

From 750 to 12,000+ Communities: Common Area's Growth Partnership with Gordian Staffing

"People assume that when you hire offshore, you're losing culture. It's actually additive to the culture of our company."

Background

Common Area is a financial technology company serving the community association space, helping management companies manage reserve funds and secure loans for capital projects. The company works with more than 12,000 communities across the United States.

Partnership with Gordian Staffing began when Common Area was supporting fewer than 1,000 communities (roughly 750).

KEY RESULTS

- Scaled from roughly 750 to more than 12,000 communities supported, with Gordian staffing scaling alongside that growth.
- Strong continuity: the same two to three team leads have supported the account throughout the multi-year relationship.
- Expanded scope of trust: the relationship grew from back-office support to customer-facing roles.
- Reduced internal overhead: Common Area does not maintain its own in-house HR function for these roles and instead treats Gordian as a strategic partner.
- Proactive quality control: when one issue is identified, Gordian reviews related work broadly rather than treating it as an isolated fix.

The Challenge

As a young, fast-growing fintech company, Common Area needed to add operational capacity without taking on the burden of being a staffing company itself.

Hiring and training internally is difficult. Doing it well requires a core competency the company didn't want to build in-house.

Leadership wanted a partner who understood the HOA and condo industry specifically, not a generalist provider. To grow, they needed to find people with real HOA expertise who would also fit into Common Area's corporate culture, not just fill a seat.

Common Area needed confidence to grow its customer base without constantly recalculating headcount and FTE math.

The Solution

Common Area partnered with Gordian Staffing for dedicated remote team members with built-in industry expertise in the HOA and community association space.

Gordian's screening means Common Area evaluates candidates primarily on cultural fit rather than baseline skill, since the skill assessment already happened.

The relationship started with back-office support and has since expanded to customer-facing roles, with some Gordian team members now interacting directly with Common Area's customers.

Common Area proactively communicates upcoming workload to Gordian, and Gordian scales staffing to match, removing the need for Common Area to manage that infrastructure itself.



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