spreadsheets and provides the investment committee with reliable data integrity, flexibility for various scenarios and detailed reporting essential for informed investment decisions. If the decision is made to proceed with the investment or property purchase, the approved proforma budget seamlessly converts to an operating budget without any additional effort.

Implementations



According to Karen Key, Senior Managing Director at RangeWater who was instrumental in managing the customization, implementation and rollout internally, commented, "Since first implementing Century's Budget Planning solution, RangeWater has experienced rapid growth resulting in our needs becoming more complex. We are constantly conceiving new ideas to improve the budget process and Century Software has provided the flexibility to accommodate these changing requirements and intricate analysis needs. The budgeting application we have today is far more powerful and effective than what we ever could have achieved previously. Century provided us with the accuracy and consistency needed across our portfolio of properties."

Results

RangeWater experienced significant benefits from implementing Century Software's Budget Planning solution. The company reduced time consumption, improved data accuracy, added flexibility and enhanced functionality. The web-based nature of the solution eliminated internal technology requirements and challenges while the consistent structure across properties eliminated concerns about formulas and their management for the finance team.

The implementation of Century's solution has brought forth additional benefits, with one significant advantage being the increased flexibility in reporting. RangeWater faced challenges in consolidating information for owners due to the complex ownership structures of properties, where one property could be owned by two entities and another by ten. This complexity made it difficult to generate consolidated reports. However, with Century's ad hoc reporting functionality, reporting has become fast and effortless. The system accommodates owner preferences and chart of account requirements, enabling RangeWater to generate customized reports quickly and efficiently.

Tracey Bowers, Executive Managing Director for RangeWater commented, "The primary benefit of Century Software's Budget Planning solution would have to be its flexibility. We are a property management company that runs our entire business on our property management software, however the flexibility and functionality within the budgeting component of that software is limited. Century has provided us with a robust system to easily and accurately monitor the budgeting and forecasting process. It provided us with added functionality in the asset management area as well as allowing us to do essential scenario modelling – all at a very modest cost."





The Future

With the fully integrated budgeting process, RangeWater has the opportunity to enhance its operations further by leveraging additional forecasting and reporting options. Karen Key, Senior Managing Director for RangeWater said, "We are only just starting to use Century's added functionality. However, we can see massive benefits in the future – especially as we enter a new phase of growth. It's going to make a huge difference to how we run our company and the information that we are able to provide our clients."



Century Software

ATLANTA | BANGALORE | CORK | KUALA LUMPUR | SYDNEY

 censofinc.com

