

Modern data practices in real estate and the built world

“The future of the CRE industry is data. Investment in data infrastructure, networks and analytics will be the competitive advantage for CRE professionals for years to come. The more accurate, up to date and granular the data becomes, the more predictive it will be when it comes to determining whether or not to purchase an asset.” ¹

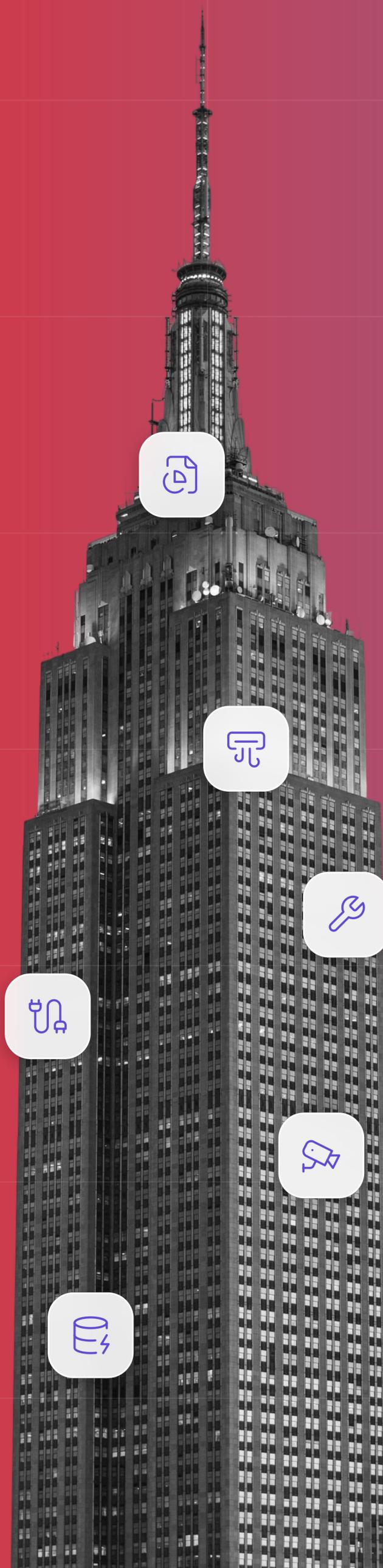
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Whether you're in real estate, construction, or property management, **you rely on an array of tools**—MLS databases, property management software, sales platforms, accounting systems, and even smart sensors.

Each of these tools generates a wealth of data, but too often, the data gets trapped in silos, accessed only on an as-needed basis. However, when **managed strategically, your data can be transformed into a powerful business asset.**

Imagine AI predicting property values by analyzing historical sales, market trends, and property data. Or machine learning models uncovering investment opportunities by evaluating economic and demographic shifts.

With the right technology, you can **shatter those silos, organize vast data sets, and convert your insights into revenue drivers.**

This guide will show you how to leverage data as a strategic advantage—no matter which tools you use.

Executive Summary

The Problem

Commercial real estate (CRE) firms gather extensive data from listing platforms, property management tools, and internal systems. Yet much of this information remains siloed, disorganized, and underutilized. Without effective data management, firms struggle to capitalize on opportunities, ultimately risking their competitiveness in a rapidly evolving industry.

The Solution

By adopting the proven data engineering practices of tech leaders, CRE firms of all sizes can transform fragmented data into a unified, governed asset. A modern data architecture, leveraging advanced analytics, automation, and artificial intelligence, positions CRE companies to stay competitive without requiring extensive internal resources or large budgets. With the right strategy and technology partner, firms can efficiently turn their data into actionable insights and scalable innovations.

The Value

Enhancing data capabilities enables CRE and built-world companies to unlock substantial business advantages:



Smarter Decisions

Improve predictions on tenant defaults, proactively manage maintenance schedules, and swiftly identify high-value investment opportunities.



Stronger Performance

Analyzes tenant mix and foot traffic patterns to optimize co-tenancy arrangements and enhance revenue potential for shopping centers



Scalable Innovation

Develop AI-powered solutions tailored to evolving business objectives, ensuring continuous adaptability and growth.



Real ROI

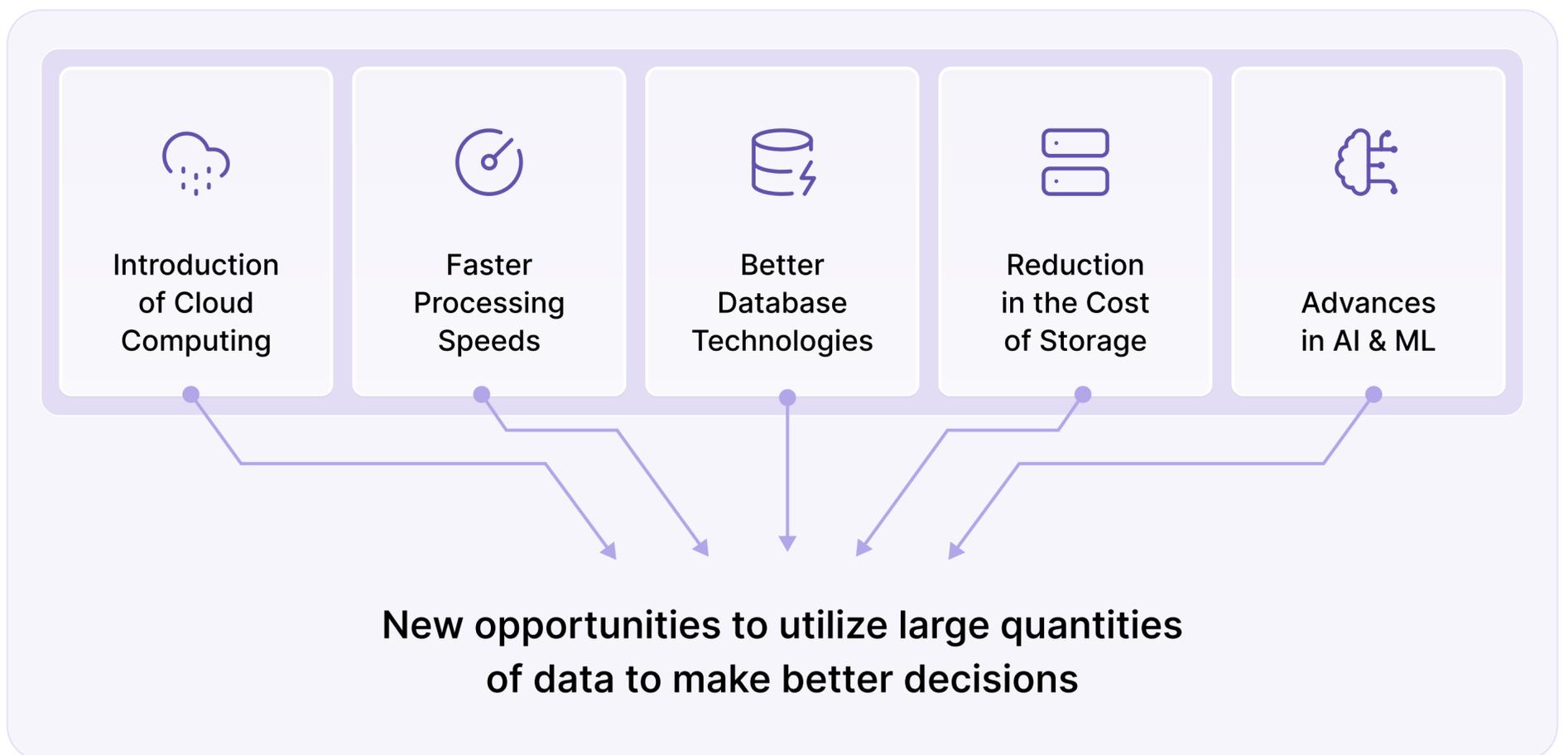
Transition from intuition-driven decisions to data-backed strategies, providing measurable business outcomes and clarity amidst complexity.

