



**Location:** MX  
**Employees:** 50 employees  
**Industry:** Hospitality  
**Customer since:** April 2024  
**Website:** [associamexico.com](http://associamexico.com)

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## About Associa México

Associa México es una empresa especializada en la administración profesional de condominios, fraccionamientos y comunidades residenciales. Forma parte de un grupo internacional con amplia experiencia en gestión de comunidades. Su trabajo se enfoca en mejorar la operación, dar más claridad financiera y hacer que la experiencia de los residentes sea mejor. En pocas palabras, ayudan a que una comunidad no se vuelva ese chat vecinal donde todos escriben en mayúsculas a las siete de la mañana. La compañía trabaja con comunidades de distintos tamaños y necesidades. Ofrece administración financiera, atención a residentes, mantenimiento, operación, cumplimiento normativo y soporte administrativo. Su misión es profesionalizar la administración de comunidades con procesos claros, tecnología y un servicio pensado tanto para clientes como para colaboradores. Porque administrar una comunidad no es solo cobrar cuotas y mandar avisos. Es ordenar muchas piezas sin que el rompecabezas termine debajo del sofá.

Para lograrlo, Associa México cuenta con un equipo de distintas áreas, como administración de condominios, atención al cliente, finanzas, contabilidad, operaciones y soporte. Cada área cumple una función importante para que las comunidades operen bien y mantengan un buen nivel de servicio. Cuando cada parte trabaja con orden, todo fluye mejor. Cuando no, hasta cambiar un foco puede sentirse como organizar un festival con lluvia.



## What challenges did they face with payroll before using Runa?

Before Runa, Associa Mexico handled payroll through an external accounting firm. At first, that worked well enough. Payroll got processed. The basics were covered. But over time, the cracks started to show. Costs became a concern. Response times felt slow. Access to information was not as easy as the team needed. It was like having the keys to your own house but needing to call someone else every time you wanted to open a door. Every request, change, or question depended on an outside team. That made many processes slower than they should have been. Getting a simple answer could take too much follow up. Solving an issue often meant waiting, checking, and asking again. There were also manual steps that took time from the internal team. Time that could have gone to better work instead of chasing answers like a tennis ball that rolled under the sofa.

**“We depended on external processes that often delayed access to information or the resolution of issues. We needed a solution that would give us greater control and autonomy.**

- Carlos Ramos, Operations Manager

## How has Runa helped them?

Runa changed the way Associa Mexico manages payroll and Human Resources. Now the information lives in one platform. That gives the team faster access to important data, better process tracking, and a more organized operation. It sounds simple. But when you have been dealing with scattered information, simple feels like finding your phone after looking for it while it was in your hand. Tasks that used to need manual follow up or coordination with third parties can now be handled from one place. That means less back and forth. Fewer doubts. Fewer moments of asking, “Who has the latest file?” right when everyone is already tired. The process feels cleaner. The team can move faster without digging through email threads like they are searching for buried treasure.

**“Runa allowed us to completely modernize our payroll management. Today, we have immediate access to information, much more agile processes, and the peace of mind of having a team that supports us whenever we need it.**

- Carlos Ramos, Operations Manager

## Why did they choose Runa?

Associa Mexico chose Runa because the company needed modern technology and real support at the same time. They were not just looking for a payroll tool. They needed a partner that understood the daily problems of a growing business. They wanted automation, yes. But they also wanted someone there when questions came up. Because a platform can look great in a demo. Shiny buttons. Nice screens. Big promises. But if nobody answers when something gets stuck, it becomes expensive decoration with a login screen.

## Where will Associa Mexico be in 10 years?

Associa Mexico wants to become the main reference for professional community and condominium management in Mexico over the next ten years. The company wants to bring more professionalism to the sector through technology, innovation, and excellent service. The goal is to raise the standard for how communities are managed. Because in this industry, trust matters. Order matters. Service matters. Nobody wants to live in a community where every process feels like it was written on a napkin during a rushed lunch. In the coming years, Associa Mexico expects to expand across the country, strengthen its operation, and keep building strong teams. The goal is to give better experiences to clients and employees without losing quality as the company grows. Because growth without structure is like sitting on an overfilled suitcase. It might close for a second.



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**4.9/5.0**



**CAPTERRA**

[See reviews](#)

**4.9/5.0**



**SOFTWARE ADVICE**

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