

E-book

How to Drive Success with Cloud Financials in Real Estate

Financial Services

Sage



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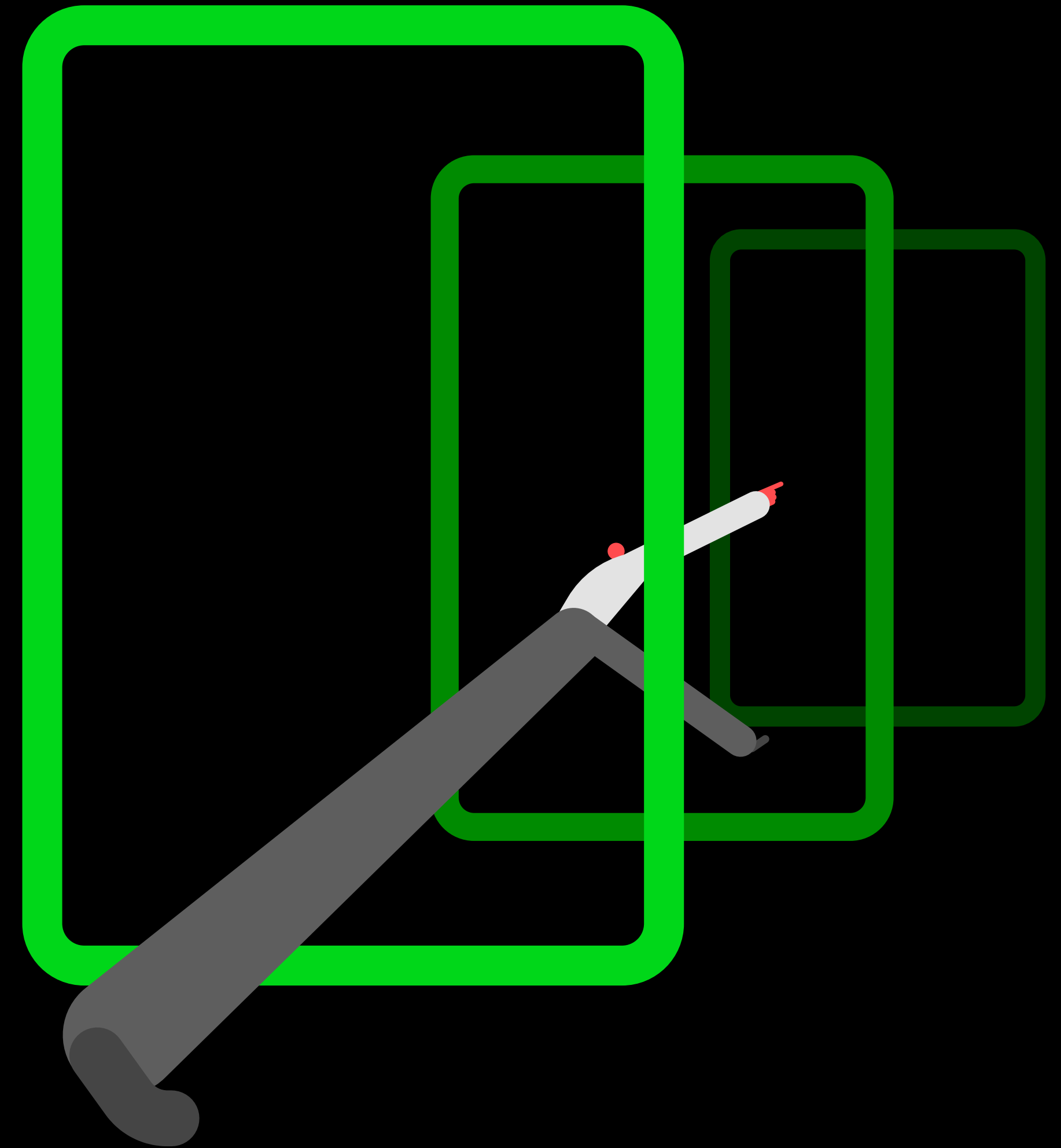
