

GRANITE PROPERTIES

Strengthening Customer Engagement and Retention with VTS

Granite Properties is a \$10 billion privately held commercial real estate investment, development, and management company with 8.8 million square feet of office property as well as close to 100 acres for future development. The firm prides itself on its approach to managing customer relationships – it believes that by treating tenants as partners, the firm can achieve higher engagement and retention.



“What we’re focusing on is how we can increase retention and deepen the relationship with our customers. TRM helps us track all of those relationships we have, and creates transparency about the health of our relationships...What we’ve found is that (with TRM) everyone from the CEO, to the CFO, to our leasing teams and city leaders, can quickly go in, access information, see real-time conversations and get real-time updates.”



**John Robbins, Senior Managing Director
Granite Properties**

ASSET TYPE

Office

PORTFOLIO SIZE

8.8M SF

REGIONS

Dallas, Houston, Denver,
Atlanta, Southern California

BROKER MODEL

Third-Party Brokers

Granite Properties is a leading commercial real estate investment, development, and management company that takes a unique approach to customer management. The firm has made the deliberate decision to treat tenants as customers by proactively investing in these relationships and focusing on the experience in their properties. Granite does this by partnering with their customers to gain an in-depth understanding of their business needs.

Granite realized a need for a customer relationship management technology when two senior leasing people retired, taking with them 20 years worth of institutional knowledge about the company’s relationships. In VTS, Granite has found a platform to manage all customer relationships, streamline leasing management, and much more.

WHY GRANITE PROPERTIES NEEDED TO TRANSFORM ITS APPROACH TO CUSTOMER RELATIONSHIP MANAGEMENT & LEASING

Challenges & Roadblocks



IMPROVE CUSTOMER RELATIONSHIPS

Granite was looking to improve how they managed customer relationships with the help of a standard approach that would keep the team up to date about interactions and other data.



ENHANCE THE LEASING PROCESS

Granite wanted real-time insight to enable the team to act more quickly on time-sensitive deals and speed up the leasing process.



INCREASE PORTFOLIO VISIBILITY

Granite wanted an organized way to manage leasing activity so the entire team could stay up to date about portfolio performance.

“At one of our buildings, a customer mentioned to our engineer that they needed to give back some parking spaces. Because our engineer recorded that instance in TRM which alerted our leasing team and myself, we were able to proactively approach that customer to see if we could work with them to reduce their space... Yes, we might be giving up some income now, but we were able to have zero downtime and extend that tenant out for another five year term with minimal rent and TI.”

**John Robbins, Senior Managing Director
Granite Properties**

TRANSFORMING THE CUSTOMER RELATIONSHIP MANAGEMENT AND LEASING PROCESS AT GRANITE PROPERTIES

Using VTS, Granite Properties has streamlined its approach to customer relationship management, accelerated the leasing process, and increased portfolio-wide visibility.

STRONGER CUSTOMER RELATIONSHIPS



80+

tenants with updates captured in VTS

By managing all customer relationships, including updates and interactions, with VTS TRM, Granite Properties is now able to leverage critical customer insights to retain high-value customers, accelerate new leasing deals, and mitigate against risk. So far, over 80 customers have updated profiles from more than 30 employees.

ACCELERATED TRANSACTION SPEED



14% ↓

in deal cycle time after just six months on VTS

The team at Granite now receives deal updates from brokers as they happen and has full visibility into deal history. This real-time information allows the team to respond to opportunities faster, accelerating overall deal transaction speeds. After just six months on VTS, the team has already reduced the time to convert a lead to an executed lease by 14%, and they're just getting started.