Whether your focus is streamlining leasing processes or guiding strategic acquisitions, adopting a robust, modern approach to data management is critical to sustaining growth and staying ahead in today's competitive commercial real estate landscape.

The Opportunity

Modern data practices are driving the rapid evolution of the built environment. Data engineering, AI, and data science have revolutionized the industry, giving companies access to insights far beyond experience at a fraction of the cost.

Previously, only governments and Fortune 500 companies could afford robust data infrastructure. Today, real estate and construction firms of any size can tap into powerful computing resources to unlock valuable insights.



“Organizations are beginning to leverage data holistically to uncover market trends and improve decision-making across their portfolios.”

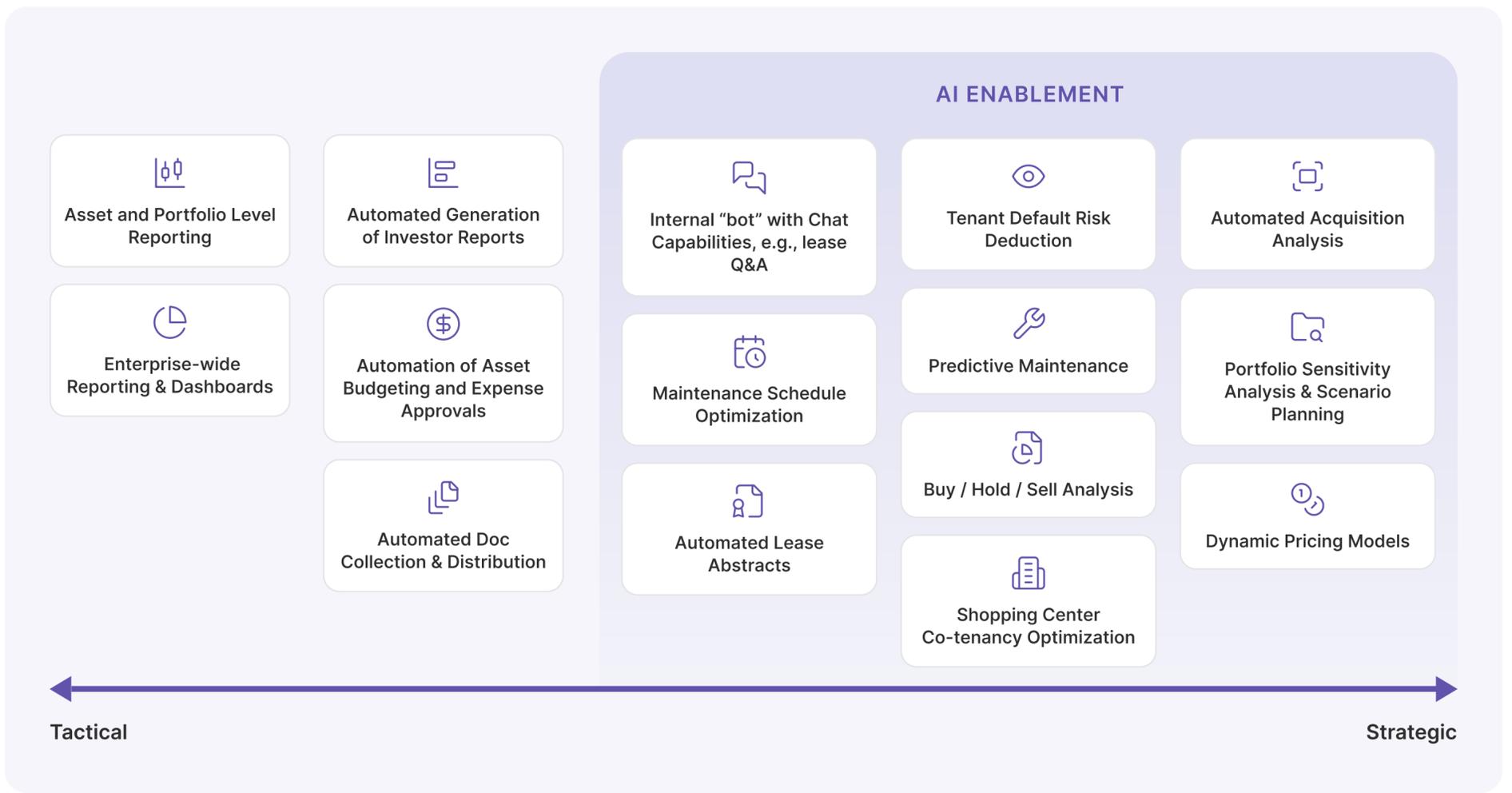
- Josh Herrenkohl, Senior Managing Director at FTI Consulting



Organizations that fail to use data effectively risk competitive disadvantages, operational inefficiency, and missed revenue opportunities.

Use Cases

From automating manual processes to unlocking new revenue opportunities, advanced data practices are helping real estate organizations cut reporting costs by up to [60%](#) — and that’s just the beginning. Below are key use cases that show how leading firms are putting data to work across the value chain.



Asset and Portfolio Management

- **Asset and portfolio reporting:** Provides insights into asset performance, financial trends, and portfolio health.
- **Enterprise reporting & dashboards:** Consolidates data from multiple sources into intuitive dashboards for real-time portfolio monitoring and benchmarking.
- **Automated generation of investor reports:** Streamlines the creation of custom reports for investors – improving transparency and efficiency.
- **Automation of budgeting and expense approvals:** Reduces manual effort by automating expense tracking and budgeting for assets.

Document and Lease Management

- **Asset and portfolio reporting:** Simplifies the process of gathering and distributing critical documents, ensuring compliance while reducing administrative workload.
- **Automated document collection and distribution:** Extracts key information from lease agreements, making it easier to analyze terms, obligations, and financial impact without a time-consuming manual review.

