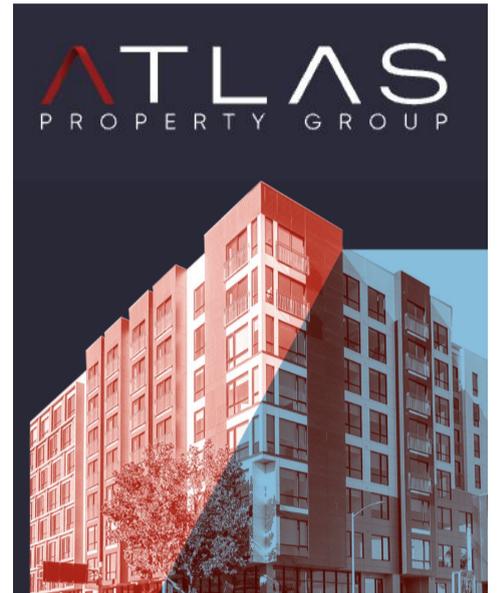# Atlas Property Group SFC Successfully Transitions To Swiftlane Across 10 Properties

Property Overview

Atlas Property Group replaced ButterflyMX with Swiftlane across 10 properties. Located in San Francisco, Atlas Property Group is a vertically integrated real estate development and management firm specializing in multifamily communities ranging from boutique 35-unit buildings to 120+ unit properties.

With a strong focus on residential assets, Atlas develops and operates thoughtfully designed communities that prioritize resident experience, operational efficiency and long-term value creation. Their portfolio features modern amenities such as secure access-controlled entries, community gathering spaces and tech-forward building systems. Serving urban professionals across key San Francisco neighborhoods, Atlas combines hands-on property management with pragmatic, cutting-edge technology to enhance security, streamline operations and drive asset performance.

The Situation Before Swiftlane

Before installing Swiftlane, Atlas Property Group had been experimenting with access control systems like Doorking and later ButterflyMX since around 2014. However, both platforms were plagued by recurring shutdowns and reliability issues, often requiring manual power cycling and repeated troubleshooting. When systems failed, support response times were slow, leading to frustrating back-and-forth calls and extended downtime. The lack of prompt customer service and dependable performance created operational inefficiencies for property managers and inconvenience for residents, ultimately making the existing solutions more of a burden than a benefit.

After operating **7–10 properties on ButterflyMX**, Atlas Property Group **transitioned its portfolio to Swiftlane** and unlocked immediate financial and operational gains. From an ownership perspective, the switch is generating approximately **$21,000 in annual cost savings**, translating into an **estimated $400,000+ increase in property value based on NOI lift**. For owners focused on cap rates, refinancing power, and long-term equity growth, the math is straightforward: lower operating expenses directly increase valuation and investor returns.

"The transition from ButterflyMX to Swiftlane was seamless," said **Danny Liu, Property Manager at Atlas Property Group.**
"From facial recognition to easy PIN code management, Swiftlane has made access control across our portfolio virtually hassle-free. Our residents quickly adapted to the system and love using it. Most importantly, it's given us the confidence to manage our properties without constant back-and-forth with support," said **Yosef Tahbazof, Founder at Atlas Property Group**

Operational Simplicity

From a property management standpoint, the impact has been equally significant. Compared to prior experience with ButterflyMX, Swiftlane has delivered markedly greater reliability, minimal downtime, and far fewer support escalations. Facial recognition, easy PIN management, and an intuitive backend have simplified daily operations, while residents quickly adapted and responded positively. The result is a system that not only improves financial performance at the ownership level, but also reduces friction, support calls, and operational burden across the portfolio.
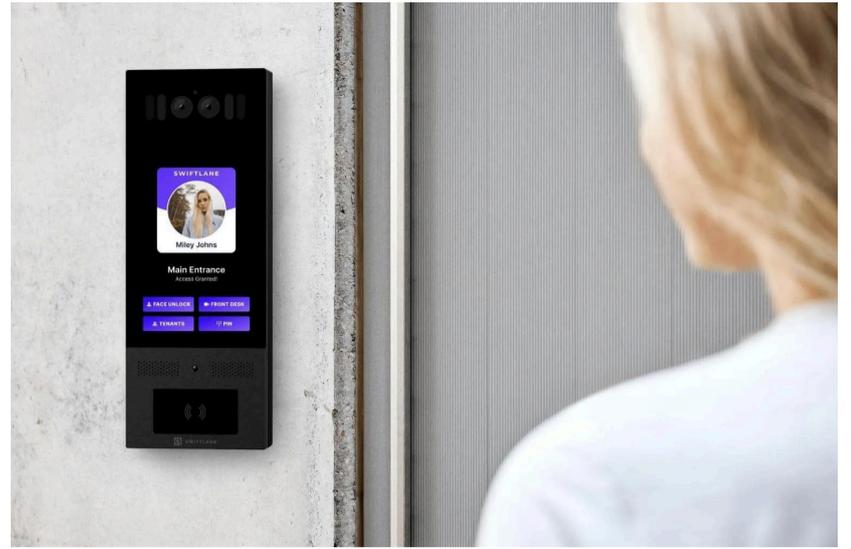
Seamless Installation Transition

