



Case Study

Adams & Company is a century-old leasing and asset management firm in New York City. The company is responsible for 35 properties and 7 million square feet of office assets, all located in the Midtown South submarket of NYC.

When COVID-19 hit in 2020, Adams & Company pivoted their strategy to expand digital marketing efforts to capture tenant demand in a remote environment. Since implementing VTS Market, 98% of their available spaces receive high-quality engagement that converts into qualified interest and in-person tours.

“We felt that the days of brokers bringing prospective customers through a building sight unseen were numbered. Spending that much time going on initial space tours isn’t an efficient use of their time.

The advent of **VTS Market** enables brokers and prospects to do the first leg of that search from their desks and then go on the in-person tour with a bit more qualified interest.”



JEFF BUSLIK

Executive Managing Director,
Adams & Company

PRODUCT TYPE

VTS Market

ASSET TYPE

Office

PORTFOLIO SIZE

7M SF

REGIONS

NYC

BROKER-MODEL

**In-House &
Third-Party Brokers**

Founded in 1920, **Adams & Company** is a full-service real estate firm providing property management, brokerage, and consulting services. The century-old firm manages 35 properties and 7 million square feet of space in New York City, specifically the Midtown South submarket.

When COVID-19 hit in 2020, Adams & Company pivoted their strategy to include digital marketing efforts to ensure their available spaces would continue to be seen and toured in a remote environment. Adams & Company also looked for a partner who could help drive qualified traffic to their virtual spaces—capturing tenant demand in the down market—and turned to VTS for help.

Since implementing VTS Market, 98% of their available spaces receive high-quality engagement that translates into qualified interest and in-person tours.

CHALLENGES, & ROADBLOCKS

Why Adams & Company transformed their approach to marketing



LACK OF HIGH-QUALITY, VIRTUAL MARKETING CONTENT

Before VTS Market, not every space in Adams & Company's portfolio was represented with high-quality, engaging marketing content, which sometimes prevented tenant reps and tenants from moving forward with an in-person tour. For instance, some spaces had floorplans, a few had photos, and even fewer had virtual tours. And the content that was available lacked a consistent look and feel that was representative of the company brand.



LIMITED INSIGHT INTO MARKETING PERFORMANCE

Adams & Company relied on their brokers to share updates on listing performance, with the insights being mostly anecdotal. Without real-time, data-driven insights, Adams & Company couldn't understand how marketing content was being distributed, who was seeing it, or how it was contributing to in-person tours. This limited insight into marketing performance left them unable to proactively pivot their efforts if a strategy wasn't working.



NO CENTRAL PLACE TO MANAGE MARKETING CONTENT

Without a single place to store marketing collateral, the team spent a lot of time tracking down and compiling content when listing a new availability. And once the content was found, there was no guarantee it was still accurate or provided tenant reps and tenants with the information they needed to make an informed decision. The extra time spent locating and updating content often caused delays when bringing a new space to market, a process that already takes the typical landlord 45 days on average.

SOLUTIONS & RESULTS

Transforming the marketing process at Adams & Company

With VTS Market, Adams & Company uses video tours and premium digital marketing content that gives tenants the information they need to move forward with an in-person tour. They also get the real-time insights into marketing performance they need to proactively optimize their outreach.

98%

of listings with premium marketing content have been interacted with in the last 30 days

HIGH-QUALITY ONLINE MARKETING CONTENT ACROSS THEIR ENTIRE PORTFOLIO

With VTS Market, 100% of Adams & Company's listings now have premium digital marketing content that shows tenant reps and tenants exactly what they need to know in order to move forward in the process. This includes virtual tours, photos, 3D space renderings, digital floor plans, and landlord-verified information for each space—all produced by the VTS team. **As a result, 98% of Adams & Company's available spaces have been interacted with, helping to drive qualified inquiries and in-person tours in a down market.**

31

high-quality engagements, including interacting with pricing and contact information or inquiring about a space, in the last 30 days

REAL-TIME INSIGHT INTO MARKETING PERFORMANCE

With VTS Market, Adams & Company captures qualified tenant interest daily that converts to in-person tours using interactive online listings. They now have a single source of truth for real-time marketing performance by channel to ensure they're optimizing activities and course-correcting strategies as needed. From their analytics dashboard, team members can instantly see how many times a space has been shared, a video has been played, or a photo has been viewed. And by using UTM parameters to track where content is being shared, they can tie specific activities to resulting engagement to understand which channels are performing the best.

10

days to publish a new listing online with VTS

GO-TO-MARKET SPEED

After just six months on VTS Market, Adams & Company now brings available spaces to market 5 weeks faster than the industry average. This gets their spaces in front of tenant reps and tenants quicker, giving them a competitive advantage in the market. By centralizing all their marketing collateral and space information in a single platform, teams no longer spend time locating what they need and can instead focus on each space's unique marketing strategy. In addition, the company's executives can easily access and review new availabilities. Once approved, a new listing can be published to the VTS Marketplace in just a few clicks.

“What I find the most valuable for **VTS Market** is the ability to easily share spaces with tenant rep brokers. In a matter of minutes, not only can they have virtually toured the lobby and common spaces of buildings, but they can also tour the space they’re inquiring about.

All the content that gets shared is designed to show them exactly what they need to make an informed decision about the space.”