Strategic AI Enablement AI-Driven Operational Efficiency

- **AI chatbots:** Uses AI-driven chat assistants to answer leasing-related queries, improving response times and reducing reliance on manual research.
 - **Maintenance schedule optimization:** Utilize machine learning to analyze equipment usage patterns and service histories, enabling dynamic maintenance scheduling that minimizes disruptions and extends asset lifespan.
 - **Predictive maintenance:** Leverages data analytics and IoT sensors to detect potential equipment failures before they happen, reducing downtime and repair costs.
 - **Co-tenancy optimization:** Analyzes tenant mix and foot traffic patterns to optimize co-tenancy arrangements and enhance revenue potential for shopping centers.
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Data-Driven Risk and Financial Management

- **Default risk assessment:** Uses predictive analytics to assess tenant financial health and identify potential risks before they become major issues.
 - **Automated acquisition analysis:** Assesses potential acquisitions by analyzing financials, market trends, and risk factors.
 - **Portfolio sensitivity analysis and planning:** Models different market conditions and financial scenarios to help stakeholders make informed investment decisions.
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AI-Powered Investment and Revenue Optimization

- **Dynamic pricing models:** Uses AI and market trends to adjust lease rates and rental pricing dynamically to maximize revenue.
- **Buy / hold / sell analysis:** Uses data-driven insights to evaluate assets for maximum profitability.

Need help identifying your organization's use cases?

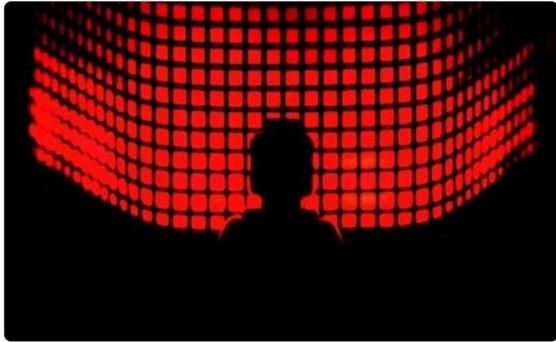
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The Challenges

“...Roughly three in every four commercial real estate firms rely on spreadsheets to manage critical data – meaning they have no single source of truth – this is not a small problem.”

-Pereview Software, [Four Ways Dirty Data Impacts Real Estate Reporting](#)

Many organizations in the built environment struggle to harness data effectively, facing challenges such as:



Data silos

Information is scattered across systems and departments, limiting accessibility and analysis.



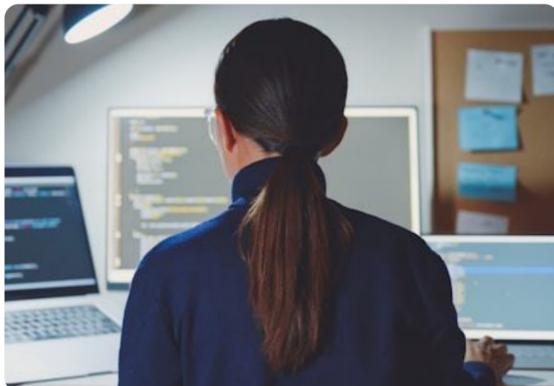
Poor data quality

Inconsistent formats, missing values, and inaccuracies hinder decision-making.



Undefined data standards

Ambiguous labeling and definitions create integration and usability issues.



Lack of data literacy

Employees may lack the skills to interpret and apply data insights.



Resistance to change

Shifting to a data-driven approach often meets internal pushback.

To mitigate these challenges, consider the following strategies:



Invest in data quality

Implement data quality processes and tools to improve data accuracy and consistency.



Buy / hold / sell analysis

Uses data-driven insights to evaluate assets for maximum profitability.



Address ethical concerns

Develop clear data privacy and security policies and comply with relevant regulations.

Understanding Data for Business Impact

Before launching a data project, assess your organization's data maturity—how effectively your business uses data to drive decisions.

What is Data Maturity?

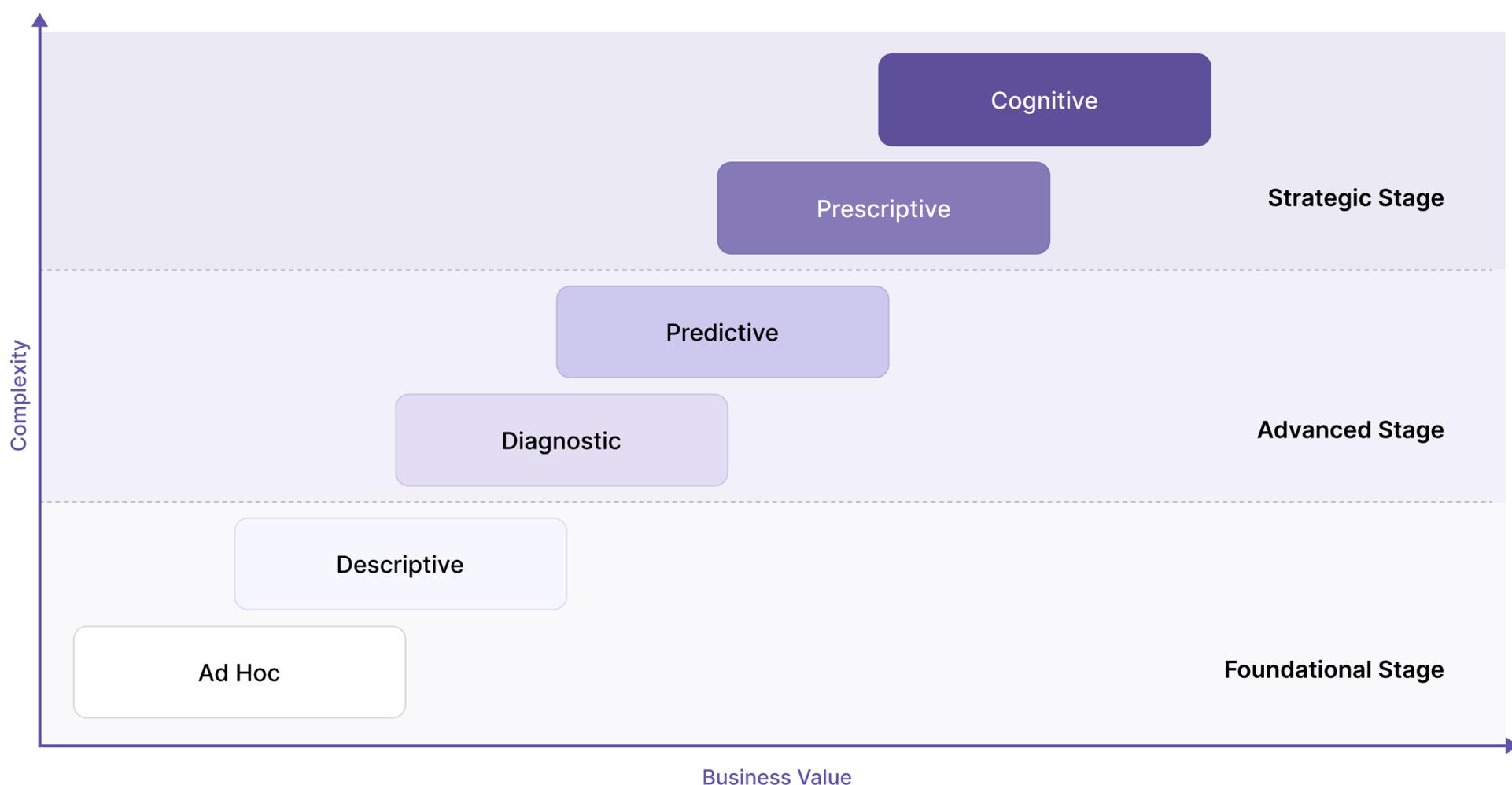
The Data Maturity Model serves as a roadmap, helping organizations:

