

Measurable Results.® - Places Management

Hi, my name is Darsey Nicklasson. I am the CEO and founder of Places Management. We're a residential property management company based in Colorado Springs, but we also operate properties in Pueblo, Fountain, in Granby and up in Silverthorne, so we've been expanding rapidly.

At the time, we were really starting to expand Places Management beyond just managing the properties that I had developed and managing for other owners, taking us into third-party property management. So when you take on that responsibility and you take on the responsibility of their accounting, it just, it made me make sure I had to step up my game. And I very strongly believe that accounting is an absolutely essential function of any small business.

I needed somebody who knew how to pull my financials together and run my accounting better than I did, so I'd grown beyond what I could do myself. So, I'd hired a controller, and she'd been with us for about nine months, and then she needed to step out on family leave. So then came the situation of what do we do now? And a friend had told me about SVA and had given them a great recommendation. So, I immediately reached out to the team, and that's where the relationship started.

SVA came on. I thought initially they would just step in as a part-time CFO role for me. Very quickly, we realized with their help that we needed assistance in creating processes. They came in and helped create the processes to do that payroll reconciliation, so that we knew we were accurately charging back to the properties and creating a process to do it. So it wasn't that they just stepped in and started doing it for us; they helped create the pathway so that my team could do it and take it over.

I had an accounts payable person leave in January, so that threw a hiccup in with us. I had another key personnel who worked with us a lot in accounting go on emergency family leave. My whole accounting department kind of dissolved on me, whichever way you want to go, and SVA was there to help hold it together while I got the right people back in place and then helped to train them. So they're my backfall. I call them up. What do we do now?

I didn't know what I didn't know. I knew I needed to create an accounting department. I'm not an accountant. I am an entrepreneur. I wasn't sure of all of the processes to put in place, or even the people I was looking for. We literally interviewed with having somebody look at a trailing 12-month income statement and say, "Hey, what are you looking for? They taught me that process. I'm like, "Okay, now I can do this, and that's what they've been doing all along, is they've been teaching me,

they've been holding my hand, and then letting us go and figure it out, but still be a backstop there for us.

They care about my business as much as I do. They allowed me to be confident to go out to a client and to say these are the accurate financials. I can just call them up at any time. They usually call back within that day or within the hour, and we're right on topic. But there's also the human side of it. Like I care that the SVA people took a vacation. They care that I took a vacation. That all of our daughters seem to play soccer together. If I didn't have them, I think I would have just, I would have had a really big mess on my hands, and I don't know what I would have done.

I trust them. It's as simple as that. It's about the people. I trust that when I call them, they call me back. I trust that we can have hard conversations that need to be had. I trust that they work really hard on my behalf, and I trust that they care about me as a person, not just a client.