

BEACON CAPITAL PARTNERS

Investing in Cutting Edge Technology to Streamline the Leasing Process

Beacon Capital Partners is a tenant-focused, private real estate investment firm. Headquartered in Boston, Beacon Capital Partners invests in high-potential office properties in major U.S. markets. The firm has refined a proprietary investment sourcing model and developed a robust operating platform to transform properties into distinctive workplaces that attract today's tenants. Since 1998, Beacon Capital Partners has raised over \$13.5 billion in equity from a diverse list of investors, fueling over 160 office investments with a projected total value of \$40 billion.



“We chose VTS because of its cloud-based nature and the ability it gave us to record information in a platform that anyone on our team can access at any time. **It is so dramatically different from using spreadsheets that live on somebody's computer and are usually only updated on an as-needed basis. It has created efficiencies that help make our business better.**”



**Sara Shank, Managing Director, Head of Portfolio Management
Beacon Capital Partners**

ASSET TYPE

Office

PORTFOLIO SIZE

35 Properties

REGIONS

Boston, Chicago, Denver,
Los Angeles, New York, San
Francisco, Seattle, Portland
and Washington DC

BROKER MODEL

Third-Party Brokers

Driven by over a 70-year legacy of successful real estate development, ownership, and management, Beacon Capital Partners is committed to excellence in both the spaces it creates and the service it provides. The company is constantly looking at new, innovative ways to serve tenants and enhance business operations, with investment in technology being a key part of its approach.

The Beacon team had been considering building a proprietary system to manage leasing and tenant updates across its portfolio. However, after learning about VTS and the service it provides, Beacon realized the platform was uniquely positioned to help the firm manage deal activity and use that information to make better decisions across its portfolio, while creating efficiencies and saving substantial time on manual reporting.

THE BUSINESS CASE FOR TRANSFORMING BEACON CAPITAL PARTNERS' APPROACH TO LEASING & ASSET MANAGEMENT

Challenges & Roadblocks



NEED FOR IMPROVED TEAM COMMUNICATION

Prior to VTS, asset managers and brokers shared deal updates via Excel spreadsheets, which were often updated the night before the biweekly leasing meeting. The static nature of these documents made it difficult for asset managers and senior executives to gain real-time visibility into the status of portfolio-wide activity, potentially causing a risk of delaying deals.




NEED FOR CREATING REPORTING EFFICIENCY

Before VTS, even the most senior asset managers were required to spend hours per week creating reports and fielding ad-hoc calls from senior leadership and other team members who wanted leasing updates. This left less time to focus on higher-level activities and execute leases faster.



DISCONNECTED DATA

Without a centralized system for recording deal and tenant information, the Beacon team tracked the majority of their data in various disconnected spreadsheets, with information often recorded inaccurately. This hindered the team's ability to compare deals easily, connect the dots between deals underway in different locations, and use information more strategically to close deals.


A large, grayscale portrait of Sara Shank, a woman with long, wavy hair, smiling. The portrait is the background for the entire page. In the bottom right corner, there is a decorative pattern of small white diamonds arranged in a grid-like fashion.

“ With VTS, things move a lot more seamlessly. I love the daily email that tells me what happened the night before. I look at it every day so I always have a good idea of what's going on across the entire portfolio.”

**Sara Shank, Managing Director, Head of Portfolio Management
Beacon Capital Partners**

TRANSFORMING THE LEASING AND ASSET MANAGEMENT PROCESS AT BEACON CAPITAL PARTNERS

Using VTS, Beacon Capital Partners has dramatically improved team-wide communication and transparency, increased the ease and speed of reporting, and given back team members hours per week to focus on higher priority work.



STREAMLINED COMPANY COMMUNICATION AND TRANSPARENCY

37.3%↓

in average days from proposal to executed lease

Third-party brokers now enter deal updates directly into VTS, so Beacon's asset managers and senior executives don't have to wait for the biweekly meeting to receive status updates – they can see them in real-time. And instead of spending those meetings reviewing spreadsheets, **time can be spent finding ways to close deals, which the team is now doing faster.**



TIME SAVED WITH AUTOMATED REPORTING

5,200+

instant reports created in the last year alone

Because deal updates and information are being entered and managed in one platform, asset managers no longer need to manually create reports – **they can now generate them instantly.** As a result, each asset manager is saving an estimated two hours per week on report creation alone – time that can now be spent on higher-value work.



RELIABLE, POWERFUL DEAL DATA

2,100+

deals created in VTS in the last year

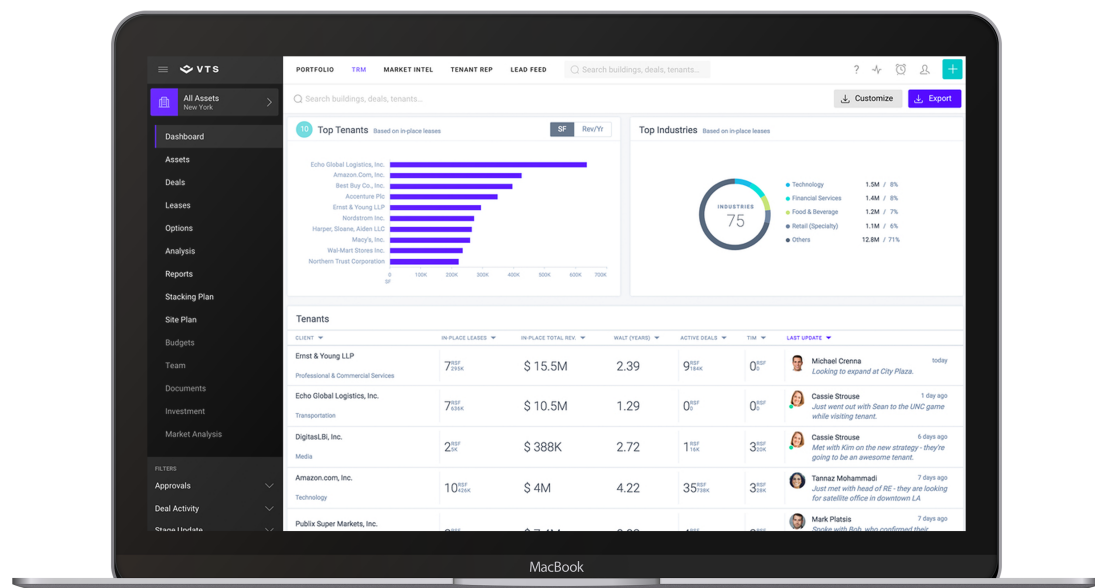
With timely deal and portfolio information centralized in VTS, the Beacon team has streamlined the leasing process. For example, they can now **easily compare lease terms** when two tenants are competing for the same space, and **connect asset managers that are talking to the same tenant** in different locations to help facilitate the deal.



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

Discover how, like Beacon Capital Partners, you can streamline the leasing process, standardize reporting, and capture hours of time savings 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 and unlocking real-time insights – enabling them to convert leads to leases 41% faster and build informed, data-led asset management strategies.

The VTS platform manages 10 billion square feet and a user base exceeding 35,000, and boasts an impressive client roster that includes top names such as Beacon Capital, Blackstone, LaSalle Investment Management, Hines, Boston Properties, JLL and CBRE. One in every three commercial office buildings in the US is managed using VTS.