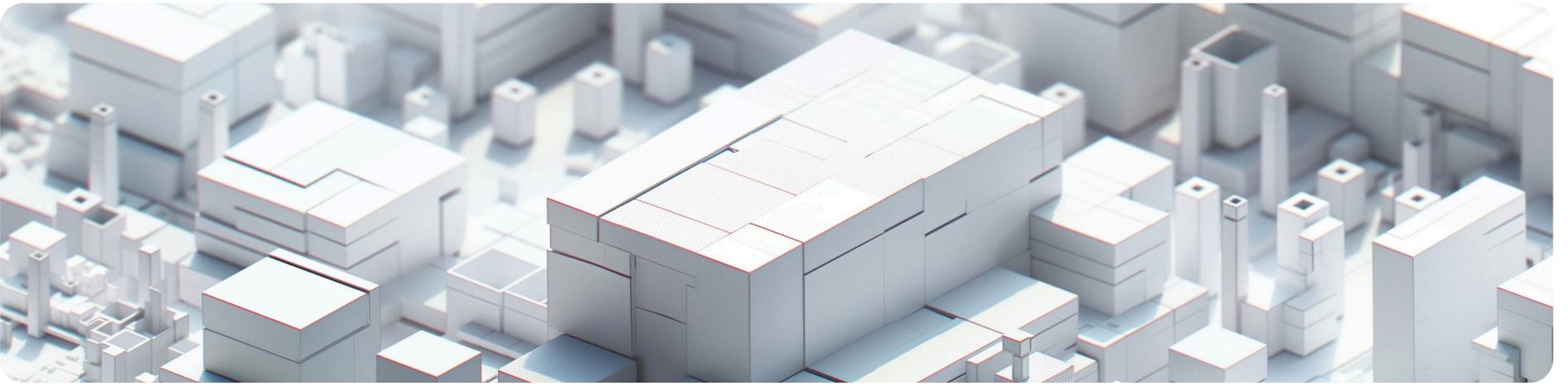
- Assess current data capabilities.
- Benchmark against peers and competitors.
- Identify growth opportunities.
- Set clear, realistic goals for data-driven initiatives.
- Prioritize investments and allocate resources effectively.

This structured approach clarifies where a company stands, where it wants to go, and how to get there. There's no right or wrong place to be on the data maturity scale—what matters is aligning your objectives with business needs and building a roadmap for progress.

The Data Maturity Model

To effectively use data, organizations must understand how it's obtained, interpreted, and managed. Assessing data maturity helps businesses identify what they can realistically achieve.





STAGE 1

The Foundational Stage

This is the beginning stage of any company's journey. Foundational Stage companies use their data to understand business insights, visualize trends, and analyze historical data.

The foundational stage is characterized by ad-hoc reporting and basic descriptive analytics. Although reports offer some insights, they may not offer a big-picture view of your data and how it aligns with various sources and tools.

Traits of Foundational Stage data:

→ Ad-hoc

Responding to specific data requests on an as-needed basis. While useful for quick answers, it can be inefficient and time-consuming.

→ Descriptive

Summarizing and describing data to understand what has happened.

Examples of Foundational Stage initiatives:

→ Enterprise reporting

Consolidates data from multiple business units to provide a unified view. This involves integrating data from various sources, such as financial systems, customer relationship management (CRM) systems, and operational databases.

→ Asset-level reporting

Tracks the performance of individual assets against budget. It involves collecting and analyzing data on asset usage, maintenance costs, and other metrics.

Opportunities to mature at the Foundational Stage:

→ Break down data silos

Gain a more complete understanding of their operations and identify opportunities for improvement.

→ Monitor asset performance

Identify underutilized assets, optimize maintenance schedules, and improve overall asset management.

STAGE 2

The Advanced Stage

At this stage, data analysis is sophisticated enough that it is a regular part of every team's operation at a company.

The advanced stage involves diagnostic and predictive analytics.

Advanced organizations delve deeper into their data to understand what's happening, why it's happening, and what could happen in the future.

For instance, using [Sigma BI](#) for self-serve analytics reflects an Advanced Stage initiative, as it offers a more powerful and user-friendly alternative to traditional tools. Sigma enables business users to work directly with live data, building Excel-like models that are seamlessly connected to the underlying data infrastructure.

Traits of Foundational Stage data:

- **Diagnostic:** Analyzing data to identify the root causes of problems or trends.
- **Predictive:** Using data to forecast future outcomes, such as predicting property values, identifying market trends, or forecasting demand for rental properties.

Examples of Advanced-Stage initiatives:

- **Predicting tenant default risk:** By analyzing tenant profiles, lease obligations, payment history, and external data sources, organizations can develop predictive models to assess the likelihood of tenant default. This can help property managers identify risks and mitigate losses.
- **Identifying trends:** Leveraging tools like [Snowflake](#), businesses can access public data such as S&P Global Market Intelligence reports to gain valuable insights into competitors' portfolios.

Opportunities to mature at Diagnostic Level:

- **Expanding data ecosystems:** Integrating real-time sources like economic indicators, public data, and market trends.
- **Implementing automated alerts and dashboards:** Helping senior management monitor risk and trigger strategic responses.
- **Enabling continuous feedback loops:** Real-world tenant behavior refines models, keeping them accurate and aligned with shifting market conditions.
- **Predictive maintenance:** With data such as emails, maintenance logs, and sensor information, organizations can predict potential equipment failures before they occur. This can help prevent costly downtime, improve customer satisfaction, and optimize maintenance schedules.

Opportunities to mature at Predictive Level:

- **Integrating insights:** Build a long-term asset management strategy that aligns with business goals.
- **Implementing decision support systems:** Automate maintenance scheduling, reducing manual intervention, and improving response times.
- **Conducting regular performance reviews:** Continually assess predictive systems to ensure they adapt to changing operational conditions and asset behaviors.

STAGE 3

The Strategic Stage

At the final stage, companies operate at the cutting edge of data innovation. Strategic companies have the technology and tools to answer questions others haven't even thought about asking. By analyzing real-time data, they make forward-looking decisions about products, markets, assets, customers, and staffing.

This stage is characterized by prescriptive and cognitive analytics. Strategic organizations not only predict future outcomes but also shape their destiny.

Traits of Strategic Stage data:

- **Prescriptive:** Using data analysis to recommend specific actions or decisions that align with strategic goals and vision. It helps to chart the course for the future by suggesting ways to achieve desired outcomes.
- **Cognitive:** Using AI and machine learning techniques to automate data analysis tasks and uncover complex insights. It's a helpful supplement to human intelligence, as machines can process and analyze large amounts of data quickly and efficiently, while humans can provide valuable context, judgment, and creativity.

