



So, ready or not, we will be using this supplement our own “paper technology blog.”

How lucky for you.

FORGIVE MY IRREVERENCE, I AM.

*Lisa M. Benson
CEO / Principal*

As a vendor in multifamily... gosh, I really dislike “vendor.” “Business development partner” more accurately describes us... can I have a do-over? Okay. As a *technology business development partner* to multifamily, it is exceedingly difficult to get editorial coverage for our segment of the industry. So, ready or not, we will be using this supplement as our own “paper technology blog.” How lucky for you.

First, some background. Lee O’Conner and I founded Ellipse in 1999 for a few good reasons: First, to take multifamily kicking and screaming into the 21st century with applied technological knowledge. Second, to create applications that deliver cost effective, robust business solutions for the “70%’ers,” i.e., those communities not in the top 10% economic echelon, nor the 20% economic bottom. Third, love what we do and have fun doing it.

Nine years later, I am extremely happy with the results. Because our business model is unique and hard to replicate, we have few competitors. Plus, we make such good financial sense. You finance operational infrastructure (intranets and content management tools) with marketing dollars generated from guaranteed apartment lease revenues, and our talented team of trainers shows you how to do it! As you might imagine, since operational infrastructure is included, our proposition is wildly welcomed by any fee management company with a better-than-average technology IQ.

I am somewhat concerned about a recent trend in our industry where management

clients are being courted by “umbrella,” service providers, offering everything from financial services to marketing and resident screening. Although consolidation comes as no surprise, the “big box” approach to our sector isn’t always the best fit.

Instead, Ellipse chooses to focus on facilitating clients with a proven single platform for data aggregation, one that will seamlessly accommodate disparate, best of breed, third-party providers. And, our adaptable solutions keep the cost in line because other company’s custom development always comes with a hefty price. As Kristi Holland, our VP of Operations sums it up “When it comes to your business you need rock solid, going to show up every day, hard working technology applications. That’s what our clients expect.”

Ellipse’s client relationships run extremely deep, and we’re proud of what we have accomplished as “business development partner” to these great clients: Steven D. Bell, solidified by a referral from Becky Ross at Wood Partners, recently chose Ellipse for their online branding and content management administration, a \$1.7B portfolio of 86 communities. We are so very indebted to Kin Oldham and Stacy Hunt, Partners at Greystar Management, for their unyielding support of our team and company. Thanks to David Lynd, The Lynd Companies, for many things, but especially his reference in MFE’s 2006 cover story naming Ellipse as an instrumental component in his technological infrastructure. See, benefits run bi-directional as we are all considered master’s of our own trades.

Lastly, I assure you that I will personally continue to be that sand in the “multifamily oyster” when it comes to communications and client needs. So, come find me and let’s keep the discussions going at this year’s conferences.



Lisa Benson is the CEO and Co-Founder of Ellipse Communications, Inc.; the largest provider of custom applications and website development for the Multifamily Industry.

What's your technology IQ?

If you think Megabyte is an 'all you can eat' restaurant...

We need to talk.



Ellipse is multifamily's purveyor of advanced content management systems, standardized data platform and automated resident communications.

