



Location: MX
Employees 790 employees
Industry: Real Estate
Customer since: November 2021
Website: <https://tuhabi.mx/>

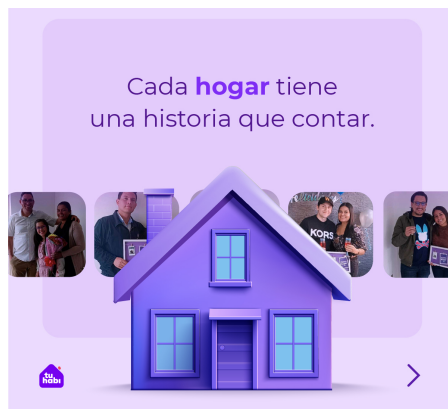
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About Habi

Founded in 2019, Habi was created to simplify one of the most important financial decisions families make across Latin America: buying or selling a home. Through its technology driven model, the company purchases properties directly, manages documentation, guarantees payment timelines, and prepares homes for resale through renovation and optimization processes. Today, Habi operates across Mexico City, the State of Mexico, Guadalajara, and Monterrey. More than 18,000 families have completed real estate transactions through its platform, supported by a network of over 1,200 real estate professionals. The company further accelerated its growth in 2022 through the acquisition of Propiedades.com and Tu Cantón, strengthening its position as one of the most important proptech companies in the region.

What challenges were they facing with payroll?

As Habi continued to scale, payroll administration became increasingly complex. Managing payroll for a workforce approaching 800 employees required greater efficiency, consistency, and operational visibility. The company was also navigating acquisitions and integrating teams from different organizations, creating an additional need for standardized processes.



At this scale, even minor payroll errors can have significant consequences. Mistakes impact employee trust, create additional administrative work, and consume valuable resources from finance and operations teams. Without a centralized system, the operational burden risked growing alongside the company itself. Maintaining payroll through fragmented processes would have made it difficult to sustain the pace of expansion the business was targeting. For Habi, payroll needed to become a scalable process capable of supporting growth rather than slowing it down.

“**We needed a practical and automated partner to support us in payroll management given the accelerated growth we were projecting in Mexico.**

- Mayra Salazar, Administrative Manager

In what areas has Runa helped them?

Through Runa, Habi implemented a combination of payroll outsourcing and centralized technology that allowed the company to streamline payroll operations while maintaining full visibility and control. The platform centralized payroll and employee information in one place, making it easier for Human Resources and finance teams to manage a large and diverse workforce. Employees gained direct access to their payroll information and receipts through the platform, reducing administrative requests and improving transparency across the organization. Automated payroll disbursement through STP significantly reduced manual work and minimized the risk of payment errors. For an organization with hundreds of employees, these efficiencies generated meaningful operational savings during every payroll cycle. The platform also played an important role in supporting post acquisition integration efforts. By maintaining a unified payroll system across different business units, Habi was able to standardize processes, align teams, and reduce operational friction. As Mayra Salazar explains, “With Runa’s payroll outsourcing, we ensure accuracy and punctuality in every payment, while our team can easily access their information.

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Why did they choose Runa?

Part of the decision was driven by continuity. Before being acquired, Propiedades.com was already using Runa, making it possible to avoid a complex migration process and maintain operational stability during integration. Beyond that advantage, Habi was looking for a solution capable of supporting a rapidly growing organization. The combination of payroll outsourcing services, automation, and specialized support aligned closely with the company’s evolving needs. Runa provided the flexibility and expertise required to manage payroll in an environment characterized by expansion, acquisitions, and organizational change. Today, Runa functions as more than a payroll platform. It serves as a strategic operational partner that helps Habi maintain efficiency, consistency, and visibility while continuing to scale its business across Mexico.



See public reviews on Runa

4.9/5.0



CAPTERRA

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4.9/5.0



SOFTWARE ADVICE

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