Examples of Strategic Stage initiatives:

- **Automated deal evaluation systems:** Use artificial intelligence to quickly process large amounts of property listing data. These systems identify deals based on location, price, property condition, and market trends. With automation, you can spend more time on promising opportunities and scale your acquisitions program more effectively.
- **Sensitivity analysis:** Measures the impact of large-scale changes on business performance. This simulates different scenarios, such as rising interest rates or a recession, and models how these changes impact investments or property values. This can help you make more informed decisions and anticipate risks.

Opportunities to mature at Prescriptive Level:

- **Automated deal screening:** Use AI to scan listings and flag the most promising opportunities based on past deals and investment goals.
- **Macroeconomic scenario modeling:** Run what-if analyses to see how changes in interest rates or inflation could impact portfolio performance.

Benefits of progressing through each maturity stage

No matter where your organization currently stands on the Data Maturity Model, remember that every journey starts somewhere. Making small, consistent strides in data maturity can lead to significant benefits.

- **Better decision-making:** Data-driven insights, accessed through structured, defined, and optimized tools, can help you make more informed and effective decisions.
- **Increased efficiency:** Automation and streamlined processes can lead to significant cost savings and time efficiencies.
- **Enhanced customer experience:** Data can be used to personalize customer interactions and deliver best-in-class service.
- **Competitive advantage:** A data-driven approach can differentiate your organization from competitors and drive growth.

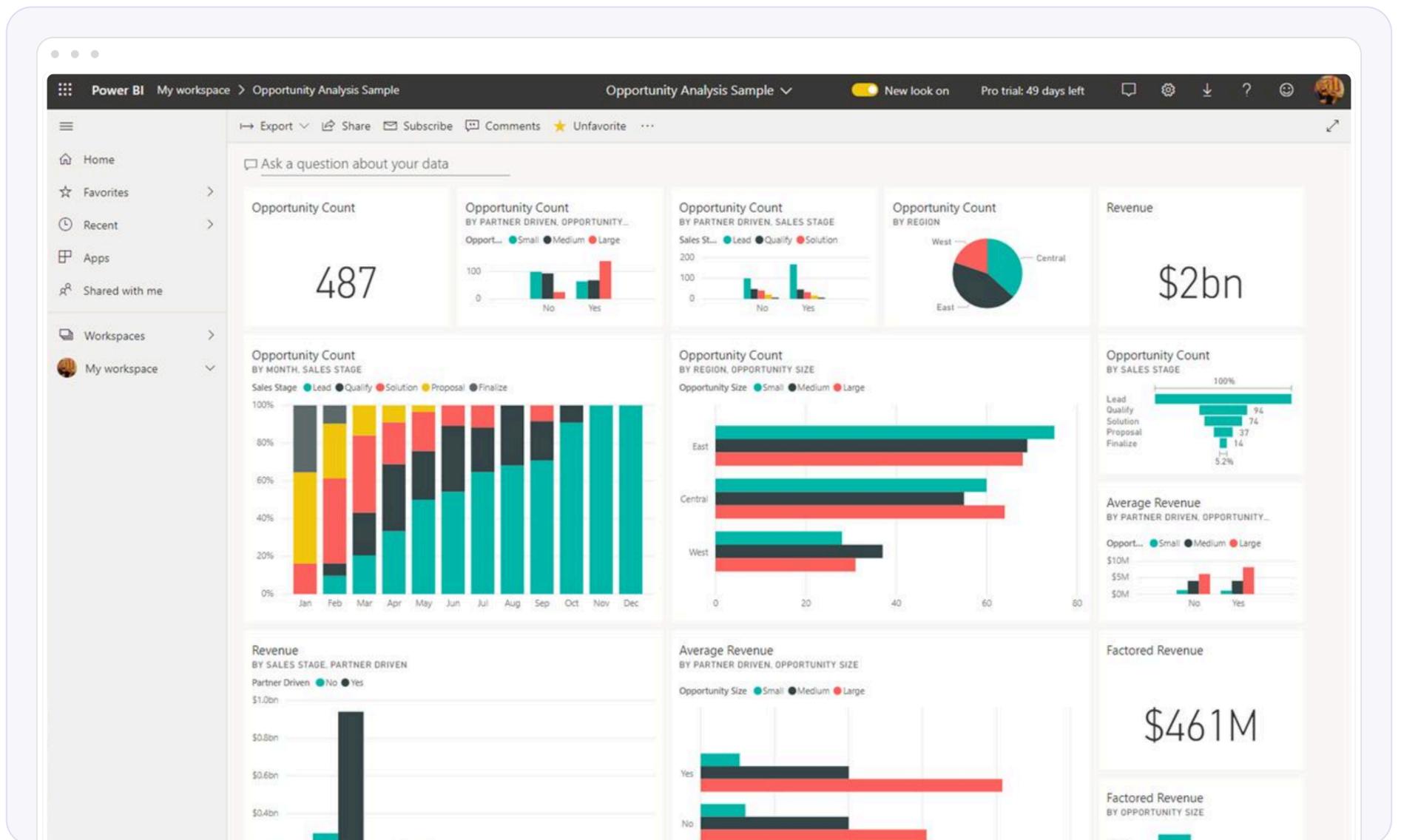
PART 2:

Enabling Data for Business Impact

“Applying greater management discipline to what can often be sprawling data-architecture, -sourcing, and -use practices can unlock significant savings... by enabling greater visibility, standardization, and oversight... companies can recover and redeploy as much as 35 percent of their current data spend.”

-McKinsey

Before you can use your data, you’ve got to ensure its accuracy and organize it. Enter the data platform.



A dashboard in Power BI — a platform that allows users to connect, transform (through its integrated tool Power Query), and visualize data from various sources for strategic decision-making.

A data platform is a centralized infrastructure, workflow, and set of tools that collect, store, process, and manage data from various sources to help businesses derive insights and leverage AI.

Let’s say you need information on a specific lease—tenant name, contact details, property address, lease expiration, and extension rights. In a low-maturity environment, that data lives in silos. You’ll dig through emails for contact info, check a CRM for tenant history, open lease abstracts in shared folders, and cross-reference spreadsheets or financial systems.

The same issues arise elsewhere—like analyzing capital projects or tracking ESG metrics. Without integrated architecture, you’re chasing fragmented reports and questioning what’s current.

With a modern data platform, this information is modeled into a single source of truth. Lease terms, project budgets, and energy data are structured, connected, and accessible to the right people.

This is what we call the golden copy.

