

A dotted line that starts in the upper right quadrant and curves downwards and to the left, ending in a solid grey arrowhead pointing towards the text below.

**Real-Estate  
Investment  
Company Achieves  
ROI in Less Than  
Three Months**

## COMPANY OVERVIEW

InDevCo, Inc. (InDevCo) is a real estate and tax consulting firm in Atlanta, GA. They provide private equity capital to projects with desirable social outcomes and attractive economic returns. InDevCo's clients include developers, private investors, commercial banks, and land owners with timber and farm interests.

## THE CHALLENGE: QUICKBOOKS COULDN'T KEEP UP WITH GROWTH

### LOGGING IN AND OUT OF DOZENS OF ENTITIES WAS WASTING TIME

InDevCo began searching for a new accounting solution as the number of real estate properties in their portfolio grew exponentially. With each new development, three additional entities were created—quickly adding up to dozens of companies. QuickBooks Desktop (QBD) couldn't scale with this growth. Users were forced to log in and out of separate databases just to update financial information, leading to inefficiencies and wasted time reconciling numbers across systems.

InDevCo needed a more scalable solution to manage their expanding portfolio. "I first came across Gravity when our company only had about 20 entities," says Rette Rankin, Controller at InDevCo. "As our business continued to grow, I was working inefficiently to keep up with each entity in QuickBooks. I was logging in and out of programs, wasting valuable time. It got to the point where I nearly hired another accountant just to keep up with the workload. We needed a Software-as-a-Service (SaaS), web-based system that could handle our growing portfolio—and selecting Gravity Software saved the day."



**Industry:** Real Estate

**Number of Employees:** 6

**Number of Gravity Users:** 2

**Number of Entities:** 90

### Previous Accounting Solution:

QuickBooks Desktop™

### Gravity Software Gets Results:

- Managed 90+ entities in one database
- Automated inter-company management
- Avoided hiring another accountant
- Increased overall efficiency
- Gained real-time operational insights



“ Gravity has completely simplified our business processes, and other organizations that manage multiple companies surely could benefit from their multi-entity features, reporting capabilities, and customizable Power BI dashboards. ”

RETTE RANKIN  
Controller, InDevCo, Inc.