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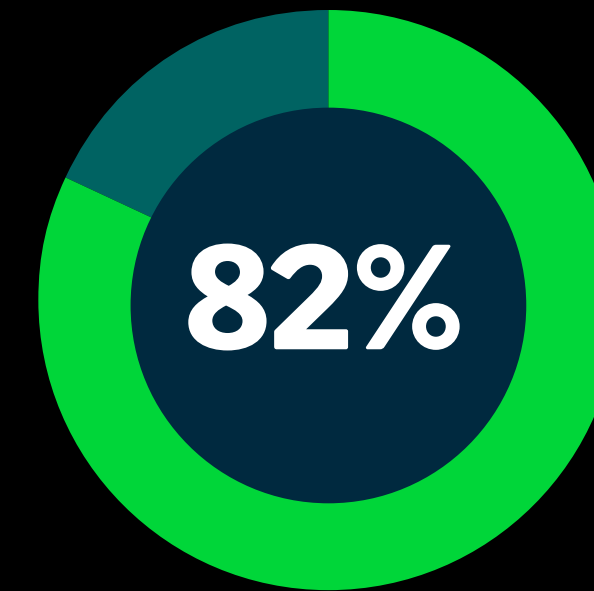
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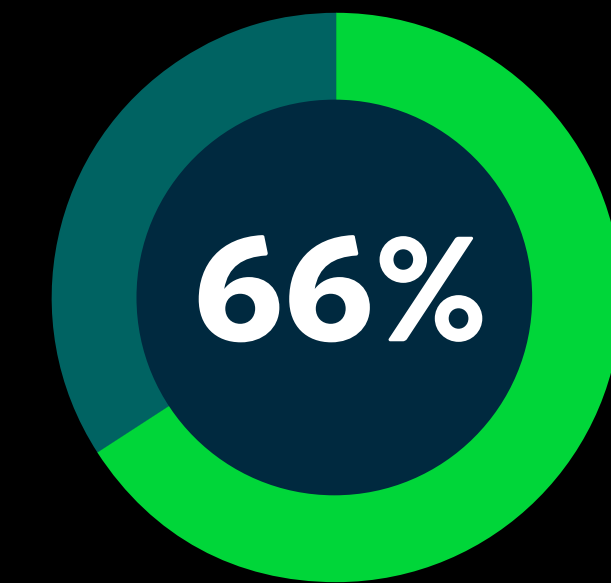
Cloud financials: The building blocks of competitive strategy

