



Smooth integration paves way for better performance at GoldOller

About GoldOller

- NMHC Top 50 Manager
- HQ: Philadelphia
- Units under management: 16,000+
- Full portfolio roll-out on Knock

Challenge: Finding a CRM that seamlessly integrated into GoldOller's tech stack

As a superuser of software and early adopter of tech, GoldOller crosses their T's and dots their I's when it comes to vetting new tools. "We use software to the fullest," shares Michelle Cornelison, director of training and development.

A key part of that research is ensuring those new tools integrate with the rest of their software, enabling their workflow and data pulling to be as seamless as possible.

"Software is there to make your life easier," she says. "You shouldn't have to spend all of your time managing integration issues."

Impressed by its features and enhancements, GoldOller partnered with Knock to address those pain points and make their teams' work easier.

Approach: Best-in-class integrations

With bi-directional synchronization across six major PMS platforms, Knock is an expert at back-office

integrations. Cornelison had previously piloted a few properties with Knock, and was interested in Knock's integration capabilities.

Once GoldOller rolled out Knock to their portfolio, "everything was so seamless," shared Lisa Moore, manager of training and team development.

"Knock was our easiest software implementation," adds Cornelison. "It's a very complex product with a lot of moving parts, but it was one of the easiest transitions we've been through."

With such an easy integration, the team found themselves with more time to dedicate elsewhere, and real trust in the data itself. In addition, GoldOller's onsite teams were thrilled with the roll-out.

Results: Time and trust

"What sticks out to me was the overwhelming response that we got from our teams right off the bat saying, 'Thank you so much for changing [to Knock]. This is so much better,'" Cornelison shares, noting that Knock has also improved her own work and that of company leadership: "[Knock] has given me time back, and it's given us trust back in our leasing numbers, traffic numbers, and conversion ratios."

As the company plans to expand their portfolio, GoldOller has full confidence in Knock's ability to integrate and provide value. "[Knock] is very open to growing together, including features and enhancements that will make our lives easier," says Cornelison. "It's really valuable to be partnered with someone where you feel like your input is going somewhere."

[Read the full story here.](#)

"Knock is a complex product with lots of moving parts, and it was still the easiest transition we've ever been through."

– Michelle Cornelison, Director of Training and Development, GoldOller

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