

# MyAssistant

## For Sage Timberline Office

CUSTOMER SUCCESS STORY



## Automated tenant statement delivery saves property manager thousands in costs

Founded in 1945, Merchandise Mart Properties, Inc. specializes in management of design centers and market buildings, and is one of the largest trade show producers in North America. MMPI began using Sage Timberline Office in 1994. Michael Pritchett, Manager of Financial Systems, purchased MyAssistant in 2009 to automate the generation and distribution of their tenant statements. He reports:

“We’ve been very focused on green initiatives in the last five years and have been trying to eliminate as much paper consumption as possible. One of the glaring areas we identified was the amount of paper documentation we send to our tenants. So an important step in decreasing our paper volume is to reduce or eliminate the monthly invoice statements for rent we mail to tenants.”

“We began using MyAssistant to send tenant statements in June [of 2009]. Now we have five months worth of statement emails sent to our tenants, for a total of 2,257 emails. That equates to invoices—physical paper—that we have not had to print, as well as envelopes and postage that’s been saved. Prior to implementing MyAssistant we examined our processes and determined it costs 74 cents to physically send each invoice due to postage, paper, and personnel costs. So we calculate savings of over \$2,000 just in the last five months, and we expect much more savings over time. Our goal is to get half of our tenants [800] participating in electronic statement delivery.” With that volume and cost structure this single MyAssistant Task will save MMPI over \$7,000 each year.

“The first step was to collect our tenant’s email addresses. We have about 1,600 permanent tenants and we sent them a letter in March [of 2009] requesting an email address to use for electronic statement delivery. The initial response was about 300 tenants and now we’re up to 538,

so we have nearly a third of our tenants enrolled. We record the tenant email addresses in Timberline.”

“The next step was to recreate our invoice in a Crystal format, which enables us to have a much more attractive invoice with colors and our new logo.”

“Finally, we created a MyAssistant Task to automatically send out the statements. So if the tenant is enrolled, the MyAssistant Task generates a separate email for each tenant with their statement attached [as a pdf file]. It runs every month and it’s worked smoothly, sending about 540 separate tenant statements last month [October 2009].”

“In addition to sending out monthly statements we’re sending tenants statements of account that show current charges as well as charges over 30, 60, 90, and 120 days. We just started sending out these statements electronically to the 538 tenants enrolled for electronic statement delivery, so that will be additional savings we’ll receive in the coming months.”

“We’ve also used MyAssistant to distribute management reports. We send out reports each month to all our property managers—for example, an aged delinquency report that shows each tenant and any outstanding balances that they have. Before MyAssistant these reports were being printed out and interofficed to each manager. But now we have a better quality report and each report is emailed to individual property managers automatically by MyAssistant at the end of the month.”

“MyAssistant has allowed us to take Timberline to the next level.”

### CUSTOMER

Merchandise Mart Properties, Inc.

### INDUSTRY

Property Management, Trade Shows

### LOCATION

Chicago, IL

### INNOVATIVE SOFTWARE DESIGN

Founded in 2004, Innovative Software Design provides products and services that extend the power of Sage Timberline Office. The people behind ISD have more than sixty years of experience at Sage Timberline and are inspired by creating innovative solutions that help businesses be more productive.