Real estate in today's volatile market has led many companies to accelerate cloud adoption out of necessity—and with it gain the ability to streamline costs and boost productivity.

The current climate and circumstances will continue to impact real estate trends in the months and years to come. If you're in the industry, it's important to be prepared for what's ahead and how technology, particularly cloud-based financial solutions, can help.



82% of firms report they ramped up their use of cloud in direct response to the pandemic.



66% of firms say they will continue to increase their overall use of cloud in the future.

Real success stories in the cloud

The conveniences, cost efficiency, productivity boosts, and added security that cloud solutions offer—particularly in a challenged market—have ushered in a new era of financial management for many.

Source: Snow Software, "Study: How the 'New Normal' is Changing Cloud Usage and Strategy," 2020.

Cloud Opportunities

Why real estate companies management firms are moving to the cloud

Like many firms today, you've likely had to re-configure your work environment. Maybe you and your team are 100% remote, or maybe you have a skeleton crew going into the office. Whatever your new normal is, the importance of having access to your key financial data remains a priority.

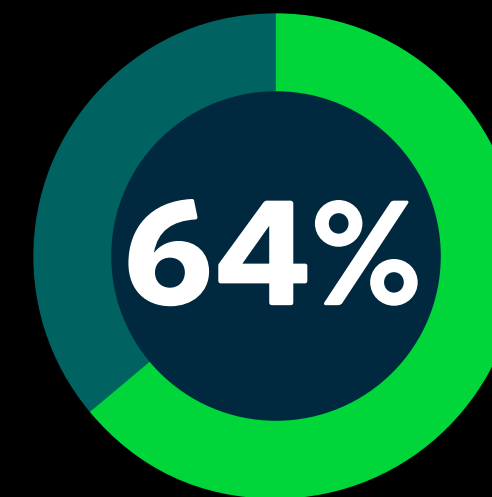
Being in the cloud means being agile—enabling you to take advantage of opportunities as they arise and adapt to challenges quickly. Increasingly more real estate companies are finding the cloud to be transformational—saving up to 60% of time when consolidating the books or doubling revenue due to massive efficiencies in finance processes.

In fact, of those that embraced cloud projects for cost reduction purposes, 76% said they



were performing better than expected, with the rest saying that they performed in line with expectations—none thought that the projects performed worse than expected.¹

Can you afford not to be in the cloud?



64% of financial firms feel that cloud will be significant or transformational for their sector over the next 5 to 10 years.

1. Refinitiv, "The Cloud: A Silver Lining for Financial Institutions?" 2019.
Source: Refinitiv, 2019 Public Cloud Report

Cloud Opportunities

The top 5 reasons real estate companies embrace the cloud



You save on significant costs

Gain the technology efficiencies you need without having to manage a complex and costly IT infrastructure.



Your data is safe in the cloud

Skilled cybersecurity engineers use sophisticated software to keep cloud data centers secure. In fact, top tier SaaS security measures usually outweigh what most firms could individually afford to take. With your data stored in the cloud, it remains safe and can be easily accessed—even if something happens to your computer.



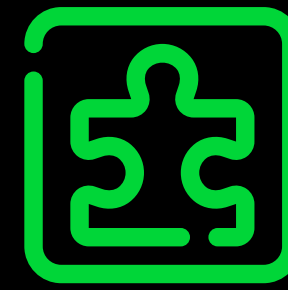
Your team is fully supported when working remotely

Teams stay in sync with each other and the business. They have access to the information they need to work anytime, anywhere, on any device.



You're always using the latest enhancements

No more outdated software and painful upgrades. You and your finance team are always using the most current version with automatic updates.



You gain seamless, integrated solutions, on your terms

Open APIs let you use best-in-class applications, like CRM, payroll, and more.

How to Unlook Success in the Cloud

Empower your entire organization

Sage Intacct helps teams work more effectively and efficiently from day one.

As the cloud offers uber flexibility—no matter where you work—Sage Intacct cloud financial management allows you to have a real-time pulse on your company’s financial performance with the power of custom financial dashboards and reports. Easy-to-read graphics and drill-down capabilities enable you to dig as deep into your KPIs and metrics as you like. So, when your CEO asks, “Are we in a good position to make this investment?” you can provide the needed information in minutes versus days later.

In addition, easily share custom financial views with your key stakeholders, including the executive team and investors who require real-time insight for decision-making.

And empower non-finance personnel to initiate finance department interactions such as expense requests, check requests, purchase requisitions, budget to actual analyses, and more with flexible electronic workflows and anywhere access.



How to Unlook Success in the Cloud

Gain real-time operational and financial visibility

Make smarter and faster decisions with the information you need at your fingertips.

With Sage Intacct, gain a best-in-class, multi-dimensional general ledger system that enables you to easily capture granular financial and operational data in a manner that fits your exact needs.

Gain real-time visibility, as possible only through the cloud, into every aspect of your organization's finances, whether you're interested in which funds were used for each project, investment performance by location or team, the expense tied to each line of business or employee, or any other aspect unique to your firm.

Automatically keep your sub-ledgers and your general ledger synchronized in real time, so you always have instant access to summaries and balances, as well as transaction details.