The Golden Copy: Your Source of Truth



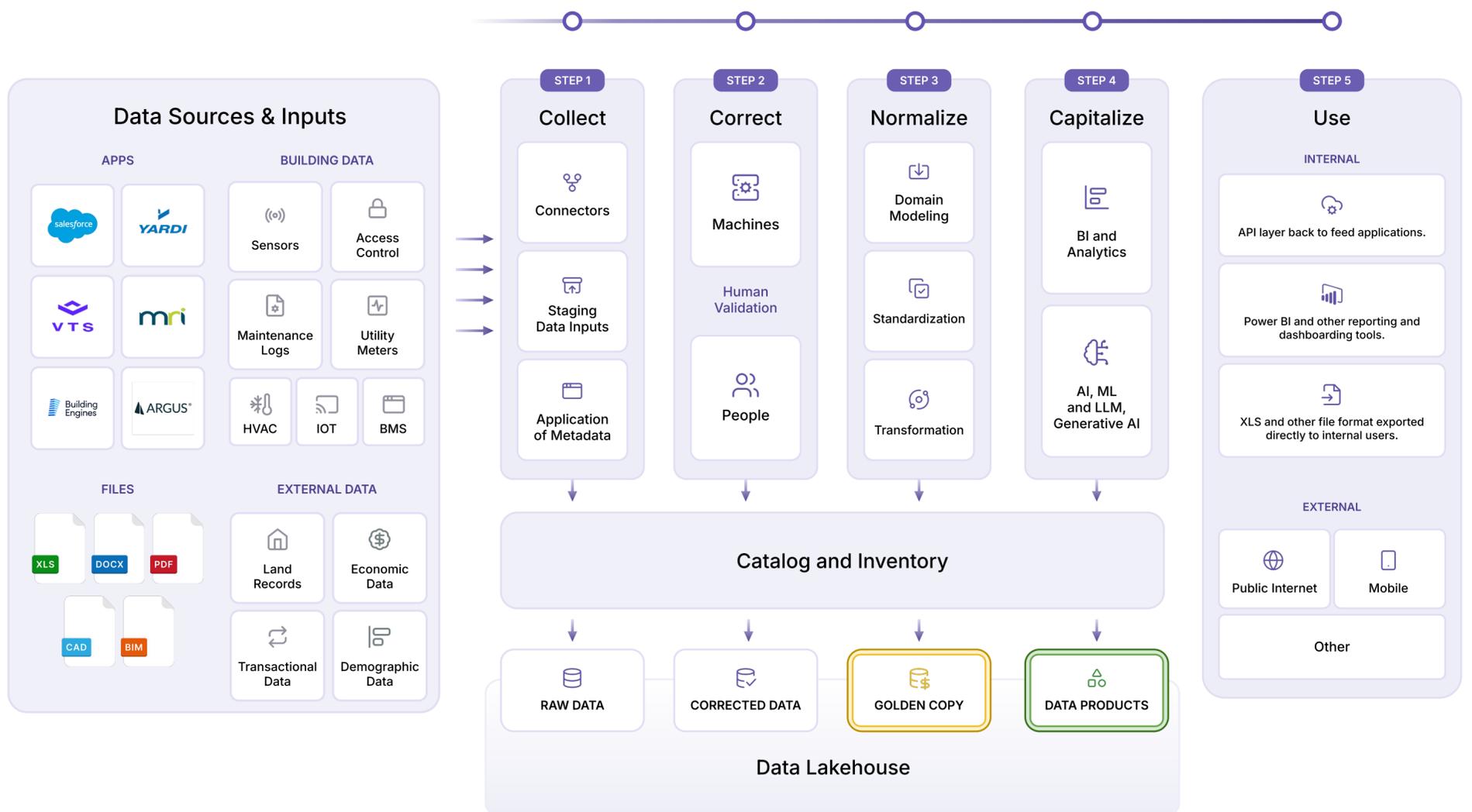
The most important component of a data platform is the “golden copy.” A golden copy is a trusted, accurate version of your data that can be used throughout your organization. It enables better decision-making, improves operational efficiency, and supports advanced analytics, reporting, and AI applications by providing a single source of truth.

To create a golden copy and develop valuable data products, you need a solid foundation that ensures data quality and manageability: **the data platform architecture.**

The Modern Approach to Data Platform Architecture

Essentially, data platform architecture is the blueprint for how data flows through a data platform, from ingestion to insights.

Our 5-step approach outlines the key components, activities, and data transitions involved in producing high-quality data products.



GROUND ZERO:

Identify Data Sources and Inputs

Many organizations find themselves overwhelmed by the amount of data systems and the increasing complexity of integrations. This can make managing data feel like an insurmountable challenge.

However, organizations can create a repeatable and sustainable roadmap for data success by adopting a structured approach and transitioning raw data from legacy systems (or “systems of record”) into manageable, governable data products. This approach applies to any organization, regardless of its size or industry.

- **Apps like Salesforce, VTS, and Yardi**
- **Sources like utility meters and maintenance logs**
- **External data like demographics and economics**

STEP 1

Collect

A strong strategy starts with effective data collection and integration. This means identifying relevant data sources like Salesforce or Yardi and ingesting them—often via API connectors—into a centralized data lake. Popular data collection tools include **Airbyte**, **Azure Data Factory**, and **Fivetran**.

Adding metadata at this stage ensures transparency around data origin, quality, and lineage. Robust data governance and tracking build integrity, helping organizations make confident, data-driven decisions.

STEP 2

Correct

Raw data is rarely perfect. Once collected, it must be cleaned and corrected to ensure accuracy and reliability. Tools like **Monte Carlo** and **DBT** help resolve discrepancies between systems and business realities.

For example, tenant data from property managers may contain inconsistencies that require correction. A combination of machine learning and human oversight ensures clean, trustworthy data for analysis.

STEP 3

Normalize

Normalization transforms raw data into structured business objects, often called digital twins. A digital twin represents a real-world entity, such as a property, a lease, or a contract. With tools like [Palantir Foundry](#), businesses can bring the right data into their pipeline and ensure coherent data access. **Databricks**, **DBT**, and **Azure Data Factory** are commonly used to normalize data.

The Normalize step enhances data usability by reducing errors and inconsistencies. By standardizing data across multiple sources, organizations create a unified, consistent view that simplifies analysis and decision-making.

STEP 4

Normalize

With clean, structured data, organizations can extract value from it. This is where data becomes an asset—feeding into reports, dashboards, and machine learning models that generate actionable insights.

To capitalize on data, businesses often rely on tools like **ATScale** and **Cube**, which help translate raw inputs into trusted outputs. With the right tools in place and a focus on data quality, organizations can optimize operations and drive growth.

STEP 4

Use

The final step is secure, user-friendly access to data products. This includes developing self-service dashboards, APIs, and reporting tools that empower teams to interact with data effortlessly by using popular tools like **PowerBI**, **Sigma BI**, and **Tableau**.

Strong access controls ensure only authorized users handle sensitive data, maintaining security and regulatory compliance.

Traditional Reporting vs Advanced Analytics



Although advanced analytics tools like Power BI and Tableau are on the rise, traditional Excel spreadsheets remain popular due to their user-friendliness and accessibility.

Instead of abandoning spreadsheets altogether, opt for analytics tools that support Excel-like reports. Both **Palantir Foundry** and Sigma BI offer business unit-level analysis in spreadsheets connected to your data infrastructure.

Bringing It All Together

At each step of the process, data is cataloged, inventoried, and refined to ensure quality and traceability. The data lakehouse serves as the central hub for storage and management, while the access layer ensures the secure, governed availability of data products.

By following this data platform architecture, organizations can effectively leverage their data to drive innovation, improve decision-making, and gain a competitive edge.

Data Platform Best Practices

When building a data platform, it's important to consider scalability, flexibility, security, and governance. A scalable platform can accommodate future growth, while flexibility ensures adaptability to changing business needs. Security measures protect sensitive data, and strong governance policies help maintain data integrity.

