

***Master Planner***  
***Patrick Malloy taps Timberline to help manage growth in metro Atlanta***

*It is a growth chart that would make any CEO ecstatic.*

*In 1999, Patrick Malloy Communities built 51 homes around metropolitan Atlanta, generating revenue of \$7 million. In 2005, Malloy expects to complete 330 homes that will produce revenue exceeding \$61 million. That pace of growth – nearly nine-fold over six years – is a testament to careful planning in all facets of Malloy’s business.*

*One pillar of Malloy’s success has been the effective management of the reams of data that flow among its many enterprises. Malloy is both land developer and homebuilder, concentrating exclusively on master-planned communities. For each piece of land to be developed, Malloy forms a separate company that oversees the sale of individual lots to homeowners. Malloy’s single homebuilding company oversees construction on all the developments in the company’s portfolio.*

*Leigh Hasenfuss, Malloy’s controller, oversees the financial operation for each development company and for the homebuilding entity. Since joining Malloy in 1999, Hasenfuss and her team have created a customized technology platform that has helped to drive the company’s growth.*

*One of Hasenfuss’s first moves was to review the software supporting Malloy’s financial function. The company was using CDCI’s CFO System, which, in Hasenfuss’s view, was no longer a good fit for Malloy’s needs. For one, the purchase order and accounts payable system were not integrated. Two, the system had limited ability to customize reports to match the needs of the business. And three, the system did not allow Malloy to track construction loan draws, meaning the draws would have to be tracked on a separate system.*

*Hasenfuss spent six months conducting due diligence on software programs, drawing mostly on conversations with industry colleagues who had used various kinds of programs. She kept hearing positive comments about one manufacturer – Timberline – and one support company – The Strategies Group of Atlanta.*

*Hasenfuss arranged to have the Strategies Group present the Timberline software line. She and her team were impressed as Randy Collins and Karen Green described Timberline's distinctive features. In August of 2000, Hasenfuss made the switch to Timberline, purchasing most of the accounting modules. To prepare for the conversion, Hasenfuss and her staff underwent rigorous training at the Strategies Group offices. Even with what she called expert preparation, Hasenfuss described the lead-up to the conversion as a tense time.*

*"I was very nervous about moving all that data," she recalled. "But I was pleasantly surprised. The process was very smooth, and the conversion came off without a single glitch."*

*Malloy has reaped many benefits from the Timberline software. Most notably, accounts payable has been integrated with the purchase order process in the Job Cost module. This enables Hasenfuss and her team to control costs and avoid making duplicate payments.*

*In another advance, Hasenfuss and her team are using the create-a-check feature to print checks to all vendors from numerous checking accounts in one print run. The feature prints the whole face of the check with routing and account information, so Malloy does not have to carry several different boxes of check stock. At 200 checks per week, the time saved is significant.*

*Hasenfuss and her team are using the Financial Statement Designer to customize financial statements, eliminating the need to create each one manually, as had been done. The team can easily create and customize a variety of job cost reports, which are helpful in the ongoing analysis of plans and costs. They also use Timberline to track construction draw balances on each individual lot, making it easy to quickly verify a payoff amount.*

*These enhancements have helped Hasenfuss and her team achieve new levels of efficiency. Even with its remarkable growth over six years, Malloy had added only a few employees in the Timberline-related functions.*

*"We are getting more work done in less time, and keeping our overhead low," she commented. "If we had had to use Excel spreadsheets all this time, we would not have sustained the growth we have had."*

*Even as Malloy has thrived and grown, Hasenfuss said the software has been up to every challenge.*

*"We have not had a single issue where our size has outgrown our software," she observed.*

*Looking ahead, Hasenfuss sees much opportunity for Malloy to achieve continued growth in the Greater Atlanta residential market. She expects that Timberline software will continue to facilitate that growth.*

*Hasenfuss also draws strength from her relationship with the Strategies Group. In particular, she values the service her team receives from its account representative, Joe Zagami.*

*“Joe has carried on the Strategies Group tradition of providing exceptional service on the applications side,” she observed. “I’ve been happy to serve as a reference several times for Randy Collins and his Strategies Group team. Timberline is a great system, and Strategies Group is a great partner in helping us maximize the use of the system.”*

