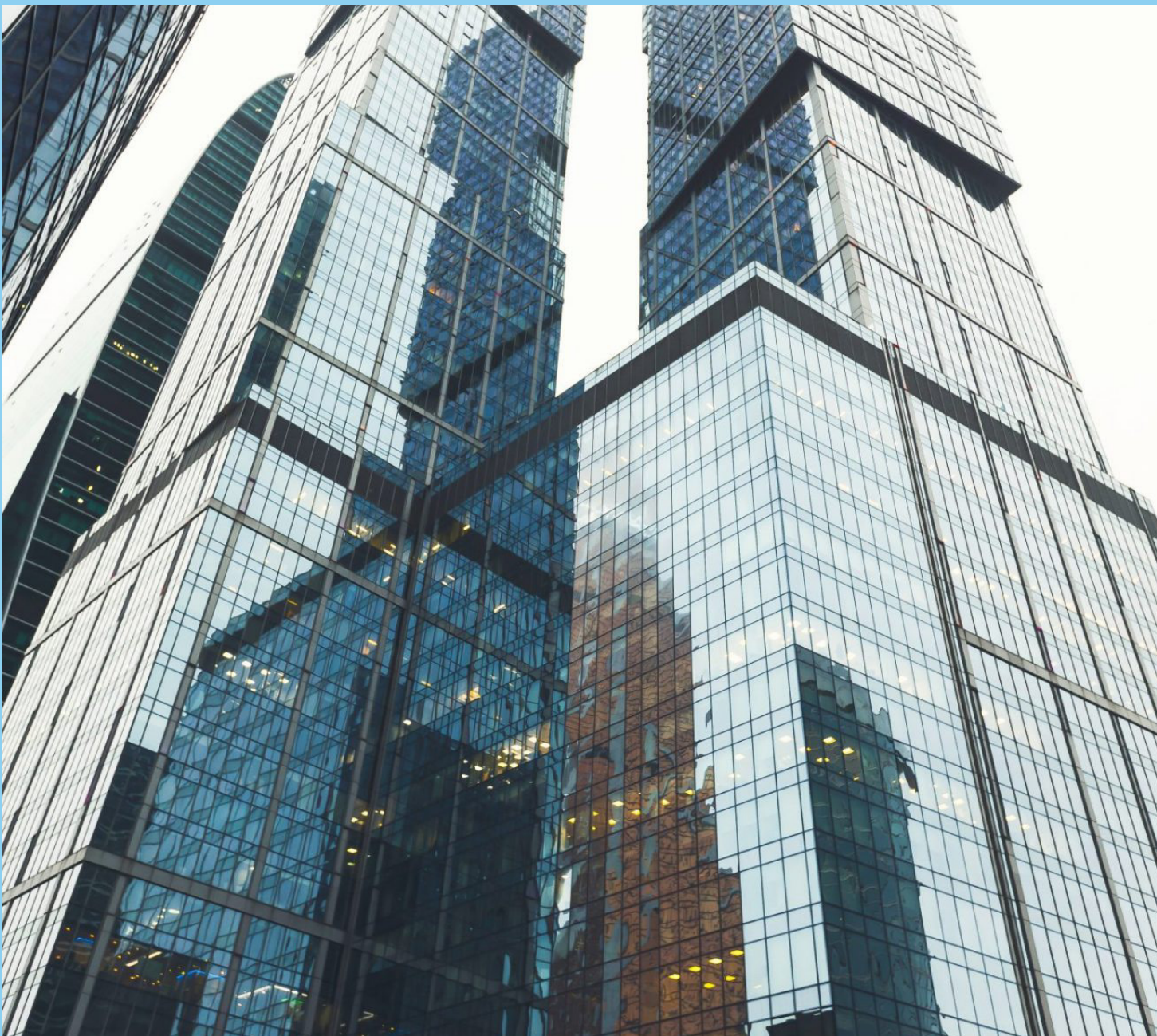


Bring All Your Financials Under One Roof:

How Acumatica's All-In-One System Simplifies Your Real Estate Project Accounting



The demands of real estate development means that clean, efficient accounting is an absolute must. Any time and effort spent sorting through multiple systems and tools, just to manage financials, is valuable time and effort lost.

