

PHA Finance, Inc. Credits 75% of their Yearly Sales Revenue to Opportunities Identified with Onvia's Services

Client: PHA Finance, Inc.

Location: Plymouth Meeting, PA **Onvia Client Since:** March 2006

Subscriber To: Onvia Business Builder

Problem

PHA Finance, Inc. is a National CPA and management consulting firm that has over 25 years vertical expertise in the housing and not-for-profit sectors. The company has over 25 employees who specialize in the accounting and financial aspects of the Low Income Public Housing Program, Housing Choice Voucher Program, Capital Funds, Budgeting and Operating Subsidy, tax credits and market rate housing. Public Housing Authorities (PHAs) are one of PHA Finance's biggest clients – in fact, 80% of their business is tied directly to government sales.

Prior to subscribing to Onvia, the firm spent time researching in-house for government sales leads, which “was very time consuming, and an inefficient use of our staff time,” says Claire Russ, Manager of PHA Finance's Marketing and Client Services Department. The company was searching for Public Housing Authority (PHA) sales opportunities online and attempting to organize the information themselves, which could sometimes be an arduous task. The process wasn't the most effective use of PHA Finance's time, and as a result, the firm decided to look into the services of a government business intelligence company. Before their investigation, PHA Finance developed a list of requirements the government business intelligence service must fulfill. The list included:

- 1) Quick access to government leads and government-related RFPs
- 2) Reliable government sales data that is updated daily
- 3) Opportunity management capabilities

Solution

PHA Finance subscribed to Onvia Business Builder to access Onvia's database of over 3 million procurement records. Onvia delivers daily government leads that can be easily managed according to filtering preferences. Russ even uses Onvia to keep track of the competition. She relies on Onvia to see which companies have been downloading bid packages and winning contracts, in addition to identifying pre-bid
(continued on reverse)



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– Claire Russ, Marketing and Client Services Manager, PHA Finance, Inc.

About PHA Finance, Inc.

PHA Finance, Inc. is a recognized industry leader in the areas of PHA training, accounting and financial operations of the public housing industry. They have trained and assisted over 5,000 housing professionals, Public Housing Authorities (PHAs) and Not-for-Profit Corporations throughout the country.

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Solution (continued)

conference dates. Russ adds, “I also like that Onvia identifies the buyers associated with the RFP. We use Onvia to obtain contact information; if we had to mine that data ourselves, it would be frustrating.” In addition to gathering competitive data and information on agency contacts, Russ says, “Onvia captures opportunities from each of the main housing authority sites that we were filtering, and it helps me organize our leads. I find this incredibly valuable.”

Lastly, PHA Finance is able to target the appropriate opportunities. “Onvia provides a one stop location where we can find all the RFPs that my company is looking for. I would say that 3 out of 4 opportunities that led to a closed sale could be linked back to Onvia,” says Russ.

Value

Every day, PHA finance has the ability to access the reliable government data they need in order to build their sales revenue. Russ adds, “I really like the fact that Onvia helps us with opportunity management; I find this very valuable. Onvia gives us pieces of the puzzle that we normally wouldn’t see.” PHA Finance’s added revenue has been an incredible advantage to subscribing to Onvia’s services. Within one year of Onvia’s service, “we made \$1.3 million in new business, and 50-75% of that is a result of Onvia,” says Russ.

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