Atlas Property Group experienced a smooth, portfolio-wide transition to Swiftlane, with installation managed end-to-end by Swiftlane's team and minimal disruption to daily operations. Property managers are not required to understand the technical hardware or system troubleshooting, as Swiftlane handles the complexity behind the scenes.

"Since installing Swiftlane, we haven't had any issues that required calling support. With **24/7 remote management** *and a centralized cloud dashboard, we've eliminated service calls, and can manage all our properties from one simple platform."* **said Danny Liu (Property Manager, Atlas Property group)**
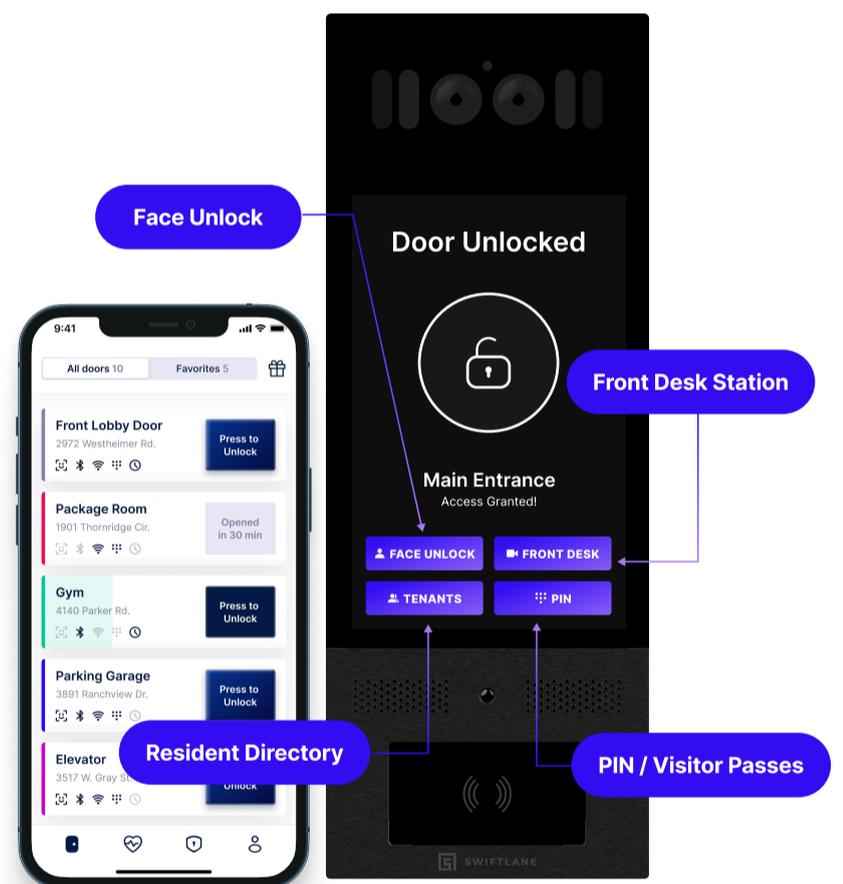
The Impact

Since adopting Swiftlane, Atlas Property Group has improved operations, elevated resident experience, and strengthened financial performance—delivering seamless touchless entry while eliminating rekeying and fob management entirely.

"Residents love the wide-angle camera and how easy Swiftlane is to use—they adjusted quickly and have been very happy. Saving $16,000 to $21,000 per property each year while increasing valuation simply makes sense."

"In three words we can say Swiftlane is **durable***,* **reliable** *and the* **most advanced tech support** *you can ever find in any video intercom system"*

Watch The Full Conversation With Atlas Property Group Here:

https://qrto.org/6KBAmx

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