Make your accounting experience easy, and leave your Excel and QuickBooks behind. Go with a **single, simple solution designed specifically for the real estate developer**—consider Acumatica Real Estate Development, handled by Anton Systems, Inc.

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On the Knife's Edge

The year was 1896, and Karl Elsener had a problem.

The Swissman's company, which mostly manufactured surgical equipment, was on the verge of bankruptcy. Outflanked by competitors producing the same tools at lower costs, Elsener knew that if things were to turn around, he'd need to come up with something drastic. Of course, he did just that. (Why else would we tell this story?)

Elsener set out to simply make a better version of a tool. Having apprenticed as a knife maker himself, Elsener came up with a new version that was lighter and more compact, yet somehow possessed many other useful tools within it. This innovation turned Elsener's company around, from imminent ruin to worldwide success.

Whenever we want to describe something that can do so much in such a simple way, we liken it to Elsener's creation—a **handy, multifunctional tool**.



The Problem with Many Modern Accounting Tools

What made Elsener's multifunctional tool so successful? It excelled at two things:

01

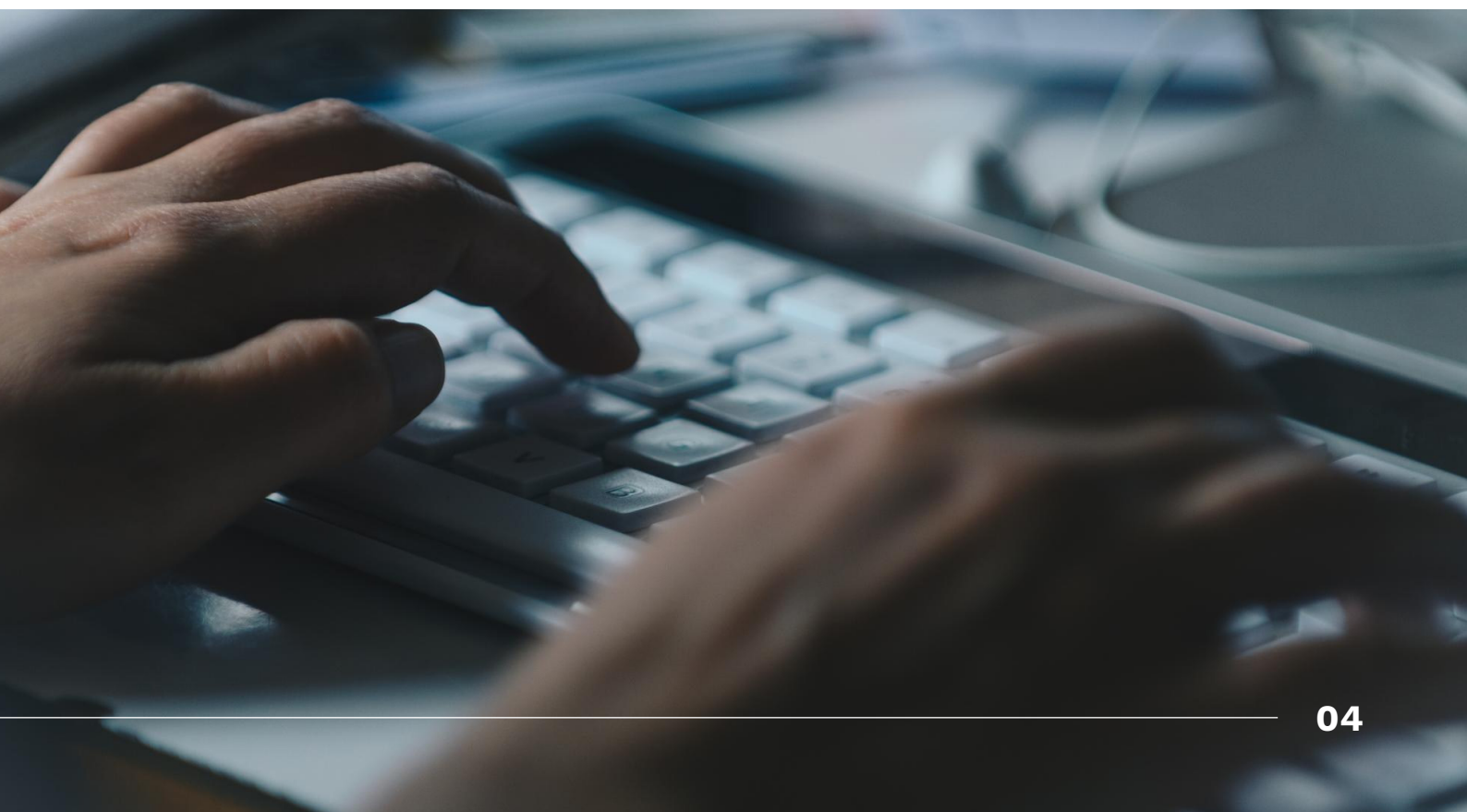
The tool *performed many different purposes well.*

