



IN THE BUSINESS OF YOUR SUCCESS®

# ADP Resource® Solutions for Business Challenges



## REAL ESTATE

### A business partner with special expertise is part of this real estate management firm's strategy for success.

Employers of all sizes and in virtually every industry are facing tough challenges – from increased competition in the market to more complex, employer-related compliance requirements. All of these issues can take a bite out of profits. Landmarc Real Estate, a woman-owned real estate management firm based in Fredericksburg, Virginia, made a strategic decision not to face these significant challenges alone. As Landmarc Vice President of Operations Ryan Fernet explains, an integral and indispensable part of the company's success strategy includes having the expertise of ADP Resource® at its side.

## BUSINESS CHALLENGES

- LACK OF TOOLS AND INFRASTRUCTURE
- FINDING AND KEEPING THE RIGHT PEOPLE
- KEEPING UP WITH NON-STOP REGULATION/REFORM CHANGES
- THE NEED TO DO MORE WITH LESS

## Why ADP Resource?

Landmarc was managing its employment administration with a combination of outsourced services and internal solutions. Employee time and attendance was tracked on Excel spreadsheets and an outside broker handled Landmarc's insurance requirements. However, says Fernet, disparate solutions can spell trouble for a growing company. "When you utilize one solution from here and another one from there, no matter how good they might be, you ultimately end up managing them," says Fernet. "That takes away a tremendous amount of your time from sales and revenue production, communicating with clients, and discovering new business."

## SNAPSHOT

**Client:**

Landmarc Real Estate  
Fredericksburg, Virginia

**Industry:**

Real estate management

**Ownership:**

Woman-owned, privately held company

**Description:**

Provides management of homeowners associations, residential condominiums, townhouse and commercial condominiums.

**Workforce:**

About 26 employees

**Website:**

[www.e-landmarc.com](http://www.e-landmarc.com)



## The ADP Resource Solution

As a client of ADP Resource® – ADP's Administrative Services Offering (ASO) – Landmarc Real Estate has access to the high level of human resource (HR) expertise it takes to successfully manage and train its human capital, and help comply with employer-related rules and regulations. Relying on ADP's broad capabilities, Landmarc's principals are spending more time growing their business and less time worrying about how to compensate, manage, develop, and retain their employees.

He adds, "We must have looked at fifty combinations of options involving payroll, time and attendance, and human resource management, and we came away with a really good comfort level with ADP Resource. It gives us that all-encompassing sense of *continuity* we wanted – one provider, one place to go for everything we needed and one place to call for help."

Fernett's company wasted no time leveraging the tools, infrastructure, best practices, and integrated solutions of ADP Resource to help Landmarc manage its human capital needs with compliance and cost-effectiveness.

## Talent Management

Managing talent with diligence, care, and efficiency goes a long way toward helping an employer to attract and keep the talent it needs. "We needed to raise the level of our talent administration and ADP Resource rolled up their sleeves and worked with us to accomplish some big objectives," Fernett recalls.

"For instance, we wrote job descriptions for every employee in the company, starting with a questionnaire that ADP Resource provided, so we could acquire the latest and most complete information about each position," says Fernett. "We also did a complete rewrite of our employee handbook and ADP Resource held our hand every step of the way. They gave us clear advice and, at the end, we published a handbook that we are proud of because it meets the high standards of our company."

He concludes, "The fact is ADP Resource helped us to complete two very important initiatives at no additional cost. If we had to hire separate consultants for these projects, each would have run about \$10,000."

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**"Dollar for dollar, for everything they provide, we believe we're getting the best value from ADP Resource."**

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## Risk Mitigation & Compliance

"Before ADP Resource, we had a good experience with outsourced payroll. It came with payroll tax filing and it worked well," Fernett recalls. "With ADP Resource, we get all that – but we also gained access to *another* service that helped us with compliance and softened what traditionally has had a big impact on our cash flow – workers' compensation coverage. It's all pretty simple. You have employees, you are required to have workers' compensation coverage, and it can be expensive."

Fernett explained that Landmarc had been purchasing its workers' compensation coverage through an outside broker. "We had to strike a \$12,000 premium check each January, which is the worst time of the year when it comes to cash flow." However, with ADP Resource, that soon changed.

Automatic Data Processing Insurance Services – an ADP, Inc. affiliated company that specializes in serving small and mid-sized businesses – helped Landmarc find new workers' compensation insurance coverage. In addition, the ADP Pay-by-Pay<sup>®</sup> Premium Payment Program allows Landmarc to pay its workers' compensation insurance premium with each actual payroll, whereby ADP sends

premium payments directly to the insurance carrier on Landmarc's behalf, decreasing the risk of late payments or policy cancellation.

"Our annual policy costs less overall, we're no longer paying a large upfront premium payment, and this year at audit time I was no longer facing the prospect of writing a check for a premium underpayment. These are big pluses for a small business," Fernett notes.

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## 401(k) Retirement Savings Plan

Offering a 401(k) Retirement Savings Plan helps Landmarc to compete with larger firms for the best talent. "We started our 401(k) with ADP's help and it has been an enormous success from day one," says Fernett.

He describes his company's 401(k) experience as another example of "receiving extra value" from ADP Resource. "The plan was easy to set up. We have access to excellent fund management. ADP handles the government compliance testing and prepares the tedious paperwork for us. Our employees invest in their plans through payroll deduction. If they have questions, they contact the ADP call center that's set up for this purpose. Basically, ADP does most of the work for you and your employees have a great new benefit that can help them long-term."

## Business Insights

A core feature of ADP Resource that makes it so special is the dedicated Human Resource Business Partner (HRBP) – a trusted advisor from ADP<sup>®</sup> – it provides to clients. To Fernett and his company, their HRBP is a strategic feature that differentiates ADP in a big way.

"Our HR Business Partner is an awesome person that brings an amazing amount of knowledge and plenty of honest feedback to the table," says Fernett of his HRBP. "Once a month she meets with our executive management group to discuss strategy and big issues. If something comes up in between, we know that her assistance is just a phone call away.

"When I think of the value we get from our HR Business Partner, *excellent training* is one of the things that immediately comes to mind. She trains our staff, or coordinates the training we need, so that we get the best benefits from the instruction with the least interruption to our business day. Beyond that, I can also put a dollar number on what ADP's training saves us out-of-pocket. The 'Conflict Management' training session alone would have cost us about \$1,200 had we gone outside. With ADP Resource – it's no extra charge." Fernett concludes, "Dollar for dollar, for everything they provide, we believe we're getting the best value from ADP Resource."

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