RUBENSTEIN PARTNERS

Making Real-Time Decisions to Support AUM Growth with VTS

Rubenstein Partners is an investment advisor for a series of private equity funds. The company, and its affiliates, have about 13.5 million square feet of assets under management. It's currently focused on investing in value-add office assets throughout the United States. The Rubenstein team is forward-thinking in their approach to innovation. AUM is growing quickly and they proactively use technology to be as efficient as possible. Rubenstein Partners is also diligent in its evaluation process to ensure the technologies it adopts bring true value to the organization.

VTS

" One of the ways we're really saving time with VTS is in our asset manager meetings. Now what we're doing is pulling VTS up and we're looking at live data, we're looking at the stacking plans, we're looking at deals. Honestly, I don't even remember how we did that prior to having VTS."

Jonathan Jacobs, Vice President, Asset Management
Rubenstein Partners

ASSET TYPE

Office

PORTFOLIO SIZE

13.5M SF

REGIONS

Connecticut, D.C., Florida, Georgia, Illinois, Indiana, Maryland, Massachusetts, New Jersey, New York, North Carolina, Ohio, Pennsylvania, Virginia

BROKER MODEL

Third-Party Brokers

Rubenstein Partners is an investment advisor for a series of private equity funds. It manages about 13.5 million square feet of office assets across the United States. Rubenstein's Regional Directors are scattered across their key markets while the executive team is located in Philadelphia, Pennsylvania. This structure made it challenging for the entire team to stay up-to-date on the latest lease and tenant information. With AUM growing quickly, Rubenstein knew technology was the answer to this challenge, but wanted to make sure the solution it adopted would be embraced by its internal teams and third-party brokers.

Some of Rubenstein's Regional Directors had already used VTS successfully and the value was clear to the executive team. This led them to implement VTS across the portfolio. The implementation has been a part of the dramatic transformation of Rubenstein's leasing and asset management processes.

VTS

WHY RUBENSTEIN PARTNERS WANTED A TRANSFORMATION OF ITS APPROACH TO LEASING & ASSET MANAGEMENT
Challenges & Roadblocks

DEAL CYCLE TIMES

Rubenstein's internal teams, brokers, and capital and operating partners had more limited visibility into deal status. With some dynamic lease negotiations, it might have taken time to find the newest documents, like proposals, and determine who still needed to look at them to move deals forward. The complete Rubenstein team wasn't always on the same page, potentially delaying deals.

EXECUTIVE MEETINGS

In some situations, Rubenstein's leasing meetings could be spent tracking down deal information and confirming numbers were correct, instead of having live discussions on deal terms. Once the information was confirmed, more follow-up meetings to analyze the information may have been needed. Ultimately, this made it challenging for the team to make needed decisions quickly, potentially putting deals at risk.

STACKING PLANS

It took many people to manually compile Rubenstein's paper stacking plans and the information could become outdated and inaccurate with dynamic leasing activity. Also, these documents weren't centralized and it could be challenging for the team to get the information they needed. As a result, Rubenstein had more limited insight into a building's current tenant-mix. This potentially delayed the development of an informed strategy for a new or existing tenant.

VTS

" By going into VTS and looking at a proposal and being able to compare it to budget right off the bat, **we can make decisions in meetings right away.** We don't need to go back and run separate analyses. It doesn't involve multiple follow-up meetings, multiple checks on the numbers, **it just makes everything very easy for us and makes us really efficient as an organization.** "

Jonathan Jacobs
Vice President, Asset Management
Rubenstein Partners

Case Study: Rubenstein Partners

TRANSFORMING THE LEASING AND ASSET MANAGEMENT PROCESS AT RUBENSTEIN PARTNERS

Using VTS, Rubenstein Partners has accelerated its leasing process, makes real-time decisions, and easily maintains live, dynamic stacking plans.

MUCH FASTER LEASING

Rubenstein has decreased deal cycle times across the board. With VTS, Rubenstein manages its deal information in one central platform. This gives everyone, including executives, leasing teams, and operating partners, immediate insight into where opportunities stand in the pipeline — and where they need to take action.

QUICK DECISIONS IN LEASING MEETINGS

Rubenstein is able to push the right deals forward more efficiently, reducing time spent in the proposal stage. With correct numbers at its fingertips, Rubenstein's leasing meetings are now more productive. Executives can immediately see how deal terms compare to budgets, and decisions can be made on the spot, without the need for follow-up meetings and analyses.

