

# Turning Visibility Into Profitability in 90 Days

## Company Overview

### *Deca Property Management*

Founded in 1990, Deca Property Management is a family-owned residential property management company serving the greater St. Louis area. With more than 2,300 units under management and a dedicated in-house maintenance division, building an efficient maintenance operation has become the goal.

And that goal takes the right tools to achieve. With Property Meld, the team finally had a common foundation to build from and the visibility to move forward together.

## The Problem

Maintenance is only as profitable as it is visible. And at Deca, visibility was fragmented.

The team wasn't lacking effort. They were navigating three different maintenance paths, paper-based workflows, and manual handoffs that slowed everything down. Technician time was tracked on paper, requests moved inconsistently, and financials had to be re-entered into Rentvine, often weeks after the work was done.

That delay came at a cost.

"We were always four weeks in the rear," said Mike Rooney, Director of Maintenance. "You can't make a lot of good business decisions when you're trying to catch up from the four weeks prior that already occurred, which you couldn't change."



Door Count: 2,300

Customer Since: 2025

Accounting System: Rentvine

Address: St. Louis, MO

## The Problem (cont.)

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With reporting lagging weeks behind, decisions became reactive. Managing people, controlling costs, and improving performance all relied on hindsight instead of real-time insight.

And without a single, unified process, there was no

consistent way to measure what was working or hold anyone accountable to it.

It wasn't a broken operation. It was a capable team with more potential than their current process could capture.

## Enter Property Meld

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Mike set the tone early: one process, followed every time. No paper, no workarounds, no fallbacks, no exceptions. Every technician was equipped with a tablet. Every workorder ran through Property Meld. Accountability wasn't a talking point. It was the standard.

Adoption was direct and intentional. The team was trained on a single way of working, and expectations were clear. Once technicians saw that better documentation meant fewer callbacks, clearer scope, and more accurate pay, adoption picked up fast. The process stuck because it worked for them, not just for leadership.

Within 90 days, the operation looked completely different.

"We really went from nothing to everything in less than 90 days," Mike said. "And it's paid for itself over three times already."

With one unified process in place, everything started moving in real time. Scheduling response time dropped to a median of zero seconds. Resident satisfaction climbed to 90% positive, consistently landing between 4 and 5 stars.

MAX™ Intelligence became a force multiplier. In a single month, it resolved 90 Melds without coordinator involvement, handling issues that would have previously pulled technicians off higher-value work. Instead of dispatching techs

to flip breakers or troubleshoot minor issues, those hours became billable. More time spent completing work, less time spent triaging it. That shift alone turned maintenance into a stronger revenue driver.

The impact showed up for residents too. Issues were resolved faster, often instantly, without waiting on a visit. That immediacy drove higher satisfaction and fewer repeat requests.

Behind the scenes, the operation tightened. Financials no longer lagged weeks behind. Costs, performance, and outcomes could be tracked day by day, Meld by Meld. That visibility created real accountability across the team.

And it changed the conversation with owners.

Deca is in the business of generating returns. That depends on controlling operating costs without sacrificing the condition of the asset or the resident experience. With maintenance costs trending nearly \$200 below the national average, and performance visible in real time through Insights Pro, Deca can now prove both.

Savings aren't coming at the expense of the asset. They're the result of a more efficient, more accountable operation.

"Prior to Property Meld, we were reactive," said Jennifer Sykora, Director of Operations. "Property Meld has allowed us to be proactive."