



CUSTOMER CASE STUDY

One Source of Truth for Smarter Operations

How RedPeak makes better decisions with REBA BI™



BY THE NUMBERS

4,000

Units Under Management

50+

Assets Throughout Denver

Weeks → Clicks

Time Saved



ABOUT REDPEAK

RedPeak is a Denver-based owner-operator managing approximately 4,000 apartment units across 53 assets, all within the Denver Metro Area. The organization is led by a dedicated innovation team focused on data-driven decision making across every level of the business, from executive leadership to on-site maintenance supervisors.

Jayde Kelley, Director of Innovation, has been with RedPeak for five years, starting in operations before moving into the business systems side of the company. Parker Myers, Business Systems Analyst, joined nearly a year ago bringing deep data modeling experience and quickly began engaging with RedPeak's REBA BI™ environment.



THE CHALLENGE

RedPeak's goal was clear: make data the foundation of every decision. Getting there required solving three interconnected problems that were slowing the entire organization down.



No single source of truth

Data lived across the different solutions in their tech stack, each defining metrics in slightly different ways and frequently showing conflicting numbers. When reports disagreed, teams had no reliable way to know which one to trust, resulting in confusion and decisions defaulted back to instinct.



Reporting took days, not minutes

Answering a single operational question meant pulling five or six reports from different systems, downloading them, manually reconciling the data in Excel and then scheduling a meeting to review. The result was weeks consumed by the effort of collecting and assembling data before any decision could be made.



Data access was gatekept

If someone in operations, finance or leasing needed a specific data point, they came to Jayde. She pulled the reports. It was a bottleneck that limited how quickly the organization could move and it meant most team members had no direct relationship with the numbers that drove their work.

THE SOLUTION: REBA BI™



RedPeak deployed REBA BI™ as the central reporting hub for the entire organization. Parker manages the platform day-to-day, building dashboards and extracting data as new questions and KPIs emerge across the portfolio.



One platform, one language

REBA BI™ became the backstop when systems disagreed. Rather than leaving teams to reconcile conflicting numbers on their own, RedPeak established REBA as the definitive source — the version the executive team references — and built a clear explanation for why other systems might show something different. This consistency was the foundation of adoption.



“This is how our C-suite is looking at things. We’re able to help explain why one source looks different and why REBA can act as a source of truth. I think it’s really helped with trusting data as time has gone on.”

– Parker Myers, Business Systems Analyst, RedPeak



Role-specific dashboards built for every audience

RedPeak built dashboards tailored to each level of the organization. Portfolio directors, regional managers, leasing staff, assistant managers and maintenance supervisors each see the data most relevant to their role and how they can make an impact. The Boxscore dashboard became the daily go-to for operational performance across the portfolio.



Leaderboards that drive performance

Every dashboard RedPeak builds includes a leaderboard view, ranked by portfolio director, manager and property. Drill throughs let teams follow the data wherever they need to go. On quarterly all-company calls, leadership walks through each leaderboard live, recognizing and rewarding top performers in front of the full organization.



The Cube: ad hoc answers without the wait

For Parker and RedPeak's Asset Management team, REBA's Cube has become the most valuable tool in the stack. What previously required building a sprawling Excel model across 53 properties, a process that literally crashed computers, now runs instantly in the cloud. The data refreshes automatically every day and the team can slice a full CNOI model in minutes rather than waiting days for a report to be assembled.



RESULTS & IMPACT

Since deploying REBA BI™, RedPeak has seen measurable shifts in how fast decisions are made, how confidently teams act on data and how collaboratively the organization works across departments.

Weeks of reporting reduced to minutes

What once required days of pulling, reconciling and presenting data from multiple systems now happens in the course of a single conversation. Someone brings a question, Parker pulls up REBA BI™ and can get answers at the speed of curiosity.

Cross-team collaboration around shared data

Marketing, pricing, operations and service teams that once worked from different numbers now convene around the same dashboards. When a problem surfaces, like low lead-to-tour conversion, rising turn times, or flagging occupancy, each team evaluates it from their own lens, then aligns on a path forward. No one is pointing fingers at conflicting reports.

Portfolio-wide adoption from the top down

Usage has grown steadily since launch. Portfolio directors walk through REBA dashboards with every manager weekly. Leasing staff check their performance standings ahead of quarterly calls. The Asset Management team uses the Cube daily. Access has been extended to every role across all 53 properties, with ongoing training to deepen how each audience engages with the data relevant to them.

Faster decisions, made with confidence

In a challenging Denver market with softening demand and pricing pressure, RedPeak's teams have been able to move quickly, diagnosing whether underperformance is a pricing issue, a conversion issue or an operational one. The confidence that comes from trusting the data has been just as important as the speed.

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“We know what we’re looking at. We know we can trust it. And I think that’s also really cool to see. Decisions can be made quickly because of that. We’re not waiting on a report to be built for three or four days.”

– Parker Myers, Business Systems Analyst, RedPeak



LOOKING AHEAD

The team is now expanding their use of REBA Budget™ with a new Asset Management analyst leading the revenue side of the budgeting process and leaning on the BI-Budget connection to keep historical performance close at hand.

With data access extended across every role and trust in the platform well established, RedPeak is positioned to move from reactive reporting to genuinely proactive portfolio management, catching opportunities and problems before they surface.



In one sentence

"We didn't have clean, consistent data to make decisions, with REBA BI, now we do."



If REBA disappeared tomorrow

"A lot of people would be very, very, very upset."



Advice to users still pulling reports manually

"Implementing REBA streamlined reporting from a weeks-long manual process across multiple systems to a single-click action. This shift significantly reduced time spent on data collection and analysis, improving efficiency across all organizational levels."