runa

CUSTOMER PROFILE

Naya Homes

Location:	MX
Employees	375 employees
Industry:	Real Estate
Customer since:	May 2022
Website:	https://nayahomes.co/

See profile

About Naya Homes

Naya Homes is a Mexican company that found a smarter way to manage vacation properties through technology. The idea was not just to put homes online and hope the bookings arrived like magic beans. From the start, the company wanted to make life easier for owners. Less hassle. Better returns. More control. At the same time, guests needed a stay that felt easy, polished, and worth coming back to. That sounds nice and simple from the outside, but anyone who has worked in real estate or hospitality knows the truth. There are owners asking questions, guests arriving, cleanings to coordinate, maintenance issues, prices to adjust, and one random problem that appears at 7:42 p.m. just because it can. Behind that model, the operation has a lot of moving pieces. Naya Homes brings together hospitality, technology, customer service, and property management. That mix is powerful, but it also demands a lot from the team.

What challenges were they facing with payroll management?

As Naya Homes grew, payroll started taking more space than it should. The HR team was still lean, and there were no in house payroll specialists fully dedicated to the process. So every two weeks, payroll arrived with its little suitcase of details. Incidents. Adjustments. Payment reviews. Disbursements. Follow ups. Spreadsheets. Cross checks.











Then more cross checks because payroll has a funny way of making people doubt what they checked five minutes ago. The process worked, yes, but it was slow and too exposed to errors. The problem was not only the amount of work. It was the uncertainty around it. When information is not centralized, every answer takes longer. Someone has to look for the file. Someone has to confirm the latest version.

> **Our goal was to find a platform that would give us control, precision, and expert support. Because we knew that, if we wanted to grow, payroll could no longer be managed improvisedly.**
>
> *- CEO and Co Founder of Naya Homes*

How has Runa impacted their operation?

When Runa came in, the biggest change was that payroll stopped feeling so fragile. Calculations and payments could be automated, and that immediately took pressure off the HR team. Information was no longer spread across files, emails, and small mental notes that only made sense to the person who wrote them. Reports became easier to access. The process became clearer. And the team had a better way to see what was happening before payroll went out. That kind of control matters at Naya Homes because the business does not sit still. Real estate and hospitality are not neat little boxes. Teams move. Questions come up. Priorities change. Something needs to be reviewed from a phone. Something else needs approval while someone is away from their desk.

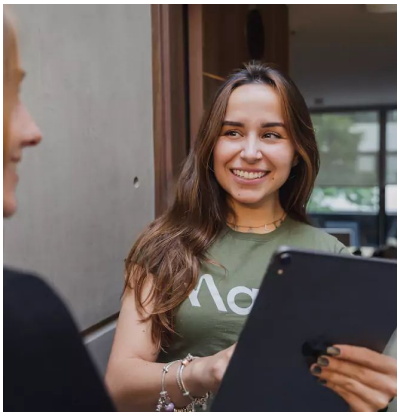
> **Runa has not only allowed us to automate payroll and reduce errors, but it also gives us confidence and allows us to focus on growing our company.**
>
> *- CEO and Co Founder of Naya Homes*

Why did they choose Runa?

Naya Homes chose Runa because it brought together three things the company needed at the same time: solid technology, close support, and enough flexibility to keep up with growth. They were not looking to hand payroll to a black box and pretend it was solved. They wanted control. They wanted clarity. They wanted expert help without making the process heavier. In a company moving through real estate, hospitality, and tech at the same time, a tool has to be useful in real life, not just pretty on a demo screen. “We chose Runa because it gives us the perfect combination of automation, control, and expert support,” explains Humberto. That combination matters because payroll affects how employees feel about the company. It is one of the most direct ways a business shows reliability. People can hear all the right words about culture, growth, and teamwork, but if payroll is messy, trust starts wobbling like a table with one short leg. Runa helped Naya Homes keep the basics strong: pay correctly, pay on time, and make the information clear. The platform also gave HR more room to focus on strategic work without losing sight of the essentials. That balance is important. Growth has a way of pulling everyone in twelve directions at once.









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4.9/5.0

★★★★★

CAPTERRA

See reviews

4.9/5.0

★★★★★

SOFTWARE ADVICE

See reviews

4.9/5.0

★★★★★

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