## BETTER TENANT STRATEGIES WITH LIVE STACKING PLANS

Rubenstein's teams are able to immediately craft an informed tenant strategy when information changes. They no longer have to manually update paper stacking plans. Now, they log into VTS to see dynamic stacking plans that automatically update through VTS' integration with their accounting system. Further, these stacking plans include all of the context needed — rents, lease terms, options, and encumbrances.

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

Discover how, like Rubenstein Partners, you can speed up your deal cycles, make real-time decisions in leasing meetings, and immediately inform your tenant strategies using live stacking plans with VTS' leasing and asset management software platform.

BOOK A DEMO
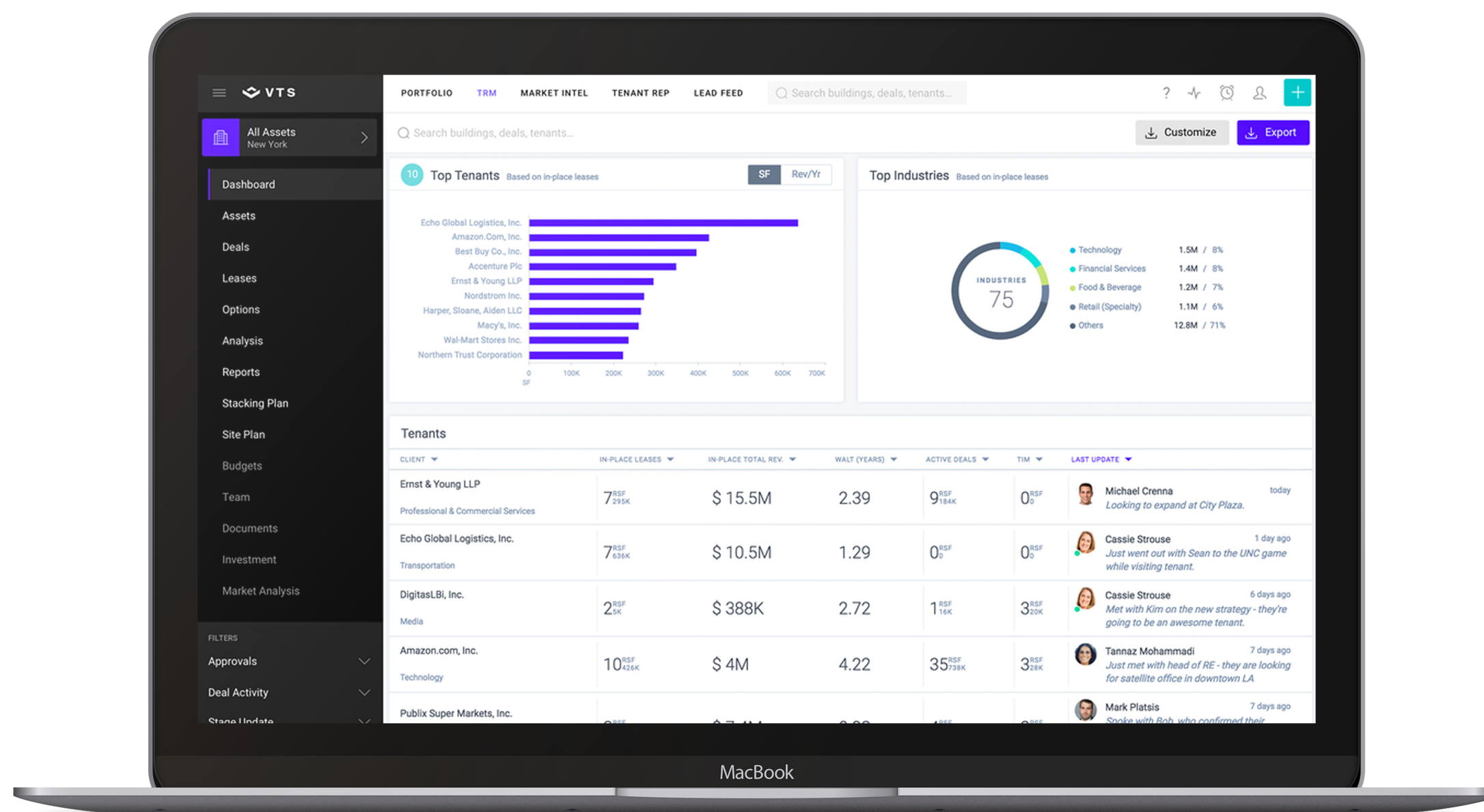
ABOUT VTS

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.