BASELANE

CASE STUDY

Trustpilot ★★★★★

11-property investor saves 40 monthly and $5,000 annually with Baselane real estate banking

✓ TRUSTED BY +50,000 REAL ESTATE INVESTORS

✓ OFFICIAL BANKING PARTNER OF BiggerPockets®

40+	$5,000+	18x
HOURS SAVED	SAVED IN SOFTWARE COSTS	PORTFOLIO GROWTH UNLOCKED

Melissa Cote is a single mom and business owner scaling a portfolio of 11 single-family homes. Manually tracking finances across multiple apps was draining her time mentally energy, making it harder to grow as quickly as she hoped.

She needed a system built for rental finances to replace generic banking and bookkeeping tools that couldn't keep up with her portfolio.

> "I don't have to worry about bookkeeping because Baselane takes care of it for me. It's given me the peace of mind to not constantly think about what I'm forgetting to do."

Melissa Cote
11 PROPERTIES · SELLER REFINANCING

Finances managed. Mind free.

See how easy it is to centralize and automate your banking and bookkeeping for 10+ doors.

BOOK DEMO

INVESTOR CHALLENGE

Generic banking and bookkeeping tools limited Melissa's portfolio growth

- Lack of real-estate specific features in Relay kept Melissa from automating property-level finances.
- Melissa spent hours manually tracking income and expenses in Excel that kept her from spending time with her family.
- Melissa struggled to monitor cash flow as she had to manually cross-reference bank statements to confirm payments across her portfolio.

BASELANE SOLUTION

Melissa eliminated financial stress with Baselane real estate banking

- Melissa spends more time with her son, while Baselane automatically tags rental income and expenses to the right property and tax category.
- Melissa saved thousands in annual software fees by using Baselane's real estate-specific banking and bookkeeping platform instead of paying for generic tools.
- Melissa achieved work-life balance by setting up rent to flow into property-specific accounts that reconcile automatically.