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Huneycutt Realtors

Huneycutt Realtors manages and sells properties across Tennessee and Kentucky, and has over 900 single family and multifamily units under management. Their expectations about implementing digital payments were greatly exceeded thanks to Zego's swift onboarding process.

Key benefits

- ✓ **Easy implementation**
Fast set-up and integration with accounting software
- ✓ **Expedited leasing**
Application processing allows deposits and application fees to be paid online.
- ✓ **Improved efficiency**
Office efficiency is transformed once digital payments are accepted.



“Any management company with as many properties as we do should work with Zego because they have truly transformed the efficiency of our office. We would have gotten digital payments much sooner had we known how easy the Zego implementation would be.”

— Tina Huneycutt-Ellis, Owner and Broker

The client



Location

Tennessee
Kentucky



Total units

900



Industry

Single Family
Multifamily



Zego solutions

Payments



Accounting software

Promas

The challenge

1. Insufficient IT resources on staff to automate payments
2. Increasing demand for digital rent payments from both residents & property managers
3. Finding a payments provider that integrates with their accounting software

Huneycutt Realtors had long been interested in automating their resident payments but questioned if it was feasible for their organization. Without significant IT resources on staff, Huneycutt feared that implementing digital payments would be a major undertaking and cause disruptions to their daily operations. With an increasing demand from their residents and property managers for digital rent payments, Huneycutt realized they would need to implement a solution sooner rather than later. Before interviewing vendors, Huneycutt decided that their payments provider would need to deliver an easy, fast set up, and integration with their accounting software, Promas. Those criteria and referrals from local property management companies led Huneycutt to Zego.

The solution

Implementation began immediately after a service agreement was signed. Tina Huneycutt-Ellis, Owner and Broker recalled the set up process. "In the beginning there was some paperwork Zego needed from us, but nothing that was an inconvenience. After that, they pretty much handled everything, including the integration with our accounting software and website," she said. Once the technical integrations were configured, Huneycutt opted to use one of Zego's pre-designed "Pay Online" website buttons to drive traffic towards their payments page. "Getting the payment button placed on our website was the only IT assistance we needed and that turned out to be much easier than I thought," said Huneycutt-Ellis. "We had it up on our website in an hour and we were able to process payments later that day."

The result

1. Fully functioning digital payment program within a month of signing their agreement with Zego
2. Expedited leasing process thanks to Zego's application processing feature
3. Improved operational efficiencies

Huneycutt's Digital payment program was up and running within a month of signing their agreement. "We've been live for a few weeks now and so far everything has been really smooth. We haven't even needed to contact Zego's support team," said Huneycutt-Ellis. In addition to collecting rent electronically, the staff is also taking advantage of the application processing feature in the Zego system, which allows security deposits and application fees to be paid online. "Before Zego, our prospects had to mail us their security deposit which would really hold up the leasing process. Now it is so much more efficient because they can pay us immediately."

Looking back on the experience, Huneycutt-Ellis said, "Any management company with as many properties as we do should work with Zego because they have truly transformed the efficiency of our office. We would have gotten digital payments much sooner had we known how easy the Zego implementation would be."



