Technology

Member Account v

ACCESS 45+ CITIES

UPGRADE MEMBERSHIP

natalie.connell@neighborlysoftware.com

Working locally. One way we're helping to make a difference.

Share Article

Health Care

Residential Real Estate



Events

Nominations

Atlanta Inno



< PACESETTER AWARDS 2022

Commercial Real Estate Banking

© PNC Sponsored by PNC Bank

f Share

in Share

Technology

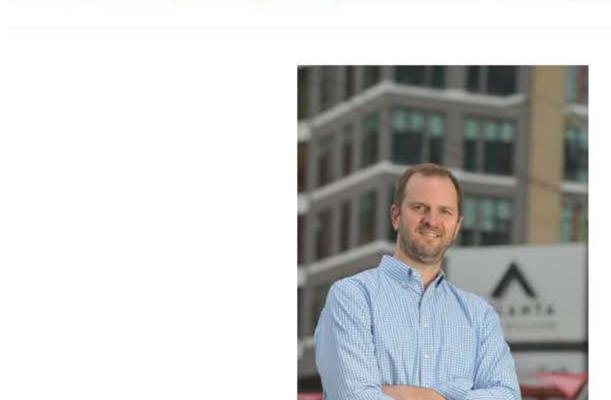
Lists & Leads

Latest News

Atlanta's Neighborly Software connects residents with needed funding

Order Reprints

Print



Tweet

Jason Rusnak, co-Founder and president at Neighborly Software. BYRON E. SMALL



By Gary McKillips - Contributing Writer, Atlanta Business Chronicle Apr 29, 2022 Updated Apr 29, 2022, 7:46am EDT

Banking & Financial Services Industry

IN THIS ARTICLE

Philanthropy & Nonprofits Industry

Jason Rusnak Person

Chris Behm

Person

Jason Rusak Person

Editor's Note: This story is part of Atlanta Business Chronicle's Pacesetter Awards, a series where we recognize the fastest-growing private companies in metro Atlanta. Neighborly Software is the fastest-growing company in the business services category.

UPGRADE TO NATIONWIDE ACCESS

Get Industry Insights From 45+ Major Cities

PLUS ACCESS EVERY STORY FROM EVERY NEWSROOM

UPGRADE MY MEMBERSHIP

Finding a unique niche and capitalizing on pandemic-induced opportunities turned Benevate, Inc., known as Neighborly Software, into the third fastestgrowing company on the Atlanta Business Chronicle's Pacesetters list for 2022. It is also the fastest-growing company in the business services category.

Seven years ago, Jason Rusnak and co-founder Chris Behm left ADP to create a firm to help companies provide housing assistance for employees. It quickly pivoted by adapting its software product to federal government-funded programs primarily available through the U.S. Department of Housing and Urban Development (HUD).

The change took place when Neighborly was working with one of its first clients, the city of Savannah. Originally, city leaders asked the company to develop a program to help its employees buy houses. "They loved the software [for the employee program]," Rusnak, who serves as Neighborly's president, explained, "but it was only about 2 precent of what they do on a daily basis. [So] they asked if we could build out a comprehensive economic and community development solution."

Pacesetter Awards: Business Services

Benevate Inc., dba Neighborly Software

Principals: Jason Rusak, co-founder and president; Chris Behm, co-founder and chief operating officer

Founded: 2016

Headquarters: Atlanta

Once Rusnak and his team created that initiative, "we received calls from places such as North Miami Beach, West Palm Beach and other cities," he said. "At that point, we knew we were onto something."

Neighborly Software has gone from 12 employees in January of 2021 to 65 today, largely as a result of the pandemic, which created a variety of government -funded programs. These included the CARES Act of 2020, which helped small businesses and individuals with mortgage, utility and rental assistance. Following that, explained Rusnak, the government launched Department of Treasury emergency rental and homeowner assistance programs. Neighborly has the lion's share of the emergency rental assistance market and also administers mortgage programs for people who can't afford their mortgages and are at the risk of foreclosure.

The company has approximately 350 clients in 43 states and administers the two largest rental assistance programs in the country in California and Texas.

Chris Behm, chief operating officer and co-founder with Resnik of Neighborly Software, said one of the keys to the company's success was acting quickly when COVID hit and some \$50 billion in government funding rental assistance became available.

"There needed to be a software platform to facilitate taking applications from individuals and families who would qualify for these programs," said Behm, adding that as the funding targeted low- to middle-income families, "that's who our software was designed to help."

As for the future, company president Rusnak said the firm will build on its

current niche but is launching disaster-recovery software for use HUD funding for victims of hurricanes, tornados, wildfires and other natural disasters. In addition, Neigborly Software is planning to enter the Housing Choice Voucher market, which helps low-income households find rental housing.

Working locally. One way we're helping to make a difference. PNC BANK LEARN MORE

RECOMMENDED

SPONSORED CONTENT by Varidesk 5 culture killers in the workplace and how to fix them



Tommy Frist Jr. puts \$50

RESIDENTIAL REAL ESTATE

million Belle Meade estate on the market



RESIDENTIAL REAL ESTATE Patti Payne's Cool Pads:

Mansion at Seattle's 'most private address lists for \$35M



Interlachen Country Club listed for \$2.75

RESIDENTIAL REAL ESTATE

Edina home near

million (Photos)



SPONSORED CONTENT by JLL 5 trends that shaped real

estate in 2021



Working locally. One way we're helping to make a difference.

PNCBANK

02021 PNC Bank, National Association. Member FDIO

LEARN MORE >