

Improve NOI and Enhance Accountability

Company Overview

Atlas Home Services

Atlas is a real estate company specializing in forward-thinking strategies and turnkey solutions for passive wealth building. With a team of experienced property owners, Atlas combines market expertise with hands-on insights to help clients achieve their financial goals through smart investing. Their proven approach simplifies real estate investment, making it accessible and effective for owners at any stage.

Atlas Home Services (AHS), a national property management company, implemented Property Meld to address significant communication and operational challenges in their maintenance processes. The partnership has streamlined operations, improved resident satisfaction, and set the company on a path to increased Net Operating Income (NOI). This case study highlights the seamless on-boarding experience and the operational and financial improvements Atlas has experienced, thanks to advanced troubleshooting and Property Meld's innovative platform.



ATLAS
REAL ESTATE

Door Count: 5,942

Customer Since: 2024

Accounting System: AppFolio

The Problem

Before Property Meld, Atlas faced significant hurdles in maintaining efficient and transparent communication. General Manager of AHS, Roberto Martinez, described the issues succinctly:

“There was a massive disconnect between our property management team, the resident, the maintenance coordination team, and the accounting team.”

Disjointed communication channels created operational inefficiencies and heightened the company’s liability risk due to inadequate tracking and documentation.

The absence of streamlined troubleshooting led to higher costs as work orders piled up, leaving property managers struggling to balance responsibilities.

The Solution

Property Meld’s on-boarding process, in collaboration with Atlas’s proactive approach, proved instrumental in transforming their maintenance operations.

“They were very cooperative, extending timelines, adding touch-points, and ensuring every team—from accounting to operations—felt comfortable using the system,” said Martinez.

The transition was guided by three key Atlas team members:

- Jake Rose, National Vendor Manager, ensured seamless communication with vendors.
- Nathan Fickus, National Maintenance Manager, developed workflows to integrate Property Meld with AppFolio.
- Brittany Talalt, Controller, optimized financial operations for vendor payments.

The meticulous change management approach helped vendors and technicians adapt quickly, creating a smoother operational framework.

“Transparency and clear communication are invaluable for success. Property Meld delivers both, making it the most valuable investment for your maintenance operations,” added Martinez.

Results

1. Streamlined Communication and Troubleshooting

Atlas saw immediate operational improvements. Property Meld enabled clear, trackable communication between all stakeholders. Martinez likened the transformation to upgrading from an Android to an iPhone:

“It’s just simpler to use... and lets us focus on execution and customer service rather than operational hurdles.”

The platform’s transparency improved troubleshooting capabilities significantly.

“We’ve reduced work order lists and implemented triage strategies that save time and money,” Martinez noted.

Results Cont.

2. Enhanced Resident Experience

Residents responded positively to the improved communication and scheduling clarity.

“Residents appreciate knowing when a technician will arrive and receiving follow-ups,” said Martinez. “It’s a completely different customer service experience.”

With maintenance teams interacting more frequently with residents, Property Meld has become a vital extension of Atlas’s brand.

3. Data-Driven Insights and Accountability

Atlas heavily leverages Property Meld’s dashboards to monitor Key Performance Indicators (KPIs) and drive performance.

“The dashboard shows exactly where we stand—there’s no fluffing numbers,” mentioned Martinez.

Additionally, Atlas’s vendor health score

improved by 23% above the industry average, thanks to the strong vendor relationships cultivated under Rose’s leadership.

4. Reduction in Operational Inefficiencies

Atlas achieved a dramatic 89.3% improvement in resolving work orders open for over 14 days. This progress reflects a company-wide focus on sustained success rather than temporary fixes.

5. Impact on Net Operating Income (NOI)

While Atlas is still collecting long-term data, the company anticipates significant NOI gains from improved troubleshooting and operational efficiency. Martinez explained:

“Where we’re seeing the biggest difference in cost reduction is in troubleshooting. The triage of work orders through Property Meld and Easy Repair is far beyond what we were doing before.”

By minimizing the need for on-site visits and maximizing internal resources, Atlas expects continued financial improvements over the coming years.

Why Property Meld?

When asked why Atlas chose Property Meld over competitors, Atlas highlighted the platform’s focus on user-friendly design and communication clarity.

“It’s resident, owner, and vendor-focused. If you care about customer service, Property Meld is a no-brainer,” Martinez noted.

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- Roberto Martinez, General Manager