

How TownSq Worked with a Leading Community Management Company to Bring them to the Forefront of Technology in their Industry



Industry: Community & Association Management
Location: Texas, USA

Overview

Our customer, Goodwin & Company was previously using a community management technology that they felt was outdated, and they were looking for a solution that would provide a more updated look and feel while offering more features for themselves and the communities that they serve. They wanted a solution that not only would give a more appealing look for everyone using it, but they wanted it to be user friendly, easy to train others within the organization on, produce results and be able to grow with them as they continued to scale.

After exploring their options, Goodwin went with TownSq because it not only met the stringent requirements they had for a new technology spend, but it exceeded their expectations in numerous categories throughout the time that they have been on the TownSq platform.



With TownSq, it is SUPER easy to navigate, impossible to break, and impossible to get lost. For us, that translates into easier training and time saved.



Fred McWilliams
Systems Specialist
Goodwin & Company

Company Bio

Goodwin & Company is a community and association management company that offers a broad range of services from facilities management to property inspections and everything in between. They work with condos and HOAs, mixed-use communities, and property developers.

Founded in Austin, Texas in 1978, Goodwin & Company has become synonymous with best-in-class association management across the Lone Star State.

Goodwin hires, trains, and retains the very best professionals in the industry, and they back them up with innovative processes that set the bar for how HOA management companies should be run.

From residential and commercial brokerage to leasing and rental management, Goodwin is there to help with all home-related needs.

The Metrics



83% Website Design Time



75% Customer Service Ticket Times



98% Overall Retention Rate



72% Team Training Times

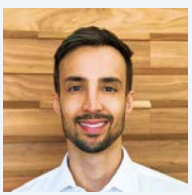
The Challenge

Goodwin & Company sought an alternative to their outdated community technology solution that had proven to be generic, as well as not user-friendly. They recognized that their market was becoming saturated with competitors and they required a way to differentiate themselves from the rest of the marketplace. To achieve this, Goodwin & Co. knew that they needed to offer their managed communities something that would make community living a little easier, and a little more enjoyable.

When TownSq came into the picture for Goodwin & Co., they saw an opportunity to capitalize on a gap in the industry where Goodwin could set themselves apart from the competition by offering their communities an easy, user-friendly solution, while simultaneously providing top-shelf technology to their team that increases efficiency and ease of use, thus better serving the communities they manage on a day-to-day basis.



Goodwin has grown astronomically over the last few years, and as a valued customer, we are thrilled to see their rise. I am proud to say we've kept up with their growth and evolved our enterprise solutions to keep their operational costs low by driving efficiency and the tools needed for them to provide best-in-class customer service. Their consistent partnership and detailed feedback allowed us to iterate to become the backbone of their business, and we look forward to their continued growth as a leader in the market.



João David

CEO
TownSq

The Solution

When it came to the needs of Goodwin & Company, it was decided that the best solution would be one where TownSq created a more bespoke solution in order to truly provide Goodwin with the solution they were looking for. TownSq developers worked closely with the Goodwin team to design unique solutions that fit not only their needs but the needs of their managed communities as well.

TownSq and Goodwin & Company have created an ongoing rollout plan that adapts with the changing needs of the managed communities and growth plans of Goodwin. TownSq started with a basic structure and then built a custom solution of add-ons as needed that are tested by Goodwin and then also rolled out to other TownSq customers if it fits their needs as well.

The Results

Since Goodwin & Co. came aboard with TownSq a little over a year ago, they have seen a dramatic uptick in productivity and efficiency within their organization, as well as an increase in customer satisfaction from their managed communities that are directly impacted by the use of TownSq. As a result, Goodwin saw positive changes in the following areas:

- **Community Websites:** Goodwin & Co. is no longer dealing with a technology solution that is primarily IT-oriented. Instead, they are working with TownSq, which gives them tremendous ease of use, access to a fantastic look and feel on the platform, and proven, simple implementation for in-house teams. Consequently, Goodwin & Co. has seen significant decreases in the amount of time it takes to create community websites when they utilize TownSq. Traditionally, these website builds took hours to create, and now, with TownSq, it takes between 10-15 minutes.
- **Customer Service:** Goodwin has also seen a dramatic drop in the amount of time that it takes for a customer service ticket to be answered. Previously, it took upwards of 20+ minutes to answer a given ticket, and now, with TownSq, that number has dropped to five minutes.
- **Customer Retention:** Maintained retention rates surpassing 98% within communities, due in large part to the adoption of TownSq as their technology solution for community management. Property Managers, HOA Boards, and residents alike have enjoyed learning the ins and outs of TownSq. With the TownSq functionalities and ease of use, Goodwin & Co. has become a quick adopter of the new platform, enabling their communities to continue to grow and thrive during 2020, which has proven to be an incredibly difficult time for everyone in the country.

These results will continue to be monitored by TownSq and Goodwin. If these initial first-year results are any indication of the capability and satisfaction customers receive when they work with TownSq, we are immensely excited to see how Goodwin continues to progress and grow with TownSq as their community management technology solution.

A Final Word from Goodwin & Company



It's exciting to see the evolution of TownSq as the premier communication tool in the community association industry. The team behind TownSq continues to innovate with helpful new features that help us better serve our clients. Their latest feature release made it even easier to collaborate as a team to efficiently resolve homeowner requests. Keep up the great work TownSq!



Mitch Krauss
VP, Community Management
Goodwin & Company.

About TownSq

Available to more than 6 million homeowners worldwide, TownSq is the leading global solution for better community living. TownSq connects neighbors and delivers tools and services designed to increase asset value and enhance the community experience. Since 2013, communities have used TownSq to empower management teams, board members, and residents to experience community their way.

See How TownSq Can Help Your Community

