Go Big or Go Home: The Risk & Reward of Integrating PropTech into Multifamily

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The Future of Work

In order to position their organizations to attract top talent, drive breakthroughs, and serve customers better, employers need to understand and prepare for the evolution of the workforce. The sooner organizations adopt the future-focused mindset, skills, and strategies needed to thrive in an increasingly virtual and flexible work environment, the sooner they will realize economic benefits. In this presentation, leaders will learn how to position their organization to be innovative and responsive for attracting and retaining workforce talent. In this session, you will

- Learn how to capitalize on and manage changing employer-employee relationships and workplace attitudes
- Adapt your workplace to a commitment-based work model and evidence a culture of learning
- Keep a blended, multi-generational, diverse, and global workforce engaged

Speakers

Sarah Sladek
PREMIER LEAD SPONSOR

Maggie Coleman
Managing Director and Head of Institutional Capital Markets

Summary

Maggie Coleman is a Managing Director and Head of Institutional Capital Markets. In this role, Ms. Coleman leads a team that is primarily focused on cross-border capital deployment from global investors across Canada, EMEA and Asia Pacific. Ms. Coleman is responsible for placing capital from international investors into JLL’s direct transactions, structuring recapitalizations and joint ventures, while also helping offshore capital acquire and finance JLL’s global investment portfolios and large single asset sales. Ms. Coleman maintains relationships with senior decision makers at a wide range of offshore capital sources ranging from institutional to private capital groups.

Ms. Coleman has been involved in over $20 billion in transactions and has directed the JLL platform that has executed over $53 billion in transactions since 2011, including over $10 billion in loan sales in the US, Europe and Asia. Further, Ms. Coleman is responsible for business development, client management and the execution of global transactions. She is a frequent speaker on global capital flows in the real estate sector.
Georgianna Oliver
Tour24

Kristy Simonette
Camden Property Trust

Joanna Zabriskie
BH Management
How to Invest in PropTech?

• Direct equity investment in a company
  • So many more choices today
  • New products, new technology
  • Start ups vs. the established big companies
  • Evaluate Integration, Staying power, Capitalization

• Invest in a PropTech Fund
  • RE T Ventures Fund
  • Formed to spur innovation in the MF industry
  • Vet investments, LP engagement in selection and use of investment companies
  • 23 LPs – owner/operator/managers representing over 1 million units
  • $110M in Fund 1

• Develop the technology in house
  • BH Fusion, BH Balance, BH Project Pro
Data Management and Visualization

• Aggregated ten years of BH data from various platforms and products to one database

• Use two tools to visualize the data – Dundas and Quantrix

• Portfolio-level analysis allows at-a-glance identification of assets above and below benchmarks

• Graphic representation of key data points allow us to identify successful strategies to target our focus where it is most meaningful.

• Transparency and accountability
Visual Display of Performance
Business Intelligence - Benchmarking

Weekly and Monthly Key Performance Indicator reports with benchmarks give objective scoring on Operational, Service and Financial initiatives identified as important to achieving individual site success.
Investment Lessons Learned

Watch Out - Messy Data Ahead!  
Clear, measurable benchmarks/KPIs

Train, Train, Train and then Train more
Chart of Accounts – standardize

Integration with core PM software
Data Security
THE NEW APP FOR SELF-GUIDED APARTMENT TOURS
Why self-guided tours?

ZOGBY ANALYTICS RENTER SURVEY 2018

**Leasing Office Closed?**

30% of prospects stopped by a leasing office during the weekday or weekend and found the leasing office closed!

- 40% have passed on an apartment because they couldn’t find time to see it
- 27% prefer to take a self-guided tour with no leasing agent
- 57% would download a free mobile app that would allow for an in-person, self-guided tour of the community
How does tour24 work?

TOUR STATUS – AT A GLANCE (ADMIN PORTAL)

WE ALSO CREATE A SHARED CALENDAR OF SELF-GUIDED TOURS FOR THE LEASING TEAM (OUTLOOK, GOOGLE)
A LINK ON YOUR WEBSITE

We give you a tour24 button/widget to place on your property website that links directly to the tour24 site.
QUESTIONS? What can we do to bring tour24 to your communities?

**WHY CHOOSE SELF-GUIDED?**

- **ROI = ONE LEASE:** Pays for itself with the first lease.
- **MORE TOURS = MORE LEASES:** Extends leasing hours and number of tours.
- **STAFF:** Always have leasing coverage (out of office, vacation, weekends)
- **CONVENIENCE:** Meets needs of time-constrained prospects
- **DATA:** Prospect data / feedback to help close more leases
- **QUALITY ASSURANCE:** Consistent information given to every prospect
- **TECH:** Tech-friendly for today’s renters
- **INNOVATIVE:** Market differentiation
• Mobile access for residents and staff
• Automatic credentialing
chirp

Secure, Automated, Mobile Curb-to-Couch Access Control

Mobile Application
Optimized experience for Residents, Staff, Vendors and Guests

Hub for Common Gates
Bolts onto existing access controllers to make all common entries smart

Smart Lock for Residences
Works with off-the-shelf BLE smart locks. No internet required
Access any common entry with a mobile phone

Tap to open using NFC
Just like a fob

Swipe to unlock using
the lock screen widget

Open the Chirp app
with Nearby select
Access a resident unit in multiple ways

- Use the Chirp App or lockscreen widget
- Use a Keypad
- Use a Key (limited to specific residents)
Residents & Management can grant access to a guest

“Buzz” guests into any common entry

Send restricted app access to recurring guests
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Managing Director, Head of International Capital, Americas

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