

Four good reasons to ignore us.

We sat in a seasoned CRE CFO's chair and asked one question: why would you resist the idea that the financials and their explanations should live in the same system?

The answers were rational. Most of them are right. And they point to a different problem: every month, finance has to explain the numbers from scratch.

“Our process is fragmented, but it works.”

Yardi produces the financials.

Excel does the analysis.

Asset managers supply the commentary.

Finance consolidates it.

Power BI, PowerPoint and PDF distribute it.

"You see a broken process. I see how month-end gets done."

“It’s more work, not less.”

- **Another box.** Yardi, Excel, Power BI, SharePoint, email. And now you.
- **Less control.** My spreadsheet is ugly, but I can build a new schedule tonight when the CEO asks.
- **An integration project.** Account mapping, entities, permissions, security review, training.
- **A second source of truth.** Finance spent decades earning the first one.

"If it doesn't remove a step from our process, it's just one more thing to manage."

“Numbers and narrative shouldn’t mix.”

Numbers reconcile to the GL. They have periods, entities and approvals behind them.

At 9 AM, repairs are over budget because of emergency plumbing. By 2 PM, half the variance turns out to be timing.

Finance doesn't just collect commentary. It challenges it, and turns it into something defensible for investors.

When the explanation changes, which version is right? Who can edit it? What gets kept?

“Nobody’s asking for this.”

Investors aren’t complaining, and refinancing, covenants and audits come first. A better way to organize our reporting never makes the top five.

But investors do ask why NOI missed. Which properties caused it? Is it temporary? What are we doing about it? Answering those questions faster might make the list.

Look at what the current process costs.

Yardi can stay authoritative for financial facts. Leasing, operations and asset management can keep owning their own information. None of that has to change.

Why should answering a question about portfolio performance mean pulling the answer together from scratch every time?

That's much harder to defend. And every finance team feels it, every period.

Every period, finance rebuilds the story.

- The numbers arrive from Yardi.
- Finance chases the explanations.
- Versions get reconciled and rewritten.
- ↻ The story goes out. Next period, it starts again.

Finance teams have accepted that the explanation gets pieced together after the numbers arrive. It should already be there, next to the numbers.

Never rebuild the story of portfolio performance again.

Refined Data doesn't replace Yardi or your other systems.

YARDI

Stays the source of truth for financial facts.

YOUR TEAMS

Keep owning their piece of the explanation.

REFINED DATA

Carries every explanation forward, period after period.

Every explanation your team writes stays attached to the number it explains. Next month, when someone asks about that property again, last month's answer is already there to build on.