JEFF BUSLIK

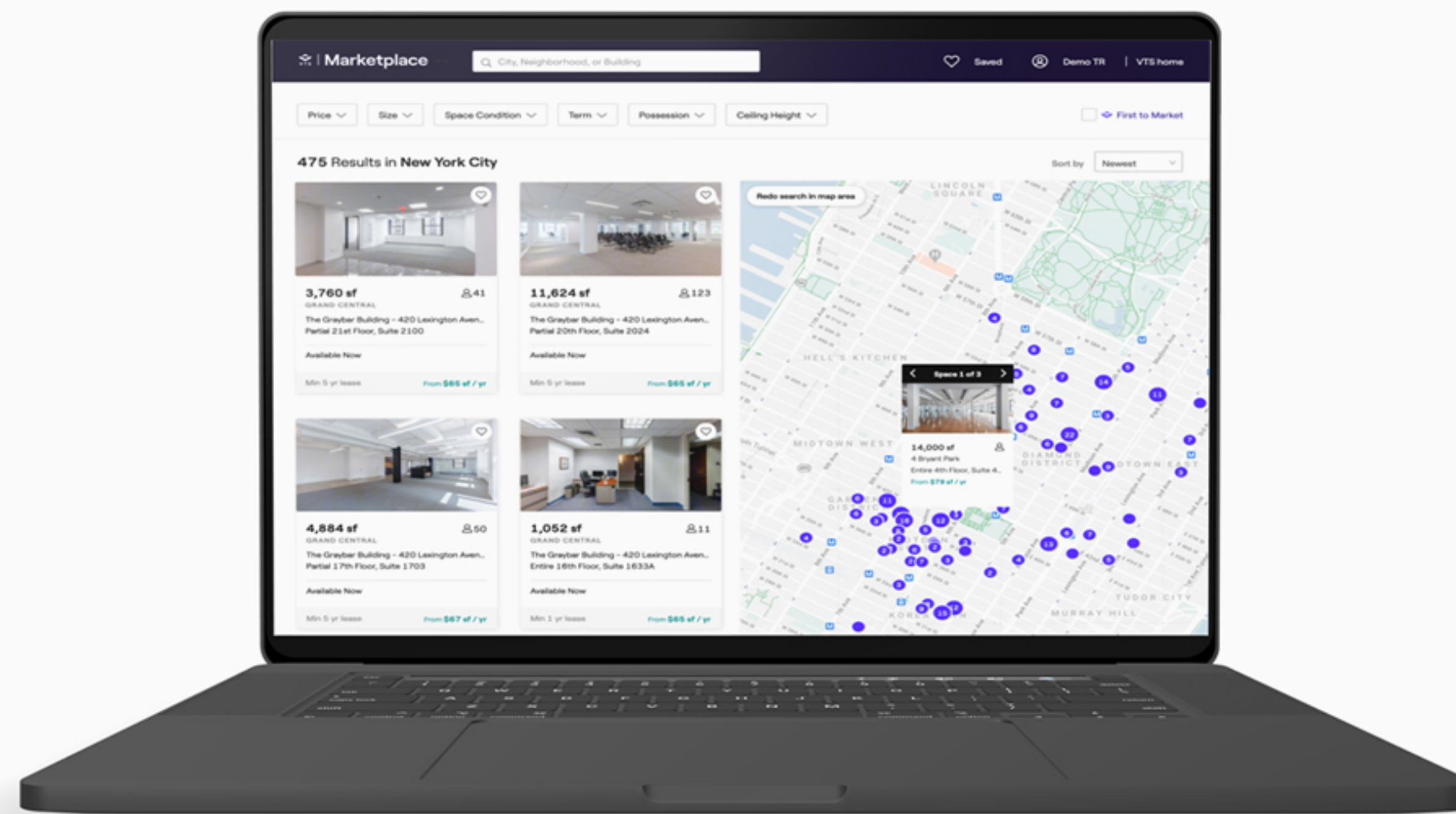
Executive Managing Director,
Adams & Company



Are you ready to transform your marketing and leasing processes?

Discover how, like Adams & Company, you can leverage video tours and premium digital marketing content that gives tenants the information they need to move forward with an in-person tour and get real-time insight into your marketing performance.

BOOK A DEMO



ABOUT VTS

VTS is commercial real estate's leading leasing, marketing and asset management platform where the industry comes to make deals happen and real-time data comes to life. The VTS platform is made up of three offerings:

- **VTS Lease**, commercial real estate's system of record for managing spaces, leases, deals, and tenants, helping landlords and brokers automate the manual aspects of the leasing process and making it far more efficient to manage their portfolios. To date, we've captured 12B+ square feet of commercial space from the 750+ landlords in more than 40 countries.
- **VTS Data**, the industry's only forward-looking market data product and only pulse on what's happening in the market today, capturing active tenant demand and projecting future supply fluctuations.
- **VTS Market** and **Marketplace**, the industry's first integrated online marketing solution giving landlords and their leasing teams a fully digital, data-driven way to market and lease their spaces online

More than 60% of Class A commercial space in the US and 12B square feet of commercial real estate globally is managed on the VTS platform. Our user base includes over 45,000 CRE professionals including respected industry leaders like Blackstone, Brookfield Properties, LaSalle Investment Management, Hines, Boston Properties, Oxford Properties, JLL, and CBRE. To learn more about VTS, visit www.vts.com.