Additionally, cost and maintenance are key factors, as some platforms require significant ongoing investment and technical expertise. With many options available, businesses can choose from platforms like Palantir Foundry, which integrates data, analytics, and operations for better decision-making, or Microsoft Fabric, an all-in-one analytics solution that simplifies data management and reporting while offering cost-effective scalability.

Seeking the perfect data platform for your organization?

Connect with Proxet for expert advice and a free consultation on best practices!

PART 3:

Leveraging Data for Business Impact

Shifting from treating information as a byproduct to using it as a revenue-generating asset requires a structured process.

Here are three steps to leveraging data for maximum business impact.

STEP 1

Identify Potential Data Products

A data product is an asset that uses data to create value for specific stakeholders.

Just like you would design a software product or a physical product, you need to carefully consider the purpose, audience, and complexity of your data product.

Data products can range from simple to complex, from basic dashboards to advanced AI-powered solutions. The key is to choose the right approach based on your specific needs and capabilities.

Examples of Data Products



Strategic

These data products help organizations strategize for the future.

→ **AI acquisition analysis:** Evaluate potential investment opportunities based on historical data.

→ **Portfolio sensitivity analysis:** Model the impact of different scenarios on your portfolio.



Tactical

These data products help organizations make short-term decisions in the day-to-day.

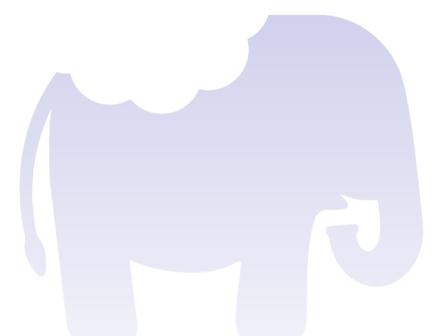
→ **Self-service reporting:** Empower business users to create their own reports and dashboards.

→ **Competitor research:** Develop side-by-side product or service comparisons for researching competitors.

To create data products, follow a structured approach that includes prioritizing valuable products, preparing data, modeling business objects, developing the products using appropriate tools, and deploying them for user access.

Achieving data-driven success might seem like a daunting task, but remember the old saying: 'How do you eat an elephant? One bite at a time.'

Similarly, building valuable data products requires a strategic approach and careful prioritization. In the following section, we will discuss our prioritization framework, which will help you navigate this journey step by step.

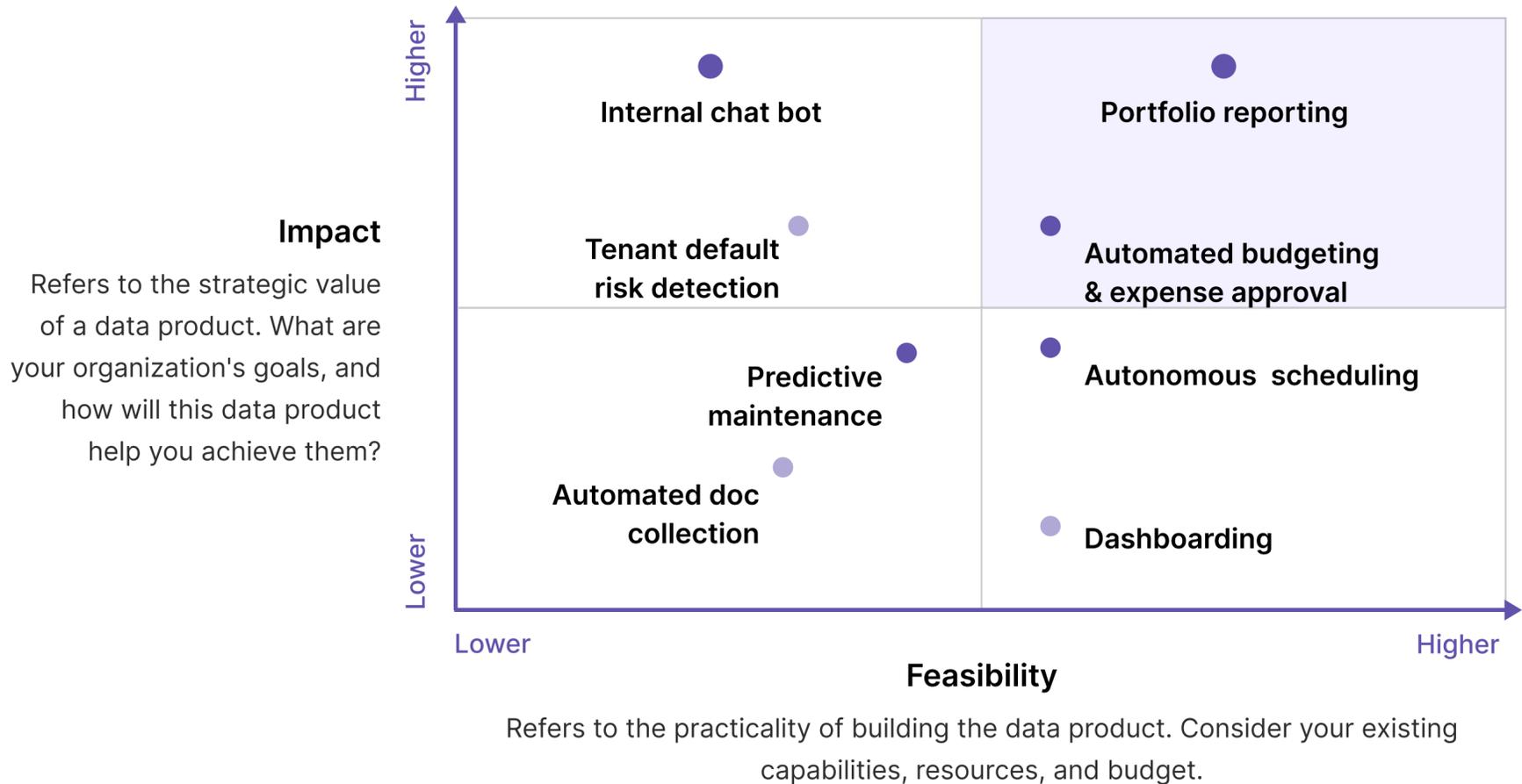


STEP 2

Prioritize Data Initiatives

When it comes to data products, every organization has unique priorities and capabilities. To effectively choose which data products to build first, it's essential to consider both impact and feasibility.

The Impact-Feasibility Matrix allows organizations to evaluate data products, initiatives, and projects for prioritization. Note, every organization will rank a project's impact and feasibility differently based on their data maturity and goal.



How to Prioritize Your Projects

Here's a step-by-step approach to prioritizing data initiatives:

- 1. Identify strategic objectives:** Evaluate potential investment opportunities based on historical data.
- 2. Assess capabilities:** Evaluate your current resources, skills, and technology infrastructure.
- 3. Discover potential data products:** Brainstorm ideas for data products that align with your objectives and are feasible, given your capabilities.
- 4. Score and prioritize:** Evaluate each data product based on its impact and feasibility. Visualize your findings using the Impact-Feasibility Matrix or a similar scoring system.
- 5. Build alignment:** Gain consensus among stakeholders on your priorities. This will help ensure that everyone is working towards the same goals.

