



Triad Housing Partners align with Starta to reduce workload while decreasing development costs

OVERVIEW

STATE: Florida

CUSTOMER PROFILE

Triad Housing Partners is a focused entrepreneurial organization, dedicated to providing quality residential communities.

BUSINESS SITUATION

The creation of a housing community demands multiple versions of hundreds of documents. Documents are obtained from vendors and must be properly distributed in a timely manner.

SOLUTION

Triad partnered with Starta to enable an Internet-based service to manage their critical information and documentation.

BENEFITS

- Enabling the production of more developments
- Eliminated efforts of copying and shipping
- Reducing costs for each development

We must have the assurance that all of our team members can instantly access current project information to guarantee the success of our developments. Using the Internet eliminates the need to make multiple copies of the same information and send those documents in bulky overnight packages.

Oliver Pfeffer, Triad Housing Partners

Triad Housing Partners, a developer located in Davie, Florida, with a team of twenty individuals, develops low-income as well as market-rate housing communities. Although the number of communities they develop is relatively low, their amount of documentation is tremendous. During the development phase, each of their developments generates hundreds of documents that need to be accurately dispersed to dozens of third partners and partners in a timely manner.

The paperwork is the responsibility of every team member. Document requirements are unique for every development and are mostly determined by each development's funding sources. The ever-changing documentation requirements coupled with the volume of documentation made it virtually impossible for Oliver Pfeffer, Owner and Partner of Triad, to accurately determine each development's status or upcoming tasks for his staff.

In the past, Triad was forced to receive paper documents by mail and fax, create multiple copies, collate the documents into groups that were relevant for each development participant, and physically ship packaged documents to the appropriate party in a timely manner. Not only was this process inefficient, but the delay of a document may have a very costly impact on their development. Triad became aware that their team was spending more time managing documents and answering third-party questions than they were on core issues regarding the development of their properties.

Pfeffer discovered and partnered with Starta, an organization dedicated to managing information for the affordable housing industry. Triad quickly adopted Starta's service to methodically and systematically capture all their development documentation. In less than 3 weeks, their team was effectively using the service and proactively improving their business.

The executives of Triad Housing Partners recognized that their production was limited by the massive amount of paper that had to be collected and circulated to produce each development. Oliver Pfeffer realized that using a proven technology like the Starta Enterprise System would enable Triad to develop more properties, improve the quality of those properties, and generate additional revenue. By eliminating unnecessary expenses incurred by outdated

procedures, Triad is able to create superior communities for their residents. Higher quality also leads to improved tax credit scores, which again leads Triad to additional developments.



The challenge of managing documentation is not unique to Triad. All developers of affordable housing are faced with the same obstacles. Unfortunately, though many developers recognize the problem, only a few pioneers have stepped forward to overcome it. "It's like dieting," claims Dave Demski, CFO of Starta, "people know when they have a problem, but few do anything about it."

By successfully integrating technology into their business processes, Triad has increased their capacity for production. Implementing the right technology is much more effective than employing and training additional people. "We believe that if we make life easier for our partners and third parties," stated Pfeffer, "that our relationship will continuously improve and their quality would increase." Without surprise, their relationships and interactions have improved with their partners and vendors. Triad has enabled their third parties and partners submit documents via fax using a toll-free number. Participants are notified when documents that are relevant to them are available, and every document is securely accessible from work or home via the Internet.

Triad has not only improved the orderliness and accessibility of their documentation, but has also created a single source for any participant to find the most updated information they require—without the need for input from Triad employees. Using their Internet web portal is the most effective approach to allow all their development participants to interact from any location. For each development, all the participants can monitor critical information, respond to RFPs, view site photographs, send group messages, and manage jobs. In addition, the system's ability to quickly run cross-development reports enables proactive identification of possible concerns in a way not possible even with detailed spreadsheets.

The success of producing a quality community is entirely dependent on a developer's ability to control the development process. Triad has increased their control and decreased the burden on their staff by implementation of the Starta technology. Triad has drastically expanded their ability to anticipate potential delays and now preemptively responds to issues before problems occur.

We are a focused, entrepreneurial company that focuses on creating quality residential communities. We rely heavily on having good cooperation and communication with all members of our team which include our own employees as well as outside consultants, third party service providers and end users.

Oliver Pfeffer, Owner/Partner,
Triad Housing Partners

