



# Landmark Properties & Entrata Business Consulting – A Partnership for Peak Performance

## Key outcomes:

- Enhanced confidence in system configurations and process changes
- Improved automation and operational efficiency
- Proactive problem-solving for unique and evolving business needs
- Significant time savings by leveraging expert, high-level support
- Maximized utilization of Entrata's product suite

## The shift to Entrata Business Consulting:

Landmark Properties transitioned to Entrata following a recommendation from a new VP of Operations, who had a positive prior experience with the platform. As Director of Operations Systems Keri Goins explains, "We were a little hesitant at the time because we had all used multiple softwares and thought they're all relatively the same." However, after a successful trial run with a couple of properties, they decided to move the remainder of their properties over to Entrata in rapid succession.

The initial migration was intense. "We started off with three properties in the first month, and then, within a three-month period, moved all 40 other properties over." While Entrata's implementation consultants were instrumental during this phase, Landmark's needs evolved. Goins is the type of user that likes to get under the hood and see how everything works, but at a certain point it was obvious that she was going to need some help filling in the gaps. This desire to ensure ongoing optimization, understand the "why" behind settings, explore new products, and tackle unique challenges—like new market demands or specific lender requirements for new builds—led them to engage Entrata Business Consulting.

## Case Study:



### Client:

Landmark Properties

### Interviewee:

Keri Goins, Director  
of Operations Systems

### Challenge:

Ensuring optimal system utilization, staying current with best practices, and navigating complex operational needs in a rapidly growing, multifaceted company.

### Solution:

Entrata Business Consulting

## Strategic growth through Business Consulting:

Landmark Properties utilizes a wide array of Entrata's Core products, including Accounting, ResidentVerify with the Snappt integration, Message Center, Bill Pay, Invoice Processing, and Utility Management. They are also regular beta testers for new features and products.

Their engagement with Entrata Business Consulting is ongoing and dynamic. "It seems like every month there's something," Goins notes. The amount of time Landmark Properties spends with Business Consulting each month depends on several factors, including market changes, product updates, and new feature releases. Landmark's primary goals for using Business Consulting are:

1. Ensuring best practices
2. Maximizing product utilization
3. Strategic sounding board
4. Understanding new releases

With more than six years of experience utilizing the product, there aren't many users that are more knowledgeable than Goins and the team at Landmark. This knowledge allows their Business Consulting engagements to be highly efficient. Instead of starting with basic troubleshooting steps, Entrata consultants can dig into the meat of the problem because they know Landmark has done their due diligence.

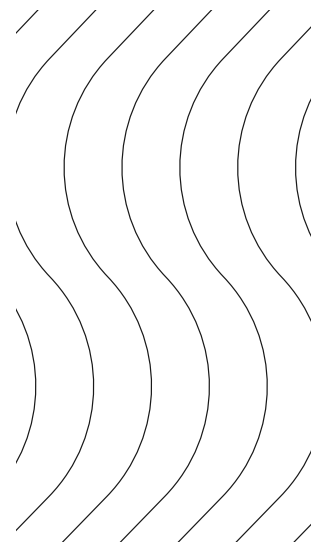
## Impact and outcomes:

While it's hard to quantify the exact impact their relationship with Business Consulting has had, the qualitative impact is immense, including:

- **Increased confidence & accuracy:** Entrata gives Landmark the confidence they need to make changes and they trust the advice they receive.
- **Enhanced automation & efficiency:** Discussions with consulting have led to enabling automations Landmark had previously been hesitant to use.
- **Proactive problem solving:** When faced with unique property-specific requirements (e.g., new laws, lender deals), consultants provide insights that can't be found in a user guide.
- **Strategic alignment:** The consulting relationship helps Landmark ensure its system use aligns with its goal of being an early adopter of new technology.
- **Informed feature requests:** When a desired functionality isn't available, consulting helps validate the need and will either encourage submitting a feature request or suggest alternative routes.

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- Keri Goins,  
Director of Operations Systems



## A successful, long-term partnership:

Goins attributes the success of the relationship primarily to the Entrata Business Consultants. "They've taken the time to understand our company and business. Because we've been doing this so long with these same people, it's really helpful because I don't have to say, 'Hey Curtis, let me tell you what Landmark does.' He's already got that background."

This deep understanding allows for high-level, efficient discussions. "I know the answer they give me is going to be correct and I don't have to triple-check it," Goins states confidently.

Landmark Properties' engagement with Entrata Business Consulting showcases how a strong, collaborative partnership can empower a knowledgeable team to continuously optimize operations, navigate complexities, and strategically leverage technology to support sustained growth and industry leadership.

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