As your organization grows and its needs change, you will need to revisit and adjust your priorities. By following a structured approach and effectively prioritizing your data initiatives, you can maximize the value of your data and drive business success.

STEP 3

Continuously Improve

Continuous improvement is a powerful methodology that helps businesses achieve long-term growth. At its core, it involves incremental changes to processes, products, and services to improve efficiency and effectiveness over time. But before you can determine where to focus your improvement efforts, you'll need data.

Data is essential to continuous improvement because it provides a clear picture of what's working and what's not. By tracking and analyzing data related to processes, products, and market conditions, businesses can identify areas for improvement and make data-driven decisions. For example, if you notice a pattern of tenants defaulting on leases, you can use that data to build AI to make improvements to the tenant screening process.

How to Drive Data Improvements

1. Educate

- ↳ Learn what data can do for you
- ↳ Educate yourself on best practices for data management in your industry

2. Assess

- ↳ Collect and assess the data. Data Maturity evaluations take place.
- ↳ Set benchmarks for where you want to be

3. Strategize

- ↳ Analyze the data
- ↳ Examine patterns, trends, and insights to pinpoint areas for improvement

4. Prioritize

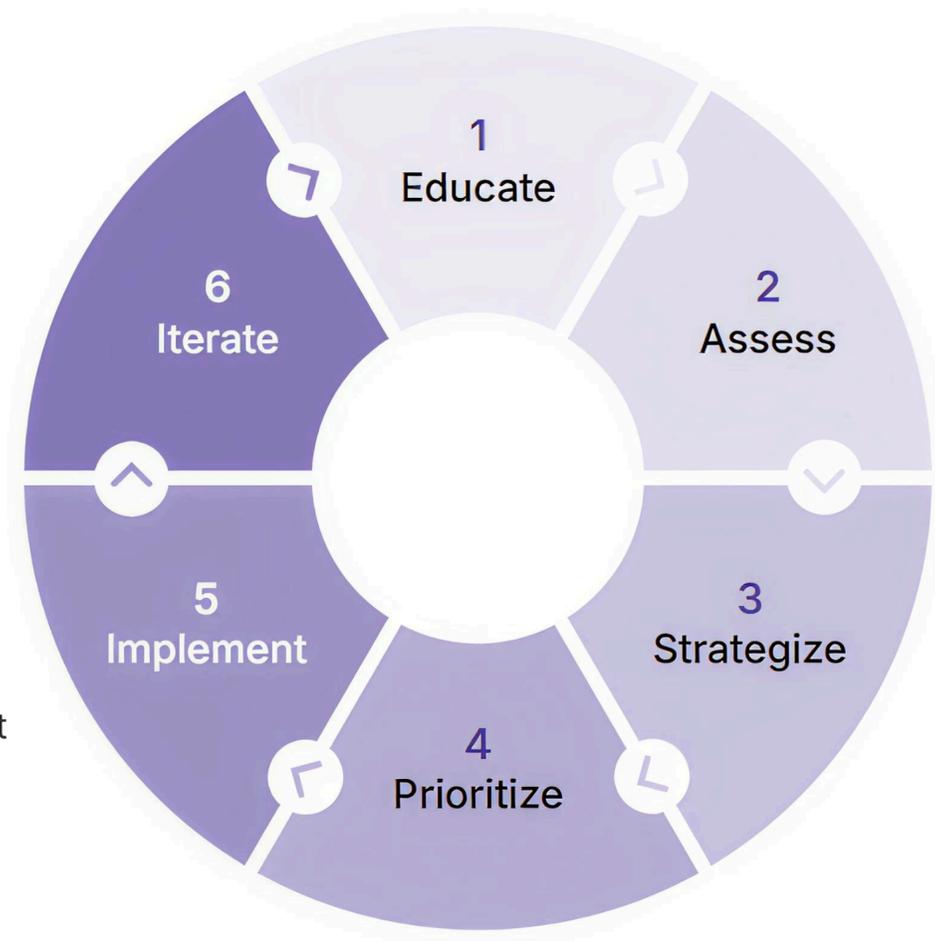
- ↳ Identify focus areas
- ↳ Determine the most critical areas for improvement based on impact/feasibility analysis

5. Implement

- ↳ Take action
- ↳ Apply data-driven changes to processes, products, or services to enhance performance

6. Iterate

- ↳ Review and optimize
- ↳ Continuously refine strategies based on new data to drive ongoing improvements



Conclusion

Many organizations in the built environment struggle with siloed data, poor data quality, and outdated systems. Those who don't adapt risk falling behind, while those who embrace a structured, data-driven approach gain a sharp competitive edge.

Data is more than a byproduct—it's a strategic asset. When effectively managed, it fuels smarter decisions, creates new revenue opportunities, and enhances efficiency.

Key Takeaways

- Industries in real estate and the built environment are adopting AI, data science, and engineering to work smarter and reduce risk.
- Common challenges—silos, poor data quality, and resistance to change—can be solved with the right strategy.
- The Data Maturity Model helps companies assess their data capabilities and move from basic reporting to strategic business insights.
- A modern data platform, paired with robust architecture, creates a single source of truth, making data more accessible, secure, and useful for a wealth of valuable use cases.

Kickstart Your Data Innovation with Proxet

Companies that treat data as a strategic asset make smarter decisions, stay ahead of the competition, and drive business value.

Proxet helps organizations like One Vision, General Catalyst, and Holcim turn raw data into actionable insights and use it to fuel innovation.

To determine your organization's data maturity, contact Proxet for a comprehensive evaluation of your data platforms and tech stack.

We'll help you:

- Assess data infrastructure and security vulnerabilities
- Identify automation opportunities to streamline operations
- Evaluate AI & ML readiness for property valuation, forecasting, and insights
- Develop a high-level roadmap for optimizing your tech stack

If you're ready to get more from your data, the experts at Proxet can help.

[Get Started →](#)

At Proxet, we innovate, engineer, and transform your future

Proxet is a global full-service firm specializing in custom software development and digital transformation services.

We deliver the personal touch of a boutique firm and the boundless innovation and business acumen of a large consultancy.

We offer data, AI, cloud, product engineering, and managed-teams solutions to clients around the world and across multiple industries.

Proxet proudly boasts a 90% client referral rate, and 80% annual client retention. We've been fortunate to serve leading brand clients on their digital transformation journeys, including Mass General Brigham, Clinique, IKEA, Chewy, and Trip Advisor.

Why choose Proxet for your real estate business?

- Our experience designing digital transformations for leading tech-forward companies will help you leapfrog your peers.
- Our team has expertise in the most advanced data platform technologies such as Palantir, Databricks, and Snowflake, and all the major real estate systems like Yardi, MRI Software, and VTS.
- We get the job done! Our engineers will focus on using the best technologies to solve your most pressing challenges — whether they involve automation of highly manual and error prone workflows or the application of advanced analytics and AI to optimize asset performance.