How to Unlook Success in the Cloud

Streamline multi-entity management and eliminate month-end headaches

Even if your organization is complex, your system doesn't have to be.

If you're managing 3 or more multi-entities, it can take days or even weeks to close the books and get a reliable view of your consolidated financials. It can also end up costing your team way too much time to create reports, leaving not enough time for deeper analysis or more strategic initiatives.

Break free from the late nights and weekends working in the home office! Automate multi-entity, multi-currency, and multi-country operations. Streamline inter-entity transactions, allocations, eliminations, and financial consolidation, reporting, and analysis so you can focus on more strategic work.



How to Unlook Success in the Cloud

Turbo boost efficiencies across your firm

Gain peace of mind with seamless third-party integrations.

At Sage Intacct, we believe you should have the freedom to choose the best solutions across your organization. That's why we partner with more than 200 software solution providers—enabling you to streamline processes by connecting Sage Intacct with solutions like Salesforce, ADP, Expensify, and many more specialized applications.

Our open API and true cloud integration strategy allows for easy, intuitive imports or seamless integration via web services. This ensures that your finance team stays current with modern processing and reporting insights for your management team by harnessing technology to work smarter.



Real Success Stories in the Cloud

Halstatt, a family-owned investment firm, experienced limitations with their previous financial management solution. They simply were not able to capture critical finance information in a timely manner. To make matters worse, updates to the finance system would cause its servers to go down. Halstatt, needed something better and turned to Sage Intacct for help.

With Sage Intacct, Halstatt now...

- Conducts monthly closes 65% faster
- Consolidates books in minutes versus 80-100 hours—90% time savings!
- Reduces audit time by 67%, yielding \$100K savings annually

“With Microsoft Dynamics, we were unable to get information in a timely manner. We decided to go with Sage Intacct because it’s easy to use, is cloud-based, and is backed by the AICPA.”

~ Amanda Goebel, Senior Accountant, Halstatt



Real Success Stories in the Cloud

Anchor Loans, one of the largest “fix-and-flip” construction lenders in the U.S., faced significant grief as it outgrew QuickBooks and Excel spreadsheets for its accounting, laboring with time-consuming, manual consolidations which delayed financial visibility.

After making the move to Sage Intacct, Anchor Loans is thriving with:

- Monthly savings of 64 hours due to automation of reporting and reconciliations
- A single source of truth across 43 entities (and growing), in real time
- Improved profitability with robust data-driven insights

“Sage Intacct gives us the ability to slice and dice our P&L to look at profitability by originator, borrower, and state. We can look at expenses and see if we’re pricing the risk properly, and if our profit margin on each product by borrower is properly aligned. Sage Intacct has empowered my team to provide information to management to make better, more informed decisions that help us compete more effectively.”

~ Bryan Thompson, CFO, Anchor Loans



Real Success Stories in the Cloud

Sage Intacct for real estate

- Delivers immediate visibility into your financial data with easy-to-use, real-time financial and operational reporting and dashboards.
- Ensures control and compliance, and reduces risk and cost with automated workflow and internal controls.
- Provides anytime, anywhere access for staff and extended teams, increasing finance department productivity by 60% or more.
- Reduces IT infrastructure costs and complexity.
- Enables easy integrations with your other existing processes and systems using an open API.

- **Real-time visibility**
- **Control and compliance**
- **Increased productivity**
- **Reduced costs**
- **Seamless integrations**



Conclusion

Stop Playing Catch Up

Change facing real estate companies continues to happen at a rapid pace. Inflexible on-premises systems simply cannot adapt or scale effectively without incurring more cost and complexity. Who can afford that?

If you...

- Manage 3 or more multi-entities
- Spend more than 10 days or more to close the books
- Spend more than 40% of your time in Excel-based reporting
- Create 2 or more ad hoc reports per month
- Need to hire more headcount to scale
- Spend weeks to consolidate the books
- Have no real-time visibility into your financials

...it may be time to consider a proven cloud financial management solution.

