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# Cohen-Esrey Communities

Cohen-Esrey Communities is a multifamily firm managing over 10,000 units across 9 states. They have approximately 120 properties ranging from luxury high-rises to affordable housing communities. Before implementing Zego Pay, they were concerned that onboarding a new technology would come with hefty share of challenges. Find out how implementing Zego was far easier than they anticipated.

## Key benefits

- ✓ **Easy to get started**  
Quick and seamless implementation
- ✓ **Comprehensive support**  
Dedicated client support team
- ✓ **Improved productivity**  
More time spent on portfolio building and retaining residents



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— Ruth Cox, CFO at Cohen-Esrey

## **The client**



### **Location**

Nationwide



### **Total units**

10000



### **Industry**

Multifamily



### **Zego solutions**

Payments



### **Accounting software**

RealPage

## **The challenge**

Implementing a new technology at a large multifamily firm can require a significant amount of time and coordination. When Cohen-Esrey decided to set up digital payments for their properties, they feared that managing a new technology, as well as another vendor, would be a significant time investment. They interviewed several payment providers during their search, hoping to find a vendor that could meet their criteria. “When we started looking at digital payment providers, we wanted a vendor that offered a solid solution at an affordable cost. And equally important to us was a provider who was easy to do business with, not only during implementation, but in the long run as well,” said Ruth Cox, CFO at Cohen-Esrey.

## **The solution**

After interviewing multiple payment providers, Cohen-Esrey determined that Zego was the best fit for their firm. “Ultimately we chose Zego because of how easy their system would be to set up and use. Additionally, we liked that Zego is focused on processing payments for our industry. They have every aspect of running a digital payment solution down to a science, so literally all we had to do was sign on the dotted line and let them handle everything else for us. We didn’t feel we’d get the same experience from a property management software provider or a bank solution,” said Cox.

# The result

Cohen-Esrey has now been a Zego client for six years. Since then, Zego's client support team has played an active role on the account, regularly providing training, quarterly business reviews and marketing check ins. "As a busy multifamily firm, it is important for us to have business partners who are proactive and don't wait until there are issues on our account to contact us. Zego always stays one step ahead of us to ensure our account is performing to its full potential. I appreciate the regular check-ins from our Client Account Representatives, whether it's just to see if we're running low on marketing materials or to give us an update on transaction volume," remarked Cox about the experience to date with Zego.

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