



# ELEVATE ASSET MANAGEMENT

Collaboration for future success



## SUCCESSFULLY NAVIGATING ASSET MANAGEMENT IN TRYING TIMES

It's difficult for real estate managers and investors to find opportunities amid risks such as yield compression, retail woes – and, of course, COVID-19. The pandemic seems likely to subdue transactions and new vehicle fund raising for the foreseeable future as investors and portfolio managers direct their energy to analyzing their existing portfolios.

Fortunately, advanced technology is available to help portfolio managers mitigate risk, predict future performance, maximize the performance of existing assets, continue serving customers and satisfy investor queries.

# INTRODUCTION

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Platform thinking transforms the way we work, collaborate, share data and drive success. It has been the glue to keep teams connected and informed in trying times and this is just the beginning.

Platforms that encompass the complete investment management lifecycle are helping many firms — including those working with outsourced parties, operating partners and fund administrators — drive stronger revenues along with instant access and full transparency into their data. This Ebook will show how centralizing data and making it readily available to internal and external parties drives informed decision-making through the asset management lifecycle.



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# DATA ORIGINATION

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Some real estate asset management firms may emerge from the crisis relatively unscathed. Others might not be so fortunate. Social distancing requirements and work-from-home strategies, prompted by COVID-19, amplified the importance of operational and financial data, its accessibility and team connectivity.

Since data is prominent in this discussion, a definition is in order. In the world of real estate asset management, data comprises information that reveals a portfolio's health, such as revenues, debt, risk, occupancy and sales, plus property-level operations such as energy consumption, and tenant and lease data down to individual transactions. In reality, all data is relevant.

Two distinct groups need this data, and an efficient way to present and share it: operations groups tasked with effective management of the portfolio, property and tenants; and those who focus primarily on investors along with the organization's tactical and strategic issues.





# CHALLENGES IN MANAGING DATA

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Asset managers in today's environment need full visibility and access into real estate assets' operational and financial data, documentation, and reporting, along with the ability to evaluate investment options and select assets most likely to maximize ROI.

But some asset management systems compile data from multiple disparate systems, making usable data a moving target. This approach – which prevailed in most property management industry vertical markets until the last couple of decades — is complicated, cumbersome and prone to error.

Remaining nimble, acting proactively, anticipating and reacting decisively requires a way to stabilize and gain instant access to that data. That's why connectivity is the key value proposition in

asset management and the principal driver for the development of sophisticated yet user-friendly technology applications that collect, process and apply such data across the asset management lifecycle. Those solutions enabled a new approach to data management.

What matters almost more than the data itself, however, is spending less time gathering it, and more time using it to create actions that benefit clients, investors and other stakeholders. That's not easily done without the right technology.



# A CONNECTED PLATFORM FOR PROPERTY MANAGEMENT AND INVESTMENT

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Today, that technology manifests in integrated technology platforms that facilitate informed decision-making with sound processes and collaboration among all internal and external parties.

The most advanced of these platforms combine portfolio health, tenant risk, deal management, budgeting and construction in a single connected system, aided by machine learning recommended actions customized for a company's operations and competitive environment.

Such systems can track assets through their lifecycle, starting with identifying the opportunity with property prospecting, preliminary underwriting and asset management information. Once an asset enters the portfolio, a connected platform can continuously collect data related to occupancy, lease terms and other operations.



# BOOSTING CERTAINTY

Integrated platforms that perform end-to-end management of the real estate investment lifecycle can help real estate investment management firms operate more effectively during periods of market instability. Such platforms enable efficient portfolio management, visibility into sector and tenant exposure and communication with more demanding investors, all of which are essential to getting those questions answered and developing strategies to handle COVID-19 disruptions.

With complete information readily available in one database, asset managers can evaluate pipelines, match deals with investors and form an effective management plan. They can also evaluate their properties' rent and expense performance against target properties, tie capital calls to investment lifecycle data, automatically generate reports, and project how any given asset will impact an investment fund's overall allocation. More efficient deal execution that coordinates all leasing processes and market intelligence activities helps increase revenues.

At the property level, data collected within a single platform enhances asset values by driving new operational efficiency. Tenants can make payments online through a portal without paper and mailing expenses. Vendors easily enter invoices and collect remittances. Building operators can take advantage of automated platforms that leverage energy consumption data to reduce the cost of heating, air conditioning and ventilation system operations without impacting tenant comfort.

## KEY BENEFITS OF DATA CENTRALIZATION

- Complete insight into the deal pipeline and portfolio value obtained from relevant comparisons with MLAs and existing leases.
- Availability and transparency of current operational and financial data, which comprises the foundation of a comprehensive business plan.
- Asset managers' ability to improve cost control, reduce risk and keep projects on track with complete budget oversight, accurate forecasts, and management of contracts, commitments and cash flows.





Meanwhile, automated construction management systems leveraging real-time information on capital projects help keep projects on time and on budget. Data collected from installations, machines and buildings transforms maintenance from a reactive function driven by breakdowns and complaints to an asset that saves money, enhances building occupant satisfaction and eventually reflects in enhanced values, sales prices and attractiveness to investors.

Such systems have revolutionized how asset/portfolio/fund management, development and finance teams gain insight into risk, exposures and tasks during the leasing, forecasting, budgeting and development processes.

These capabilities are especially important in the current environment. They give asset managers gain the necessary data transparency, control and understanding of their investment data in a remote work environment just as they do in the office – with a connected platform that centralizes all their key financial and operational real estate metrics, even if outsourced, for analysis, reporting and decision-making



## THE YARDI ELEVATE SOLUTION FOR COMMERCIAL ASSET MANAGEMENT

Obtain in-depth operational data and predictive insights with recommended actions to elevate asset performance by lowering costs, balancing risk and increasing revenue.

### LEASE MANAGER

Visualize portfolio health, analyze tenant risk and manage collections to accurately measure asset performance.

### DEAL MANAGER

Easy-to-use deal management solution for asset managers and their internal and external brokers.

### FORECAST MANAGER

Connect leasing, asset management and finance teams to the budgeting process.

### CONSTRUCTION MANAGER

Real-time insight into budget performance and revenue impacts of capital projects and tenant improvements.

### INVESTMENT MANAGER

Manage existing and prospective investor relationships, automate the subscription agreement process and provide a portal to investors to access key information.

### RETAIL MANAGER

Easily visualize retail customer relationships to match prospects and spaces more efficiently.

## CONCLUSION

2020 offered graphic evidence of how quickly boom times can yield to uncertainty.

Asset managers equipped with connected technology that encapsulates the entire real estate management lifecycle are best positioned to endure challenging times and thrive when crisis abates. The competitive edge and faster, better-informed decisions made possible by advanced data collection technology never go out of fashion.





Yardi® Elevate

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**THANK YOU!**

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Want to learn more?

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