## THE SOLUTION: CLOUD-BASED MULTI-ENTITY ACCOUNTING

### ONE LOGIN, REAL-TIME DATA, AND SEAMLESS CONSOLIDATION

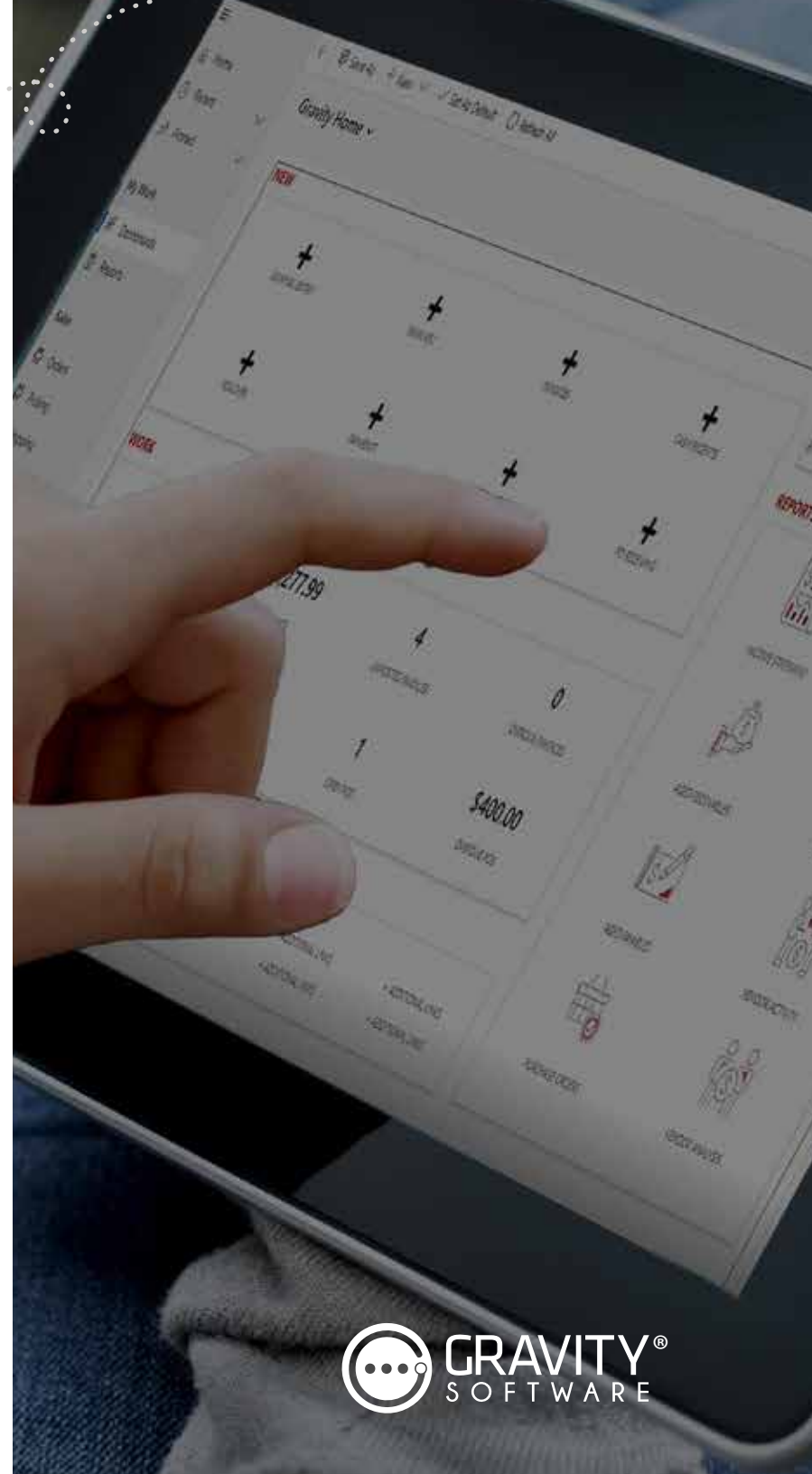
Gravity Software proposed a cloud-based, multi-entity accounting solution that streamlined InDevCo's operations immediately. Instead of logging into separate company files, users could now access all entities with a single login—dramatically improving efficiency and accuracy.

With Gravity, InDevCo could:

- Enter a single transaction and allocate it across multiple companies.
- Eliminate duplicate data entry and reconciliation.
- Automatically balance intercompany transactions.
- Consolidate financial reports in real time.

These features gave InDevCo's team instant visibility across their portfolio. Reports that once required hours of manual work were now available on demand—consolidated, accurate, and ready for review.

The time and effort saved equated to the workload of an additional staff member—without having to hire one.





## THE RESULT: ROI IN 3 MONTHS, NO ADDITIONAL STAFF NEEDED

### REAL-TIME INSIGHTS, AUTOMATED INTERCOMPANY TRANSACTIONS

After implementing Gravity Software, InDevCo quickly saw measurable results. They now manage over 90 entities in a single database with just one login. The software's powerful reporting and automation capabilities meant that no additional staff were needed—even as the company continued to scale.

"The implementation was fantastic," says Rankin. "I was initially apprehensive about managing so many companies and being the sole person on our team responsible for implementation. But John Silvani [Gravity's founder] was incredibly knowledgeable and

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responsive. We had the entire system up and running in under two months.”

With Gravity's custom dashboards and advanced report writer, InDevCo gained deeper visibility into their operations. Reports that used to take hours to compile were now available in seconds—helping leadership make faster, more informed decisions. Compared to hiring another full-time accountant, Gravity delivered a return on investment in less than three months.

## WHY INDEVCO RECOMMENDS GRAVITY

### SIMPLIFIED WORKFLOWS AND SCALABLE MULTI-ENTITY REPORTING

Today, InDevCo continues to grow its real estate portfolio confidently—knowing its financial operations can scale alongside it. Gravity Software has simplified workflows, eliminated manual processes, and centralized all company data into one easy-to-navigate platform.

"Overall, I am thrilled with my experience with Gravity Software and would recommend their accounting software to anyone," says Rankin. "Gravity streamlined our workflow process and consolidated all of our companies into one user-friendly database. With Power BI dashboards tailored to our needs, we gained better visibility—without needing to hire another accountant."

## Simplify multi-entity accounting with Gravity

InDevCo's success story demonstrates the power of a true multi-entity accounting solution built for growth. For real estate firms and other multi-company businesses, Gravity Software offers the tools needed to eliminate inefficiencies, gain real-time insights, and scale without adding headcount.