02

The tool was *easy to use.*

Now, let's fast forward to today's world, where there are multitudes of software tools for every specific task, as well as tools that proclaim to do it all, like "an app for everything".

Many of the modern tools used for accounting—apps, programs, software—usually fall in one of these two categories.



Identify What Underperforming Accounting Tools Look Like

Masters of One	Masters of None
<p>Hyper-specialized tools that perform one thing well, but can't do anything else.</p>	<p>Broad-reach tools that attempt to perform multiple tasks, but don't excel at anything.</p>
<p>Costs: If you need to perform multiple tasks, you're going to be using (and paying for) a LOT of different tools.</p>	<p>Costs: A lot of unnecessary features that you don't need, but are paying for anyway—not a good solution for the long term.</p>
<p>Inefficiency: Hyper-specialized tools can have trouble integrating seamlessly with other tools, leading to inefficient siloes.</p>	<p>Inefficiency: With so many features and functionalities, these tools can be overwhelming to set up, learn about, and wield effectively.</p>
<p>Inflexibility: As your business needs evolve, the use cases of these tools can become outdated and outgrown, requiring costly upgrades or replacements.</p>	<p>Inflexibility: Managing complex software often has the user conform to its processes, instead of the other way around.</p>
<p>Key stat: 82% of business owners, marketers, and salespeople report losing multiple hours every week just trying to manage all their different technologies. (HubSpot¹)</p>	<p>Key stat: 89% of IT professionals report losing multiple hours every week, trying to manage bloated applications; 40% say their tools are hard to use. (Freshworks²)</p>

In your real estate project accounting, how much time are you wasting as a result of underperforming, unsuitable tools for your business needs?



Your Projects are Hampered by Tools Not Suited For The Job

Real estate developers face many unique challenges:

- Managing cash flow, expenses, contracts, loans, and more.
- Working with large budgets that can skyrocket easily.
- Weighing investment decisions and growth opportunities, and analyzing how your assets will appreciate.
- Considering the impact of local, state, and federal regulations, plus insurance and taxes.
- Planning for the worst: Unpredictable events like financial crises, not to mention natural disasters such as hurricanes, earthquakes, flooding, and fires.
- Often multiple projects at once, each with complex timelines and workflows.

Considering the many complexities of real estate projects, we see that **generic accounting tools are not ideal solutions to your accounting needs.**



It is not just about merely adding rents received or subtracting payments made for purchased plots of land. The value of real estate assets appreciates with time and can be converted into other forms of wealth, which have to be duly accounted for in your books of accounts. Thus, accounting for a real estate business is a highly specialized and often tricky responsibility.

