



Family-run multifamily firm relies on Deal Services alongside the core software to run investment operations.



California-based Tilden Properties (Tilden) was founded by the Tripaldi family in 2008. With more than 100 years of collective experience in multifamily real estate investment and operations, the principals are dedicated to providing diligent stewardship for investors, expert management of owned assets, and creating enhanced returns through focused operations of their 3,500 unit-plus portfolio located throughout Northern California and Nevada.

[www.tildenproperties.com](http://www.tildenproperties.com)



## The Challenge

Tilden's biggest priority has always been to find good deals and provide solid returns for their loyal group of investors, made up primarily of friends and family. They're patient dealmakers, but still very focused on growth. While they don't aspire to be the nation's largest multifamily manager, their goal is to add 500 to 1,000 net units per year while keeping headcount low.

Early on, with 500 units, it was relatively easy to manage the portfolio as a family affair. As Tilden grew to 1,000 units, it became slightly more difficult so they added a few non-family members to the mix, including Ryan Crowley who joined the firm in 2010 to help oversee asset and construction management of their expanding property portfolio. As Tilden grew to 3,000-plus units, there were more moving parts, more deals, and more investors to manage.

"To manage growth and remain competitive, we recognized the only way for us to scale efficiently was to leverage technology and partner with a professional services firm," Ryan explained.



"Now I can do my full-time job and leave the deal administration tasks to experts at Juniper Square."

**Ryan Crowley**  
Partner  
Tilden Properties

## The Process

Ryan took the lead. “I realized that software was not only a great way to modernize our operations, but it also could be a great tool for our investors. My goal was to find a technology solution that was modern, efficient, user-friendly, investor-focused, and priced right.”

Based on peer recommendations, Ryan called Juniper Square. “What I initially liked most about Juniper Square was that it’s a software company that understands real estate. It really was the best alternative for our needs. I wasn’t looking for an institutional matrix. I was looking for a solution that would help us better manage our portfolio and serve our investors. And that’s what you get with Juniper Square.”

## The Results

Tilden took time to set up Juniper Square, making sure data was correct and to get as many of their investors familiar with and using the system. They started by providing basic reporting and then migrated to providing more analytics as investors got comfortable with the system. “The response has been extremely positive,” Ryan says.

Recently, Tilden expanded their relationship with Juniper Square even further. “We don’t have funds so I never thought to ask about Juniper Square’s administration offer and whether we could outsource portal setup, subscriptions, and end-to-end distributions,” Ryan said. “Those types of operational tasks take time and effort and, while I’m probably one of the power users in our office, I will never have the same understanding of the system and its power as someone from Juniper Square.”

Once he learned about Deal Services, Ryan was quick to sign up. “The Juniper Square software is great, but the new Deal Services has been a next-level game changer for us. It frees us up from having to do administrative work, which is time-consuming and takes effort. Plus we always have a trusted Juniper Square resource to help with so we can focus on managing assets and finding deals.”

Ryan continued, “It’s satisfying to know that all entities are set up and our records are correct. They manage ACH and NACHA files and handle quarterly distributions and letters. Having someone organize and troubleshoot problems has been invaluable. Things come up and, while it would take us ages to realize that set-up decisions we made two years ago were the wrong ones, it’s a quick fix now. And we know that all our information is right, which is key. The last thing we want is to find out that one of our investors’ data is wrong, and that fear has been eliminated with Deal Services.”

## Customer Benefits

### Unparalleled service

“Juniper Square’s service is top notch. We like and trust our investor services manager, who is able to help us get the most from Juniper Square’s solutions. Working with him makes an already great product even better.”

### Strengthens decision-making

“We’re always looking at different lending options, refinancing, and different returning equity and supplemental loans. With 30-plus deals at any given time, we now have a single source for every record. How much outstanding debt do we have? When does that debt mature? When does that interest-only period end? All of those things that we’re constantly looking at are readily available and everyone is using the same information instead of multiple Excel documents. Juniper Square makes it easy for us to make real-time assessments and decisions.”

### Lives up to the hype

“When I was evaluating investment management solutions, I spoke to Juniper Square customers and I was impressed by what I learned. It was the kind of feedback you want to hear, especially from people who were familiar with other alternatives. More than one person told me that they could run their business without the other software provider they used, but they wouldn’t be able to operate without Juniper Square. That’s meaningful.”