



Success Story

Heron Court Family Housing



Situation:

Family housing complex struggling with effective resident communications

Application:

Uses Magnolia Prime for resident communications, often replacing fliers

Benefits:

- More productive use of resources
- Savings of 5–10 staff hours per month
- Management able to focus on more value-added tasks and reduce frustration
- More cohesive and informed resident community

Description:

Heron Court is a Redwood Shores, California, family cooperative community with 104 town-house units. The primary languages spoken in the homes of the residents are English (80%) and Spanish (20%).

Challenges:

Heron Court management was experiencing inefficiencies and frustration associated with resident communications. The traditional

method of printing fliers was not meeting their needs. For instance, management reported that as many as 10 residents would say, “I didn’t receive your flyer.” The Assistant Administrator, who is also a resident of Heron Court, delivered the flyers to clipboards located on each porch, so she knew each resident received the flier. She was devoting up to an hour each time a flier had to be created and distributed, which often occurred several times a month.

Solution:

With the ongoing need for timely contact with all residents, Heron Court turned to Magnolia Prime. The Magnolia Prime solution helps meet the needs of both management and residents.

For the management, it:

- Allows for redirection of 5–10 hours of management’s time to more productive efforts
- Decreases staff frustration due to a flier not being retrieved from the resident’s porch
- Documents office communications with residents

For the residents, it:

- Keeps them better informed of issues affecting them
- Ensures timely notification of relevant information, such as Board of Director meetings and decisions, and management updates not requiring delivery via U.S. Mail
- More cohesive and informed resident community

Testimonials:

“We are happy with Magnolia Prime. It has been a very useful communication tool. It has eliminated the time and energy spent on creating and distributing memos.”

– Maria Nelson
Assistant Administrator

“Magnolia Prime is a great system for an emergency situation.”

– Yamilet Alvano
Administrator



MAGNOLIA PRIME

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