

# 5 KEYS TO DRIVING GREATER EFFICIENCY IN REAL ESTATE OPERATING MODELS

Real estate companies have been rethinking their **operating models** – the way they “get things done,” or the intersection of process, people, systems, data, and how data flows throughout the organization – to increase efficiencies and stay agile. Today, some trends impacting developers, owners, and operators include:



**Disparate operations**



**Proptech growth**



**Data**



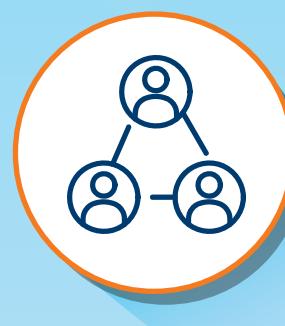
**Remote work**



**Security and governance**



**Hiring and retention**



**Supply chain challenges**

Here are some tips for moving forward while assessing the health and effectiveness of your real estate operations today.

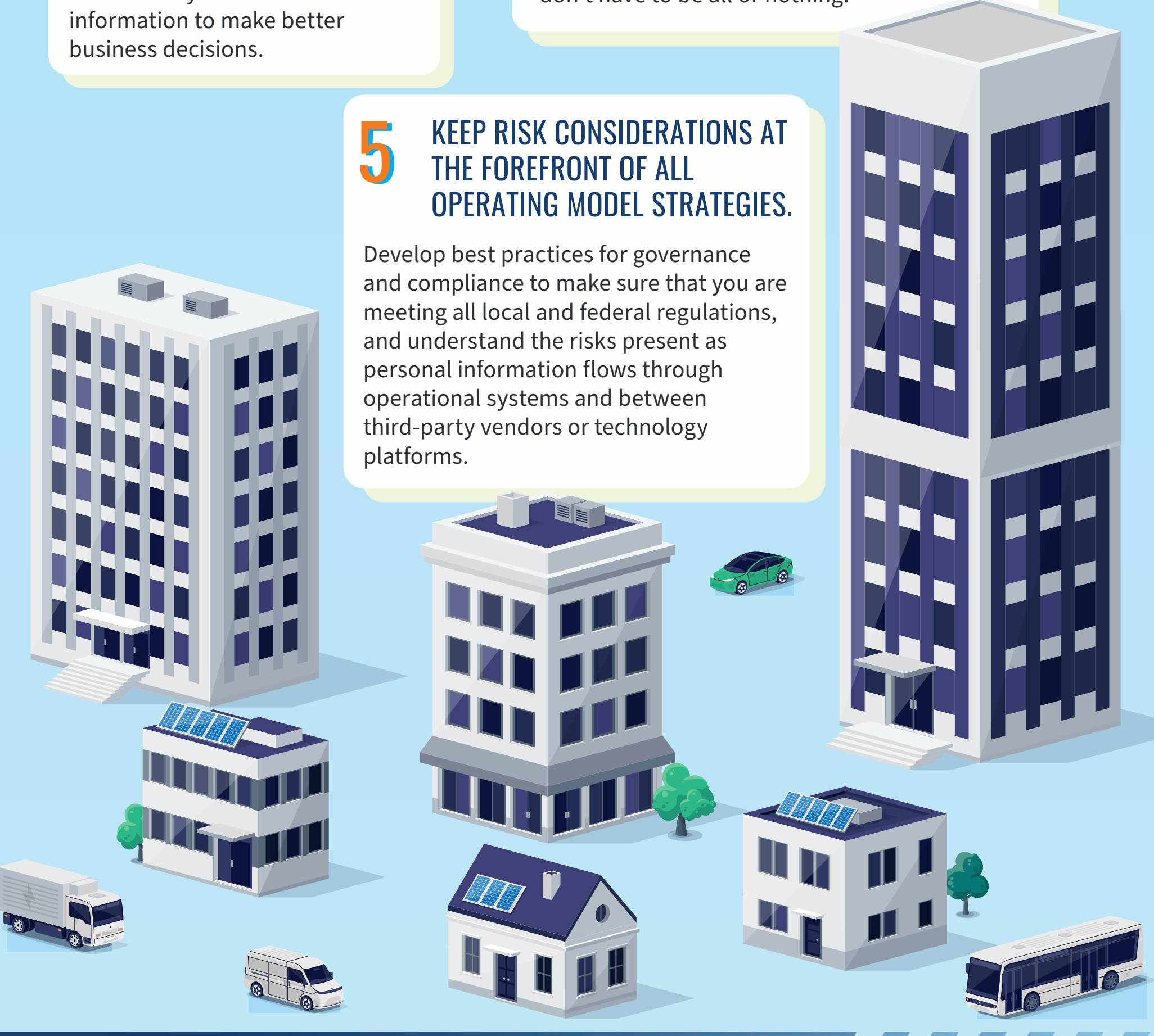
**1 LOOK FOR GAPS IN YOUR CAPABILITIES.**  
 Take inventory of all of the capabilities needed to operate the business – from finance to asset management to leasing – and the many processes underneath each. Take note of where processes are inefficient or unclear, when things don't seem to flow, or where you face a roadblock.

**2 UNDERSTAND THE “WHY” BEHIND YOUR TECHNOLOGY.**  
 An ideal tech stack should keep all company stakeholders in mind, be easy to use and understand, and deliver timely, easy-to-access analytics.

**3 DETERMINE WHAT INSIGHTS ARE NEEDED TO RUN YOUR BUSINESS, AND WHAT IS EXCESS.**  
 The excitement of offering more data, more insights, more analytics, also has a tipping point. Companies need to take inventory of what is available to them and the best way to utilize the information to make better business decisions.

**4 ELEVATE EMPLOYEE VALUE.**  
 Automate with common sense, and be thoughtful about which processes should still be handled by staff. Conduct a cost-benefit analysis for outsourcing certain back-office tasks. And keep in mind that outsourcing and automation don't have to be all or nothing.

**5 KEEP RISK CONSIDERATIONS AT THE FOREFRONT OF ALL OPERATING MODEL STRATEGIES.**  
 Develop best practices for governance and compliance to make sure that you are meeting all local and federal regulations, and understand the risks present as personal information flows through operational systems and between third-party vendors or technology platforms.



▶▶▶ **EMBRACE THE MOVEMENT: EXPLORE THE INSIGHT COLLECTION**

Contact us to discuss your real estate operations and technology stack.

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