REAL-TIME PORTFOLIO VISIBILITY



1.5 days

average age of information entered into VTS

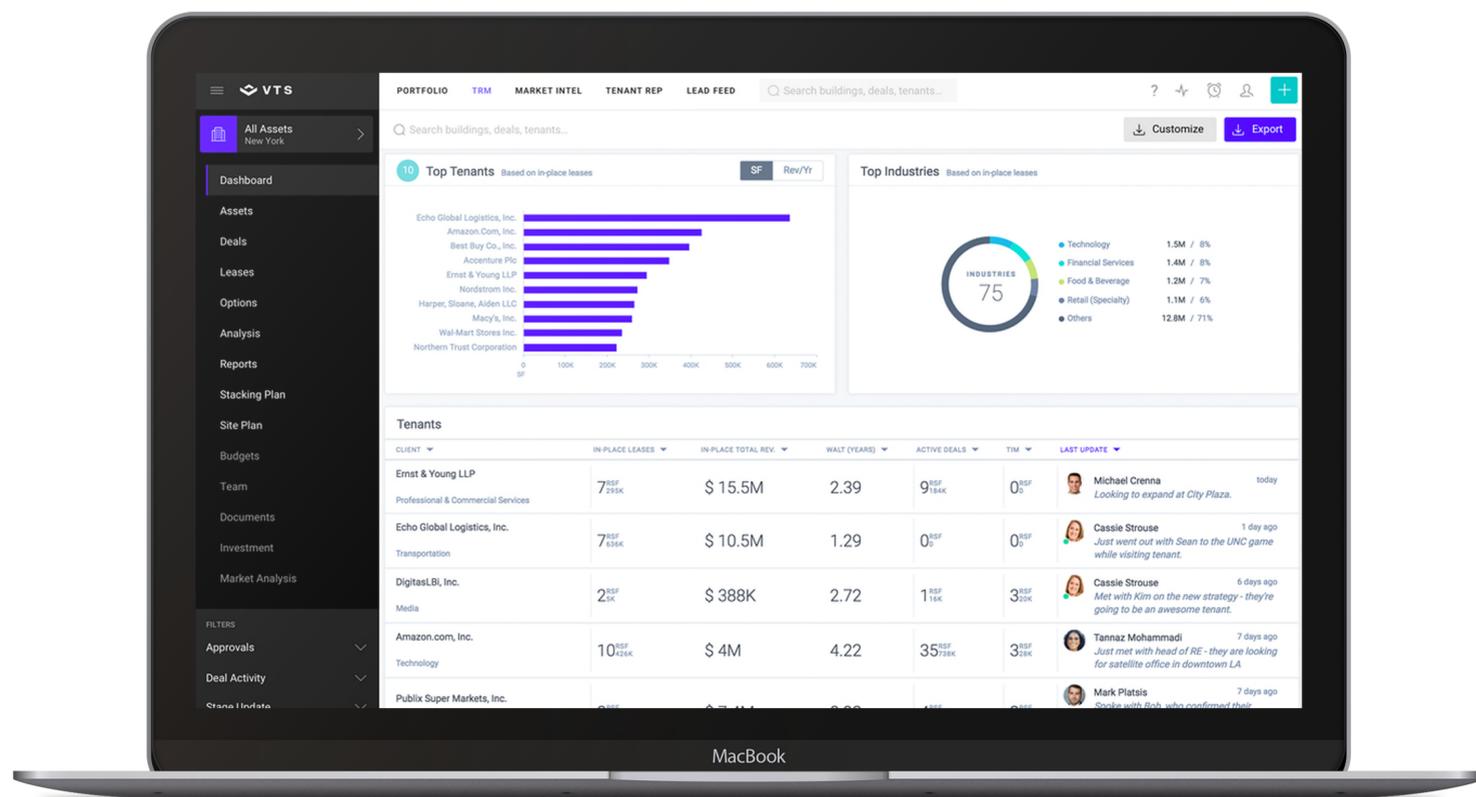
VTS ensures that the Granite team is always working from up-to-date, accurate information. Granite's Executive team also has real-time visibility into portfolio-wide activity at their fingertips.



Are you ready to transform your leasing and asset management processes?

Discover how, like Granite Properties, you can strengthen your tenant relationships, accelerate the leasing process, and increase real-time portfolio visibility with VTS' leasing and asset management software platform.

BOOK A DEMO



ABOUT VTS

VTS is the commercial real estate industry's leading leasing and asset management platform. Landlords use VTS to maximize portfolio performance by transforming their leasing and asset management process, enabling them to acquire the right tenants faster, sign the right deals at the best economics, and optimize the renewal process – reducing costly downtime.

Over 10 billion square feet is managed on VTS by a user base exceeding 35,000. VTS' clients include some of the world's most forward-thinking landlords, investors and brokers, such as Beacon Capital, Blackstone, LaSalle Investment Management, Hines, Boston Properties, JLL and CBRE. To learn more about how these clients are using VTS to drive portfolio performance, profitability and efficiency, visit www.vts.com and request a demo.

