



How Gordon James Realty Streamlined Services with CSG Forte

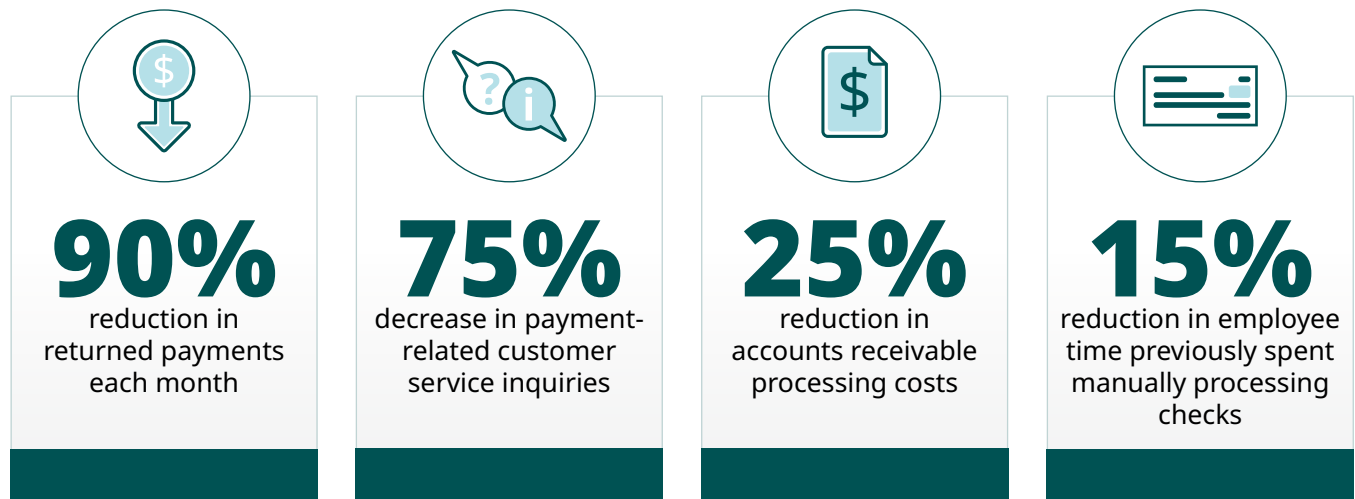


Company Overview

Gordon James Realty is a prominent commercial and residential property management firm based in Washington, DC. The firm, which also has properties in Virginia and Maryland, prides itself on building partnerships with expertise and professionalism, and helping clients achieve their real estate goals.

The team at Gordon James Realty leverages in-house software, allowing the firm to administer various internal property management services, including accepting payments from, and paying invoices to, their property owner clients. By integrating payment processing capabilities through CSG Forte, Gordon James Realty has seen 95% adoption of electronic payments processing among existing customers.

Since implementing CSG Forte payment solutions, the firm has experienced a:



The Challenge: Complicated Procedures, Increased Manual Labor

Before integrating CSG Forte, Gordon James Realty faced several challenges in managing payments. For example, employees had to manually pull reports for returned payments, update their systems accordingly, inform clients about the issue and decide whether to flag accounts and restrict payments based on return codes.

The firm needed a reliable and efficient system to process payments to vendors and receive payments from clients. Previous payment processors lacked the necessary features to automate processes, leading to increased manual labor and inefficiencies. For example, the firm struggled to integrate with most other payment processors due to the complexity of its own APIs, making it difficult to create a seamless, automated user experience. Additionally, setting up tokenization with other payment processes proved complicated.

Gordon James Realty's leadership wanted a payment processing partner that could:

- **Complete outgoing vendor payments:** The company needed a platform that would allow vendors to submit invoices and be able to process them electronically. Gordon James Realty wanted a system that could track payments and updates statuses automatically.
- **Receive and process incoming client payments:** Gordon James Realty wanted clients to be able to submit payments through a portal. If a payment is returned, the system should be able to retrieve the details and automate notifications to clients.
- **Manage returned payments:** The firm wanted to automate the process for notifying clients when a payment was returned, including the reason for the return and avenues for remedying the issue.



The Solution: A Seamless, Easy-to-Integrate Platform

Gordon James Realty chose CSG Forte for its robust API integration and excellent customer support. The integration allowed the firm to process payments electronically, primarily through automated clearing house (ACH) payments, ensuring full tracking and compliance. The platform was customized to facilitate the payment process, and webhooks were set up to update payment statuses automatically.

“Our integration with CSG Forte was completed in a fraction of the time compared to other payment processors, allowing us to start benefiting from automated payment processing and reconciliation much sooner,” said Elena Weil, director of internal operations and culture at Gordon James Realty.

Not only was CSG Forte easy to integrate with, the API structure was simple to learn and follow, according to firm co-owner Thomas Carcone. Today, Gordon James Realty uses CSG Forte for most of its payment processing, including both paying out on invoices from vendors and receiving incoming payments from clients.

CSG Forte has reduced internal labor, especially when incoming payments are declined, Carcone said. “We have an automation set up on our side where the client receives and email informing them the payment was returned, as well as why.”

CSG Forte’s user-friendly interface simplifies the payment process for both clients and vendors.

The platform’s comprehensive reporting tools provide insights and detailed analytics, enabling Gordon James Realty to make informed financial decisions and streamline operations. Moreover, CSG Forte’s robust security measures, including advanced tokenization and encryption, ensure that all transactions are secure and compliant with industry standards. These features collectively enhance operational efficiency, reduce manual labor and provide a seamless experience for both the firm and its clients.



The Results: Enhanced Efficiency and Client Satisfaction

Integrating CSG Forte has produced several positive outcomes for Gordon James Realty. For example, the software has reduced manual labor, allowing the firm to focus on more strategic tasks.

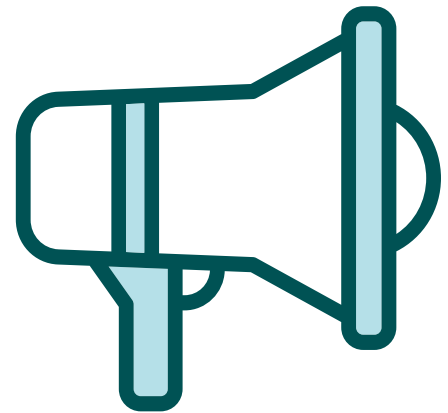
Additionally, CSG Forte's seamless payment process has enhanced the end-user experience, making it easier for clients to manage their accounts and reducing the number of returned payments. "The way we've set it up, using CSG Forte has made it a

selling point for us with clients," he said. "It's just a really easy way for people to be able to make payments without having to add work for our team because there's some issue or something the client doesn't understand."

Integrating CSG Forte has been transformative for Gordon James Realty. By streamlining payment processes and reducing manual labor, the firm enhanced operational efficiency and significantly improved the client experience, further solidifying Gordon James Realty's reputation as a leader in property management throughout its service region.

Is your property management software company ready to simplify payment processing while enhancing security and efficiency? CSG Forte's robust API integration, comprehensive reporting tools and exceptional customer support can help you achieve unparalleled operational excellence.

Take the next step toward transforming your payment processes-contact the experts at CSG Forte to get started today.



“The customers are able to manage bank accounts right within the portal. From a flow standpoint, from the client side, it just feels easy and like how it's supposed to be.”

Thomas Carcone
Gordon James Realty, Co-founder/Co-owner