

## Case Study:

# UPA's Journey to a More Reliable Workforce with Gordian Staffing

## Background

UPA (United Property Associates) manages more than 375 associations, requiring a strong, dependable team to support its Association and Accounting divisions. As the organization continued to grow, leadership sought a more efficient recruiting approach and a reliable workforce that could scale without increasing in-office overhead. Partnering with **Gordian Staffing** became a strategic step toward achieving those goals.

## RESULTS

The partnership with Gordian Staffing produced transformative outcomes:

- **Expanded Customer Service Coverage**



- More customer service calls were handled during business hours, improving responsiveness and accessibility for residents and board members.

- **Lower Turnover in Accounting**



- UPA experienced improved team stability within the accounting department, helping preserve institutional knowledge and reduce rehiring efforts.

- **Reduced Workflow Interruptions**



- Reliable remote team members minimized disruptions, allowing internal teams to maintain steady productivity throughout the day.

- **Positive Cross-Team Recognition**



- Remote team members earned recognition not only from their direct teams but across departments for responsiveness and willingness to assist.

## The Challenge

UPA needed a faster recruiting process to keep pace with operational demands while maintaining a dependable team—particularly within accounting and association support functions. At the same time, leadership wanted to explore remote staffing as a way to reduce in-office expenses without sacrificing productivity or service quality.

## The Solution

UPA partnered with Gordian Staffing to support its Association Division and accounting operations, focusing on the financial and banking needs of its growing portfolio. Gordian's remote team members integrated into UPA's workflows, providing consistent support while aligning with the company's collaborative, service-oriented culture.

## Key Benefits

- **Faster, More Efficient Recruiting**

- Gordian Staffing streamlined the hiring process, delivering qualified candidates quickly through a well-organized, time-conscious, and clearly communicated recruiting experience.

- **Reliable, High-Performing Workforce**

- Remote team members proved dependable and consistent, reducing daily work interruptions and allowing internal teams to operate with greater focus and confidence.

- **Cost-Conscious Staffing Model**

- By leveraging remote talent, UPA reduced reliance on in-office resources while maintaining productivity and service levels.

## Conclusion

Through its partnership with Gordian Staffing, UPA strengthened its workforce, improved operational reliability, and explored a cost-effective staffing model without compromising quality. The collaboration has delivered early wins in stability, productivity, and culture—creating a strong foundation for continued growth.

## Partner with Gordian Staffing

Learn how Gordian Staffing can help your business achieve similar results with dedicated remote professionals.