runa

CUSTOMER PROFILE

LaHaus

Location:	MX, CO
Employees	605 employees
Industry:	Real Estate
Customer since:	April 2022
Website:	https://www.lahaus.mx/

See profile

About Haus

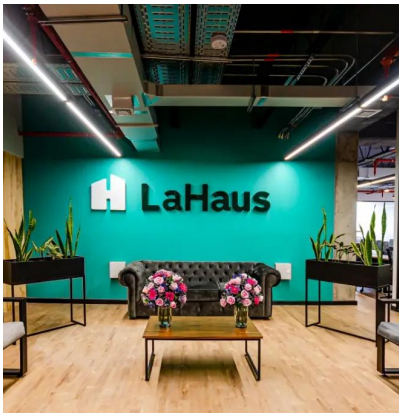
La Haus is a proptech with Latin American DNA that is rewriting the way people buy homes in the region. Its model combines technology, data, and personalized service to make one of the most important decisions a person can make, buying a home, more accessible, secure, and transparent. Since it was founded in 2017 as a spin off of Jaguar Capital, its focus was clear: to leverage the potential of the residential market to scale solutions that addressed the root causes of friction in the real estate sector. That approach worked. In just a few years, the company expanded to Colombia and Mexico, consolidating a presence in 14 cities, more than 20,000 homes sold, and more than $150 million raised in funding. With growth came a more complex operational reality. The internal structure had to mature, especially in talent management. At that point, payroll stopped being a back office task and became a strategic priority.

What challenges were they facing in calculating and paying payroll?

During a key stage of expansion, La Haus operated its payroll through an external payroll outsourcing provider. The system appeared functional, but in practice it accumulated many frictions: long timelines, limited personalization, and overly structured processes that did not respond to the pace of the business.











Incidents had to be prepared and sent in Excel up to ten days in advance, followed by confirmations, corrections, and validations. The HR team operated under constant pressure. Calculation errors were not rare, and when they occurred, it often meant redoing processes or generating additional payments. Requesting a report could take two or three days, slowing down decision making and reducing visibility. As Gisela López explains, “The pressure to pay our Hausers on time was constant, and depending on third parties meant the HR team worked under a lot of tension.” What should have been a stable process became a recurring operational burden. For a company growing at the speed of La Haus, that model was no longer sustainable.

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>
> *- Gisela López, RH manager*

How has Runa transformed their payroll management and internal operation?

The change was evident from the beginning. By leaving the outsourcing model behind, La Haus took full control of its payroll while using Runa as its technology platform. Today, a team of only two people can calculate the entire payroll in a single day. Employee registrations and terminations are managed accurately, severance payments are generated automatically, and up to six employer registrations can be managed from the same account. One of the biggest advantages was no longer depending on third parties for reports. The team can now generate information whenever it is needed, using the exact format and level of detail required. This has improved planning, accelerated decision making, and significantly reduced operational errors. Instead of reacting to issues, the team now operates with greater clarity, control, and efficiency. Centralizing all payroll processes in one system also eliminated duplicate tasks and allowed the Human Resources team to dedicate more time to strategic initiatives.

> **For a constantly growing company like La Haus, we needed a payroll solution that could move at our pace and give us real flexibility, not rigid processes that slowed us down.**
>
> *- Gisela López, RH manager*

Why did Runa become their strategic payroll ally?

For La Haus, the value went beyond operational efficiency. Employee experience was also a key priority. With Runa, payroll processes became more transparent and accessible for everyone. As soon as payroll is stamped, employees automatically receive their receipts by email and can access their personal information through an intuitive self service platform. Unlike the previous outsourcing model, employees quickly adopted the platform and actively use it to manage their information. This also reduced the administrative burden on the HR team. They no longer spend time answering repetitive questions or manually sending payroll receipts.











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4.9/5.0

★★★★★

CAPTERRA

See reviews

4.9/5.0

★★★★★

SOFTWARE ADVICE

See reviews

4.9/5.0

★★★★★

G2

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