



Brookfield
Properties

Case study

Empowering regional teams with global insights

Brookfield Properties develops and operates global real estate on behalf of Brookfield Asset Management — one of the largest alternative asset managers in the world. And when it comes to technology, Brookfield have taken an innovative approach to ensure they're providing high-quality and professional services across all their properties. The local Brookfield team in Germany were looking for an effective solution to share data, streamline and communicate processes efficiently, and to take advantage of the firm's global tenant relationships. Using VTS, Brookfield Germany have transformed their leasing and asset management processes, speeding up deal cycles and saving invaluable time.

“We’re saving a valuable amount of working hours by no longer hunting down an approvals sheet or chasing deal updates. Instead, everything we need is in one system, and our leasing process is now much more standardised, audit-proof, and efficient.”

Katharina Treiber

VP, Asset Management, Brookfield Properties





Overview

Brookfield Properties develops and operates global real estate on behalf of Brookfield Asset Management — one of the largest alternative asset managers in the world. The organisation is on a portfolio-wide push to adopt technology across the portfolio to ensure they're offering leading-edge solutions to their teams, tenants, partners, and properties. The local team in Germany are a small group of about 20 individuals, but they're growing fast — and so are their leasing properties. They were keen to take a similar innovative approach and were looking for a solution to streamline processes and communication for the region as well as to help take advantage of the firm's global tenant relationships.

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Brookfield Properties - Germany

Asset type	Portfolio size	Region	Broker-Model
Office	2.5M SF	Germany	Third-Party

CHALLENGES & ROADBLOCKS

Why Brookfield Germany wanted to transform their approach to leasing & asset management



Leasing process

Before using VTS, Brookfield Germany's deal and tenant data existed in different places and format. Standardising this information to share with team members could be quite manual. The team wanted to implement a solution to help centralise and standardise this information as they faced an increasing number of leasing properties, including a refurbishment project that included letting 40,000 square metres.



Insight into global relationships

As a global operator, Brookfield Properties have an extensive network of properties, deals, and tenants. The local team in Germany wanted to easily access that network and use the company's global scale in their local partnerships. For example, when starting a new deal, the team wanted to have insight into an existing connection to that tenant to use the historical and current relationship context to their advantage.



Deal updates

When working with third-party broker partners, Brookfield Germany were tracking down deal updates from multiple spreadsheets and sources to centralise into a single view of letting progress. They also wanted to better communicate and store deal approval processes and reporting lines for their broker partners. The team in Germany also had various versions of decision memos, letting schedules, and calculation sheets from working with brokers that they wanted to centralise.



SOLUTIONS & RESULTS

Transforming the leasing & asset management process at Brookfield Germany



17%

Faster deal cycles at the height of a global pandemic

Even faster deals

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386

Parent and subsidiary tenant relationships uncovered

Rolled-up global tenant network at the click of a button

With VTS, the Brookfield Germany team have immediate access to Brookfield Properties' entire network of relationships, deals, and leasing insights with the click of a button. When starting deal negotiations or renewals, the local team now easily uses existing global relationships and context to push conversations forward. Even better, all this context is available through the VTS mobile app so they have insights in the palm of their hand while on the go.



85%

Reduction in the average age of information in VTS

Real-time deal insight

Third-party brokers and the internal leasing team now enter deal updates directly into VTS, giving Brookfield Germany real-time insight into deals. They no longer chase updates or wait for the next meeting. Deal workflows, approval processes, and reporting lines are also managed in the VTS platform, and can even clearly accommodate local requirements across the portfolio. Brookfield Germany's brokers have also shared positive feedback on using VTS.

“With the VTS mobile app, our global tenant data and stacking plans are now always at our fingertips while we’re going to a viewing or when a tenant approaches us. Wherever we are, VTS is there too.”

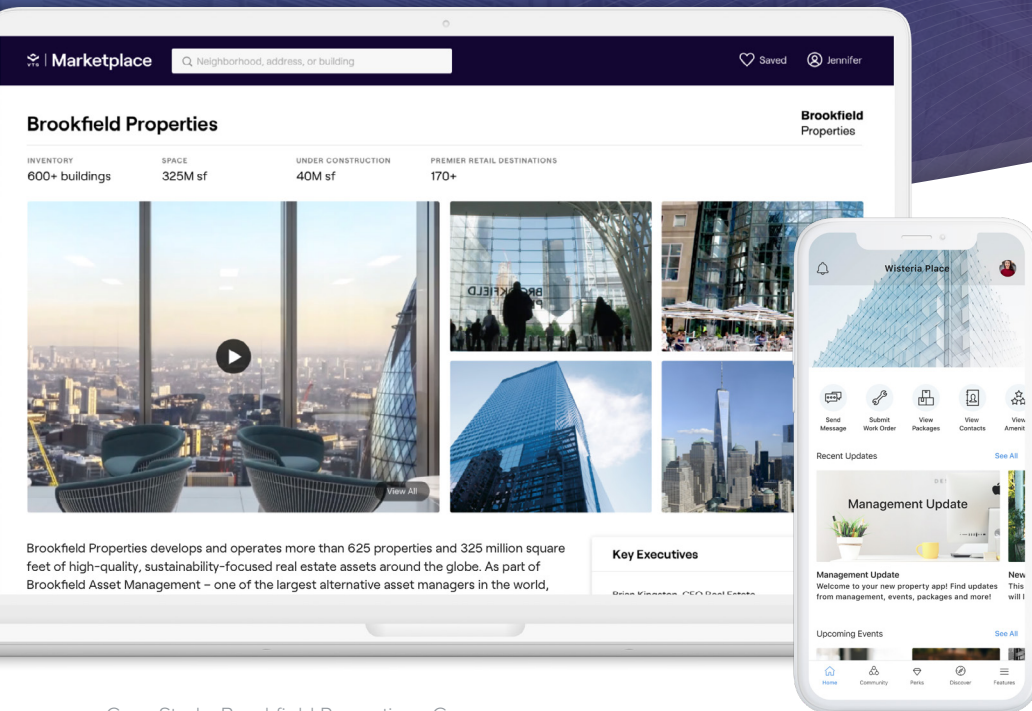
Katharina Treiber

VP, Asset Management, Brookfield Properties

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

Like Brookfield Properties, discover how you can empower your local or regional teams with real-time, portfolio-wide insights and get your deals done even faster.

BOOK A DEMO



About VTS

VTS is commercial real estate's leading leasing, marketing, asset management, and tenant experience platform where the industry comes to make deals happen and real-time data comes to life. The VTS platform captures the largest first-party data source in the industry, which delivers real-time insights that fuel faster, more informed decision-making and connections throughout the deal and asset lifecycle.

To learn more about VTS, visit vts.com