



## W.C. Bradley Company Significantly Streamlines Tenant Billings



*“Property Site Management definitely streamlined our billing and invoicing time. Without having to second guess our amounts every month, we were able to reduce our tenant billing times by over 90%. After we had the Property Site Management set up, we really just had to go through one batch process to finish everything accurately.”*

*-Cherie Sanders  
Property Manager,  
W.C. Bradley Company*

The W.C. Bradley Company successfully runs 12 brands under their name within industries ranging from barbecue equipment to real estate. In 2006 they were looking to upgrade their Enterprise Resource Planning software to better fit and accommodate their Property Management operations. Managing over 55 properties the company needed a solution which could help them track their lease terms and streamline their tenant billings within one consolidated system. Microsoft Dynamics GP and Binary Stream’s Property Site Management rose to this challenge and managed to save W.C. Bradley 90% of their previous billing time.

**T**he W.C. Bradley Company is a historic member of the business community in Columbus, Georgia. Founded in 1885, the company is and has been involved with several large community developments, such as the revitalization of the Downtown district and the refurbishing of several industrial blocks within Uptown Columbus. As an active supporter of their community, the W.C. Bradley family has established a foundation that helps fund the Columbus Infantry Museum and supports the community as a whole. As quoted on their website: “For over a century, the W C. Bradley Co. has been dedicated to its employees, to the community, and to establishing a national reputation for quality products and services.” As a corporate citizen the W.C. Bradley Company scores high and with their many successful product lines, the company is also an example of entrepreneurial achievement and a proven winner in business ingenuity.

Since their incorporation, W.C. Bradley remained a family-owned operation and has grown dramatically in both its overall size and product diversification over the years. With over 12 successful brands under their name they operate in a variety of industries. Branching

from barbecue supplies, oil-based lamps and aromatherapy to fishing equipment and real estate, the W.C. Bradley Company has taken on many industry challenges successfully and continues to innovate as the market grows.

Within the Real Estate Division of W.C. Bradley, the company offers several real estate services, including developing, selling, leasing and managing properties. As a landlord of over 55 commercial properties themselves, W.C. Bradley also manages a variety of different property leases including



warehouses, office units, land leases and parking garages. Within these leases the terms vary and several of the leases stray away from the traditional base-rent format to include percentage based leases, term escalations, and services associated



*“The charge escalations functionality within Property Site Management was absolutely wonderful for us. This made my life so much easier, by automatically tracking and updating our tenant billings when the time came to do so, I could be assured everything was being handled properly.”*

*-Cherie Sanders  
Property Manager,  
W.C. Bradley  
Company*

with the properties. Because of these differing arrangements W.C. Bradley found that their existing Enterprise Resource Planning (ERP) Software from Oracle was not fully meeting their property management needs. Cherie Sanders, W.C. Bradley’s Property Manager wanted to fully track their lease information and more effectively bill tenants directly within their ERP system. With the current set-up in Oracle they could not do this and their leases were being managed manually through the software’s billing functionality.

In 2006 the company began to look for an upgrade to their existing software platform in efforts to include more property management functionality and to streamline their monthly billings. “Using Oracle, it was not easy to bill our

tenants for their monthly leases. We literally had to enter all of the invoicing information manually every month, which meant I had to check our leases individually to ensure everything was correct.” indicated Cherie Sanders, W.C. Bradley’s Property Manager. This situation was cumbersome for the property management team and every billing period, Cherie found herself taking four hours to prepare 55 invoices for their tenants. When special situations arose, such as charge escalations extra care was needed to calculate the correct amounts and ensure everything was right.

“We knew that we could find a suitable solution for our situation and when we began looking for a software solution, it wasn’t long until we came across Microsoft Dynamics GP and Binary Stream’s Property Site Management,” said Cherie.

## A Complete Solution

### One Consolidated System

When W.C. Bradley consulted their Value Added Reseller, they suggested Microsoft Dynamics GP, one of four Microsoft ERP systems, with Binary Stream’s Property Site Management as a solution. While Microsoft Dynamics GP offered strong back-end financials, Property Site Management from Binary Stream would supply W.C. Bradley with the much needed property management functionality. Because Property Site Management was written in dexterity, the programming language of Microsoft Dynamics GP, the entire system was fully integrated and consolidated in one database and acted seamlessly as one entity.

### Controlled Billing Functionality in One Location

With this new option W.C. Bradley would be able to fully control and manage their properties. Since Property Site Management tracked and detailed lease

information, all of the lease terms and charges would be detailed within their ERP software. Sites could be fully defined in terms of their amenities, their contacts and their associated services. Charge escalations could be pre-defined at the start of the lease based on percentages, fixed amounts or even the customer price index (CPI) and tenant billings would be updated according to these amounts within the given time frames.

### Robust Billing Engine

The most appealing portion of Property Site Management to Cherie was its robust billing engine which promised W.C. Bradley the ability to significantly cut down on their invoicing time. Through a mass billing approach the solution created invoices from the information in the tenant and lease information set-ups to automatically create and automate the invoicing process for all of the leases within a billing period. Charge Escalations



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would be updated automatically according to the predefined lease terms for the client and any service charges would be applied. Within the Invoice creator these invoices could be validated and updated if needed. Users were also able to view total revenue based on each billing period to help gain a better picture of their leasing activities.

### Reporting

Several important reports were available that Cherie knew their finance team would need. Many of the standard property management reports, such as the essential Profit and Loss Report, were provided out-of-the-box with the solution

and many more reports could easily be created within Microsoft Dynamics GP because of Property Site Management's tight integrations. The solution could flexibly assign General Ledger Account segments to entities such as buildings and units, which would enable the W.C. Bradley Company to easily segment and analyze their rental information in their reports to gain a clear picture of their financial situation with regards to their leases.

After Cherie and her team had reviewed the proposed solution, they were very pleased and shortly afterwards they purchased Microsoft Dynamics GP and Property Site Management.

## Return on Investment

### Dramatic Time Savings

As soon as Microsoft Dynamics GP and the Property Site Management were installed, the W.C. Bradley Company saw the time savings they were hoping for in their receivables processing. With this new Enterprise Resource Planning solution Cherie and her team saw a dramatic decrease in their monthly billing times. What used to take them a full afternoon now was easily completed in ten minutes, a time reduction of over 90%. Without having to check each and every lease to ensure the correct amount was being billed, Cherie also felt more assured that everything was indeed being billed correctly. "It felt good to not second guess our amounts every month. With the Property Site Management we set up our billing schedules once and we were ready to go. I simply had more faith in what we were doing and I could easily double check it if I needed to," said Cherie Sanders.

### Streamlined Charge Escalations

The Charge Escalations functionality that the Property Site Management provided was an essential part in helping

decrease tenant billing times. Now with the ability to enter this information ahead of time and run its course throughout the life of the lease, Cherie no longer had to worry about these escalations being missed or miscalculated. By automating this process the entire W.C. Bradley Company benefitted by being able to focus on more important elements of their property management operations.

### A Clear Picture for Reporting

Tracking tenants and various expenses related to their leases was also greatly improved by the Property Site Management. Because every activity or expense was specifically associated to the tenant accounts, it was much easier to gain a clearer insight into these activities and report on them more effectively. "This solution has done a lot to improve our processes and overall has given a better structure to the ERP side of our property management operations. We have been and continue to be very impressed by the outcomes of our implementations," said Cherie Sanders.