



CASE STUDY

# A Short-term Property Management Company Makes a High-Tech Integration of Systems for Exponential Growth



## COMPANY OVERVIEW

Founded in 2016, Hoste, hosting made easy, is a full turnkey short-term rental management company. In scenic Colorado Springs, they are a growing high-tech startup that manages and coordinates incredible guest experiences for multiple entity vacation rental homes and apartments. The business has seen rapid growth and expansion in ten different cities within Colorado. The tech-savvy owners have a strategic vision for expanding to other states. They have the right software platforms in place. Hoste is now handling over 1000 reservations per month and adding expanded guest experience options.

## EXECUTIVE SUMMARY

### Before

- Used and paid for two QuickBooks solutions: Trust Accounts for each homeowner and Management Company Account
- Spent time and money on building connections for QuickBooks
- Logistical complexities threatened growth goals
- Had Guesty but did not have a platform to connect bookings to a reliable financial accounting software solution

### After

- Joined Ximplifi and transitioned to Sage Intacct for one accounting solution and professional services
- Added VRAccountant to connect Guesty transactions to Sage Intacct
- Saw a sharp increase in reservations and profitability

With backgrounds in real estate and specialized IT training from the military, brothers Evan and Phil Wilburn began a short-term property management experience. In 2016, they began a high-tech startup, called Hoste. Hosting made easy—to tackle the frustrating complexities of short-term property management.

Beginning with their personal Colorado Springs properties and driven by their passion for family and guest experiences, they found out firsthand the need for property management services. Whether hosting a vacation rental or booking a scenic vacation, the clients of Hoste get a high-tech top-of-the-line experience.

## THE PROBLEM

Hoste creates a great turnkey experience for owners. Most people who stay with Hoste-managed homes are families who want an awesome house on vacation. They may want Hoste to set up a personal chef or wine tasting experience. Special service offerings bring a lot of growth to the Colorado Springs company.

Growth is great but comes with logistical complexities. Hoste is growing — sometimes doubling reservations each month. For every property, the company manages special activities, digital advertising, booking, guest relations, housekeeping, maintenance, and sales tax remittance. In the beginning, they managed their own accounting services, too. “We love being able to offer incredible guest experiences,” said Evan Wilburn. “We, also, love being able to manage owners’ assets and deliver them a great return.” It did not take long to realize Hoste would need more robust systems to manage the rapid increase in business.

*“Our goal is to get accurate financials down to the penny, which we solved with Ximplifi, Guesty, and Sage Intacct. It’s important for our homeowners, vendors, and employees to get paid right.”*

**Evan Wilburn**  
Owner & CEO



With logistical complexities to every touch point of the business, the tech-savvy brothers went to work expanding their QuickBooks capabilities. They used and paid for two QuickBooks solutions—one for the Trust Account and one for the management company. In 2019, Evan and Phil contacted an overseas team to help them build their own connections for QuickBooks. Although they built a good product, it didn’t work well for their business. The new challenge was training and supervising staff for a specialized financial role. Rebuilding the platform, hiring, and training staff was not worth the time or expense.

### THE SOLUTION

One constant that worked with the rapid-growth customer bookings was the platform Guesty. Hoste uses the technological efficiency of Guesty to support their short-term rental expansion.

Guesty offers distribution channels that give the properties maximum exposure with increased traffic. “We are seeing an exponential growth in bookings,” says Evan. “On the operations side, we’ve been able to develop these amazing operational tools on top of Guesty.” The straightforward process to build and connect different software is easy through Guesty’s marketplace of apps.

Evan and Phil Wilburn were enjoying the initial success of property management through Guesty’s modular platform. Since they had options with a great open access API, the pair turned to the marketplace of apps where they found Ximplifi.

“Ximplifi was one of those amazing options that connected the best we have with Guesty and a financial software solution that solved our financial growth problems,” adds Evan. In September 2020, Evan and Phil worked with Ximplifi to transition from QuickBooks to Sage Intacct. “For me,” says Evan, “the decision was—either I can spend a lot of money building out another application to automate this with Sage Intacct or I can hire Ximplifi to be our Sage Intacct financial experts.”

Hoste moved forward with the sound business strategy that the best solution was the cost-effective solution.

The design for QuickBooks is not for Trust Accounting and regulatory components. Hoste had a genuine concern for future real estate audit compliance. Through the onboarding process with Ximplifi, the expert team quickly and smoothly transitioned all the Hoste accounts into one system with Sage Intacct. The seamless process to compliance was less than three months.

“Jesse and the Ximplifi team continue to do a great job with our accounts,” adds Evan. Ximplifi’s integration software, VRAccountant connects Guesty bookings to Sage Intacct. “We’re tracking financials for specific owners, bank accounts, profit and loss,” continues Evan. “We don’t worry because trust accounts store money and pay owners.” While the Ximplifi team cares for Hoste financial accounts, the entire Hoste crew can focus on their mission for great guest experiences. Evan and Phil pull a real-time report from Sage Intacct and know the exact status of their finances.

## THE RESULTS

Hoste wasn't saving money by using two do-it-yourself solutions and many spreadsheets. Joining Ximplifi with a transition to Sage Intacct was a straightforward process. The tech-savvy business partners credit Ximplifi with the most cost-effective solution.

With a booming vacation rental market and strategic goals for expansion, the business turned to Ximplifi's VRAccountant to integrate their booking platform, Guesty. Instead of building a platform with time expensive workarounds, the complexity of reservations populates directly into a singular accounting management system, Sage Intacct.

Evan and Phil Wilburn credit Hoste's sharp increases in reservations and profitability to the relationship with Ximplifi. Their decision to multiply operational tools with VRAccountant and Sage Intacct simplifies the complex accounting process with Guesty. "Now the full-client experience sets us apart as a great business, with a great reputation, and a great company culture," boasts Evan.