



How Community Financials Scaled to 36 States & 400+ Communities

A national HOA & condo accounting firm built its entire back-office operation on Smartwebs - growing from a startup to serving 400 communities and 30,000 homeowners across 36 states.

AT A GLANCE

~400

Communities

36

States Served

~30,000

Homeowners

66

Team Members

THE CHALLENGE

Scaling Without Sacrificing Service

After crossing 10,000 homes under management, operating across multiple software platforms became a serious problem. Inconsistency crept in, and service quality became harder to maintain.

- Multiple portals for a single community
- Separate board and back-office logins
- Turnover created recurring software-training demands

COMPANY PROFILE

About Community Financials

Founded in June 2018 by Russell, a 25-year community association industry veteran, Community Financials provides specialized HOA and condo accounting services nationwide.

The company supports self-managed communities, property managers who want accounting handled separately, and management companies looking to outsource their accounting function.

Today, its 66-person team - nearly all remote - serves communities ranging from 3 to 2,800 homes



WHY IT MATTERS

The Problem Russell Set Out to Solve

Russell identified two reasons clients most often switched providers: a loss of trust in how accounting was handled and poor responsiveness. Community Financials was built specifically to solve both, making the software platform critical to the business model

THE DECISION

Why Smartwebs

Russell evaluated at least six competing platforms before selecting Smartwebs. His decision came down to three non-negotiables:

ONE LOGIN

A unified experience for board members and property managers - no separate portal.

INTUITIVE BY DESIGN

New board members and managers could use it without formal software training

BUILT FOR THE MARKET

Designed to serve self-managed communities as well as management companies.

THE RESULTS

A Growing National Partnership

Since onboarding in September 2022, Community Financials has converted its entire client base to Smartwebs, completed migrations from Tops and Calibre, and continued expanding its national footprint

SEP 2022 Smartwebs adoption
2024 Full migration complete
36 States and growing



Smartwebs was willing to listen and to make changes based on the collective wisdom of all the smart accounting people on our team. Over time, we've been able to take examples from other software and make Smartwebs even better. I really do appreciate the partnership we have with Smartwebs.



*Russell | Founder & CEO, Community Financials
25-year HOA industry veteran*



Ready to Simplify the Back Office and Scale?

See how Smartwebs creates one unified experience for community association operations.

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