

# Maclab Enterprises Selects Intuit Real Estate Solutions' MRI Residential and Commercial System



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Industry: [Software](#)

**Press Release Summary: Maclab Enterprises has selected the Intuit Real Estate Solutions' MRI Residential and Commercial System to replace their existing Yardi property management system. The new system was purchased from Lynx Systems Inc., the Canadian business partner of Intuit.**

Press Release Body: Toronto, September 26, 2007– **Maclab Enterprises** has selected the **Intuit Real Estate Solutions' MRI Residential and Commercial System** to replace their existing Yardi property management system. The new system was purchased from **Lynx Systems Inc.**, the Canadian business partner of **Intuit**. **Lynx Systems** will be responsible for system implementation, training, and support for the new software.

**Maclab Enterprises**, headquartered in Edmonton, is the largest privately-held residential rental property holder in Alberta and the Northwest Territories. The company also owns commercial and hotel properties, and provides professional property management through **Midwest Property Management**.

With the explosive demand for rental space in the Alberta market, **Maclab** was losing confidence in the ability of its existing property management system to meet their growing needs. Staff was spending more and more time creating reports through Excel and Word as opposed to utilizing the information directly through their property management system. Also, management was not receiving critical, timely information. **Sonia Ali-Smith, Divisional Controller**, explains, *"We can't wait 3-4 days to get critical information. Our data must be timely and accurate so that we can make strategic decisions to improve our occupancy rates and returns."*

### **Impressive Report Writing and Features**

After an extensive evaluation of vendors, it became clear that **Lynx and Intuit MRI** would be the right choice. **Maclab** was impressed by the software and report writing flexibility offered by **MRI's Toolkit technology**. Sonia explains, *"When Don Robinson invited us to a seminar ... we were extremely impressed with the quality and robustness of the system."* Sonia adds, *"It's user-friendly.... Each screen and program is dedicated to a specific function, and is not cluttered with unrelated information; as a result, people can focus on the item at hand rather than being distracted with superfluous information on the screen."*

### **Company Knowledge and Service**

She further explains, *"We ultimately chose **Lynx**, however, because of their knowledge and service. Additionally, having the **Intuit** name associated with the **MRI product** was a strong selling feature. **Intuit** has a history of strong support and growth of IT products and that meant a lot to our evaluation committee. We enjoyed dealing with **Lynx**; it was easy to ask questions and we got the answers quickly. They even gave our IT department the opportunity to deal directly with their technical support team, which further demonstrated their approach to client service."*

### **Lynx Systems as a Partner**

Sonia states, *"They [**Lynx**] were also more willing than other vendors to customize the product; most other vendors simply said 'no, it can't be done.'" She continues, "We appreciate the continuous development of the program. Also, **Lynx** is listening to the client and developing the program to meet their needs. Flexibility and a company that listens are important."*

In short, **Maclab** wanted a company that would work with them, to provide them with timely and critical information needed to stay

competitive in their fast moving market. Sonia concludes, "Our relationship with Lynx feels more like a partnership. I'm very excited to be working together."

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**About Maclab Enterprises**

**Maclab Enterprises** is the largest privately-held residential rental property holder in Alberta and the Northwest Territories. The company is active in residential and commercial rental properties and provides professional property management through Midwest Property Management. With several subdivisions underway, the company's land development group offers opportunities to homebuilders in the Edmonton Capital Region. Maclab also owns hotel properties in Edmonton, Jasper National Park and Yellowknife, which are managed by Coast Hotels & Resorts.

**About Lynx Systems Inc.**

**Lynx Systems Inc.** is the sole Canadian business partner for **Intuit Real Estate Solutions**. Founded by a team of experienced real estate system professionals, **Lynx** is dedicated to improving the use of information technology to meet strategic business objectives of its clients. Its team takes full responsibility for implementing and supporting the Canadian clients that use the Intuit MRI product. **Lynx** is also responsible for all customizations to meet the changing needs of the Canadian market. More information can be found at [www.lynxsystemsinc.com](http://www.lynxsystemsinc.com)

**About Intuit Real Estate Solutions**

**Intuit Real Estate Solutions** offers business management solutions to the global property management industry as well as to corporate real estate managers. Offering the most flexible solutions with both outsourced hosted offerings and packaged enterprise software, Intuit Real Estate Solutions strives to develop long-term successful relationships with its clients. Currently, the business has more than 4,500 clients on five continents and in 41 countries. For more information, please visit [www.realestate.intuit.com](http://www.realestate.intuit.com).

**About Intuit Inc.**

**Intuit Inc.** is a leading provider of business and financial management solutions for small businesses, consumers and accounting professionals. Its flagship products and services, including **QuickBooks®**, **Quicken®** and **TurboTax®**, simplify small business

management and payroll processing, personal finance, and tax preparation and filing. **ProSeries® and Lacerte®** are **Intuit's** leading tax preparation software suites for professional accountants.

Founded in 1983, Intuit had annual revenue of more than US \$2 billion in its fiscal year 2005. The company has nearly 7,000 employees with major offices in 13 states across the U.S. and offices in Canada, the United Kingdom and the Asia Pacific region. More information can be found at [www.intuit.com](http://www.intuit.com).

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