- Ford Keast LLP³

Your Projects Need a Multifunctional Tool

Elsener was not successful because he invented a tool that could perform many different tasks. (After all, he was not the first to produce a multi-use pocket knife.) His true innovation was making a tool that could perform many different tasks *well*.

Would you compare generic accounting tools like **Excel** and **Quickbooks** to a multifunctional tool, easy to handle and effective at doing it all? Probably not! Though these tools are convenient to access and well familiar to anyone in accounting, **these tools do not meet the needs of real estate development.**⁴

To reach the full potential of your real estate project accounting, you only need one simple-to-use tool that can:



Clean up and consolidate financials from multiple projects and locales.



Manage day-to-day accounting while planning for the long term.



Maximize the profitability of your real estate projects.



Simplifying your processes gives you more time to spend on vital business activities.

- Freshbooks⁵



The Best Solution is the Simplest: Acumatica Real Estate Development

Acumatica Real Estate Development Accounting is a single-entry intercompany accounting solution designed specifically for real estate developers in the office, industrial, retail and residential industries.

Employ Acumatica to easily handle all aspects of real estate development: from pre-development cost to final funding, from project construction to property management, from the front line to the bottom line.

[Learn more about Acumatica Real Estate Development Accounting.](#)





Follow a simple process to keep track of contracts, ensure compliance, and manage associated documents.



Introduce More Flexibility

With Acumatica Cloud ERP software, real estate project managers and accountants can access real-time reporting and analytics anywhere and anytime.

This flexibility means that Acumatica Cloud ERP software is ideal for the ever-evolving needs of real estate projects. By providing valuable insights across multiple projects, Acumatica empowers your decision-making.

Introduce more Usability

One of the biggest barriers to efficient and effective real estate project accounting is usability. You shouldn't need to be an IT pro to get the most out of your software, especially when you have so many other challenges to manage at your real estate business.

Fortunately, Acumatica's ease-of-use and innovation is well recognized, winning awards for best usability⁶ and attaining top rankings in 19 categories.⁷

Acumatica Succeeds Where Other Accounting Tools Fail

Challenge	Excel	QuickBooks	Acumatica
Multi-Entity Consolidation	Consolidating data across entities requires extensive manual effort.	Struggles with multi-entity accounting and intercompany transactions.	Designed from the ground up to handle multi-entity consolidation smoothly and easily.
Project-Based Cost Tracking	Manual tracking is error-prone and time-consuming.	Limited ability to track multiple projects or allocate shared expenses.	Offers built-in project accounting with detailed cost allocation and tracking.
Accommodations for Long, Complex Project Timelines.	No real-time collaboration or updates; hard to track budget changes.	Inadequate tools for long-term forecasting or managing cost escalations.	Real-time reporting and dashboards allow data-driven decisions and accurate forecasting.
Regulatory, Insurance, and Tax Compliance	Requires manual adjustments, increasing the risk of error and thus significant costs and delays.	Limited compliance tools, especially for projects in multiple locations.	Integrated modules ensure efficient tax management, simplified audits, and regulatory compliance across multiple locations.

Why Use Acumatica Real Estate Development Accounting: A Summary

Acumatica is the single, simple software solution for your accounting needs within your real estate development projects. With multi-entity accounting, a customizable general ledger, and accessible data dashboards, Acumatica is both excellent at what it does and easy to use—the true multifunctional solution!

Anton Systems Will Help You Deliver A Simple, Effective Solution

Anton Systems, Inc. has been working with Real Estate Developers for over 35 years. We are an Acumatica Gold Certified Partner, and can help you overcome the accounting and project cost management challenges you face.

From inception through completion, we will set up a customized Acumatica solution designed to meet the unique accounting needs of your real estate development business.

It's time to simplify and automate your real estate development projects

Contact us to get started.



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