

# Sundance: Growth On the Horizon Thanks to AppFolio Property Manager

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Jodi Howells, Owner  
Sundance Property Management

## Key Benefits

-  Easy to use
-  Access it from anywhere
-  Data migration included
-  Training and support included
-  Upgraded security

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Robert and Jodi Howells, owners of Sundance Property Management in Portland, Oregon, wanted to grow their business of 165 residential units, but their old property management solution prevented them from doing so. “We had to turn business away because of problems with our system. Our purpose was to expand but there was no way we could using our old system,” said Jodi.

## The Challenge

Using a traditional property management software solution since establishing their business 3 years ago, they couldn’t handle the complex and time consuming task of accounting in the system as they grew. “We were trying to run a business and just couldn’t do all the accounting efficiently. We needed something simple and made for property managers if we wanted to make our lives easier and grow our business. I thought, there must be a better way. I looked around at other solutions and found AppFolio. My first thought was ‘wow, these guys are really making the product for us, not just bookkeepers, but for me,’” said Jodi.

## Data Migration Experience

After AppFolio migrated all their data into AppFolio Property Manager, Jodi and Robert were using the system with ease within a week. “I expected the data migration process to be terrible. I was prepared to sit at my desk for days on end but I didn’t have to! The training I got was amazing, they made it really simple, and since we’re not real tech-savvy I was impressed how they adjusted themselves to my level of technological knowledge. They’re always there with free support and are so helpful. Even if we didn’t have training, we could have figured it out on our own. That’s how intuitive it is. It just makes sense,” said Jodi.

## The Results

“Our communication and organization is so much better since we’ve switched and we’ve saved a lot of money,” said Jodi. Accounting has been simplified so much that it’s saved the bookkeeper a significant amount of time, while also providing her flexibility. “Our bookkeeper now uses AppFolio and works from home doing everything in half the amount of time.” While change can be daunting, Jodi and Robert’s switch to AppFolio Property Manager was easy and saved a significant amount of time and money. “It’s like we just shot into the future by light years in one week! We have more time to devote to expanding our business and are spending much less money running our company. Since we’re not tech savvy, I see why people are hesitant to change. But if we didn’t do this, we wouldn’t be able to go on vacation, we wouldn’t be able to expand our business, we would be working harder and longer with less success. Things don’t need to be difficult and you don’t have to work so hard! Now everything is simple and easy, and that’s how it should be.”