

Innovation Through Consistency

Leader in affordable housing industry software celebrates 30 years of success



Simply Computer Software, a company that develops, markets and supports software for the affordable housing management industry, is proudly celebrating its 30-year anniversary. With a wide range of “mom and pop” businesses and Fortune 100 companies as clients, Founder and President Duane D. Tinsley credits the company’s success to its flexibility and experience.

“We are a small company that has been around for a long time, so we know the Rural Development, HUD and Low-Income Housing Tax Credit housing industry we have automated,” he says. “We also provide a system that works best for you, whether it’s locally, networked or web-based, and you own your data—not the software company.”

USER-FRIENDLY SOFTWARE

Tinsley first started coding Simply Computer Software’s core product, Federal Housing Assistant Software (known as FHA Software), in his home’s walk-in closet in the early 1980s. Recently graduated from college, he was working for a small property management firm in Illinois and saw an opportunity to change how that company processed information.

Today, Simply Computer Software’s calling card is its ease of use. Because Tinsley started out as a property manager, he says that FHA Software is designed to be user friendly in a way his competitors’ products cannot match.

“One big attraction is our software is very fast,” he says. “Although FHA Software can be installed and accessed on the web, it’s not a website. Other web-based programs walk you through a tedious data entry process. With our program, you’re entering household member information, sources of income, assets and applicable expenses, and assigning a subsidy type. Based on this information, the program knows


how to calculate, qualify and fill out necessary forms and compliance reporting requirements.”

And because the FHA Software program automatically updates about once a month, it remains compatible and compliant with a wide range of subsidy types and operating and networked systems.

Tinsley notes. “We were the first program to accommodate both USDA Rural Development and HUD project reporting compliance with just one data entry process. We were the first program to successfully submit tenant changes to Rural Development’s MINC system electronically when it first went online. We are also very quick to implement new compliance requirements and revisions.”

Simply Computer Software continues to add new features like options to interface directly with multiple online tenant/applicant screening and rent collection services. Tinsley won’t add built-in features to his program that are already well covered by other popular software programs. Instead of competing with QuickBooks Payroll, he endorses using them to record or contract out payroll services. All online service interface options are provided free to clients.

For Simply Computer Software, staying consistent is enough to make it stand out.

“We are just a smaller, more personable company that has been around for 30 years,” Tinsley says. “We get approached with buyout offers all the time, but we love what we’re doing and feel we’re still making a difference—so why would we want to stop the train at this time? We plan to be around for years to come.” 



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