

SAGE REALTY CORPORATION & WILLIAM KAUFMAN ORGANIZATION

Embracing Data & VTS to Create the Best Portfolio Strategies

Sage Realty Corporation is the leasing and asset management arm of the William Kaufman Organization. Established over 90 years ago, the William Kaufman Organization is one of New York's oldest real estate companies. Together, the two companies manage and lease over three million square feet of Class A commercial office space in New York City. Sage has made it their mission to take a data-driven approach to leasing and asset management. They have embraced cutting-edge technologies, like VTS, to help them create the best portfolio strategies to accelerate their growth.



“Before VTS, we were in the dark ages. There were things we didn’t know that we didn’t even know. Now, we can make much more informed and easier decisions.”



Jonathan Kaufman Iger, CEO
William Kaufman Organization & Sage Realty Corporation

ASSET TYPE

Office

PORTFOLIO SIZE

3M+ SF

REGIONS

NYC

BROKER MODEL

Internal Leasing Team

PRODUCT TYPE

VTS 3

Sage Realty Corporation is the leasing and management arm of the William Kaufman Organization, a celebrated New York real estate company established over 90 years ago. Together, the two companies manage and lease over three million square feet of Class A commercial office space in New York City. Since their founding, Sage has believed in the importance of taking a data-driven approach to leasing and managing their properties. When Sage was introduced to VTS, they were looking for a platform to help them get the insights they need to create the best portfolio strategies and scale the company.

These insights would enable them to see which products they should take to market and understand how they should invest capital. Since becoming a VTS customer seven years ago, their leasing and asset management processes have changed dramatically.

WHY SAGE REALTY CORPORATION NEEDED TO TRANSFORM THEIR APPROACH TO LEASING & ASSET MANAGEMENT

Challenges & Roadblocks



INEFFICIENT LEASING PROCESS

Sage had no easy way to manage the leasing process. The leasing team recorded deal updates across many documents. This made it difficult for everyone, including executives, to easily understand how deals were progressing. They spent their weekly leasing meetings reviewing updates instead of moving deals forward or identifying bottlenecks in the process.



TIME WASTED COMPILING PORTFOLIO INFORMATION

While Sage took a data-driven approach to leasing and asset management, Excel couldn't give them the insights they needed. Information was spread across many spreadsheets and didn't come with any added context. The team spent a lot of time compiling the information but couldn't easily understand if their investment strategy was on-track.



UNABLE TO PROVIDE INSTANT DATA TO LIMITED PARTNERS

Sage provides reports on portfolio performance to their investors and limited partners — and needs to support that performance with clear, accurate data points. But with no central location to store the needed information, they couldn't easily create these reports. At times, this made it difficult for Sage to easily understand portfolio performance at any given moment.



“ VTS is core to our day-to-day operations. When I wake up one of the first two things I do is check the daily VTS update from yesterday. I get full insight into what occurred, top to bottom, from the day before. Did a lease go out? Did a proposal? We are using this data in VTS to make sure we’re on track.”

Jonathan Kaufman Iger, CEO

William Kaufman Organization & Sage Realty Corporation

TRANSFORMING THE LEASING AND ASSET MANAGEMENT PROCESS AT SAGE REALTY CORPORATION

Using VTS, Sage Realty Corporation is closing deals faster, can identify actionable insights to improve their investment strategy, and is able to provide real-time data to limited partners.

REDUCED DEAL CYCLES



19% ↓

in average days from
tour to executed lease

With VTS, Sage is closing deals faster.

Their leasing and property managers are managing deals in VTS and the team now has full visibility into the progression of every deal. Everyone receives real-time updates via the mobile app and is able to make the fast decisions needed to move deals forward quickly. And thanks to daily emails and automated alerts, executives have a clear understanding of portfolio activity without the unneeded details.

ACTIONABLE INSIGHTS TO MAKE THE BEST DECISIONS



59% ↑

in deal conversion rate
from tour to executed lease

With their data centralized in VTS 3, **the team has immediate access to the insights they need to make sure they're on track with their investment strategies.** And by understanding performance at a granular level, they can identify the most profitable product offerings to bring to market.

ABILITY TO PROVIDE IMMEDIATE UPDATES TO LIMITED PARTNERS



1.9K +

reports instantly
generated

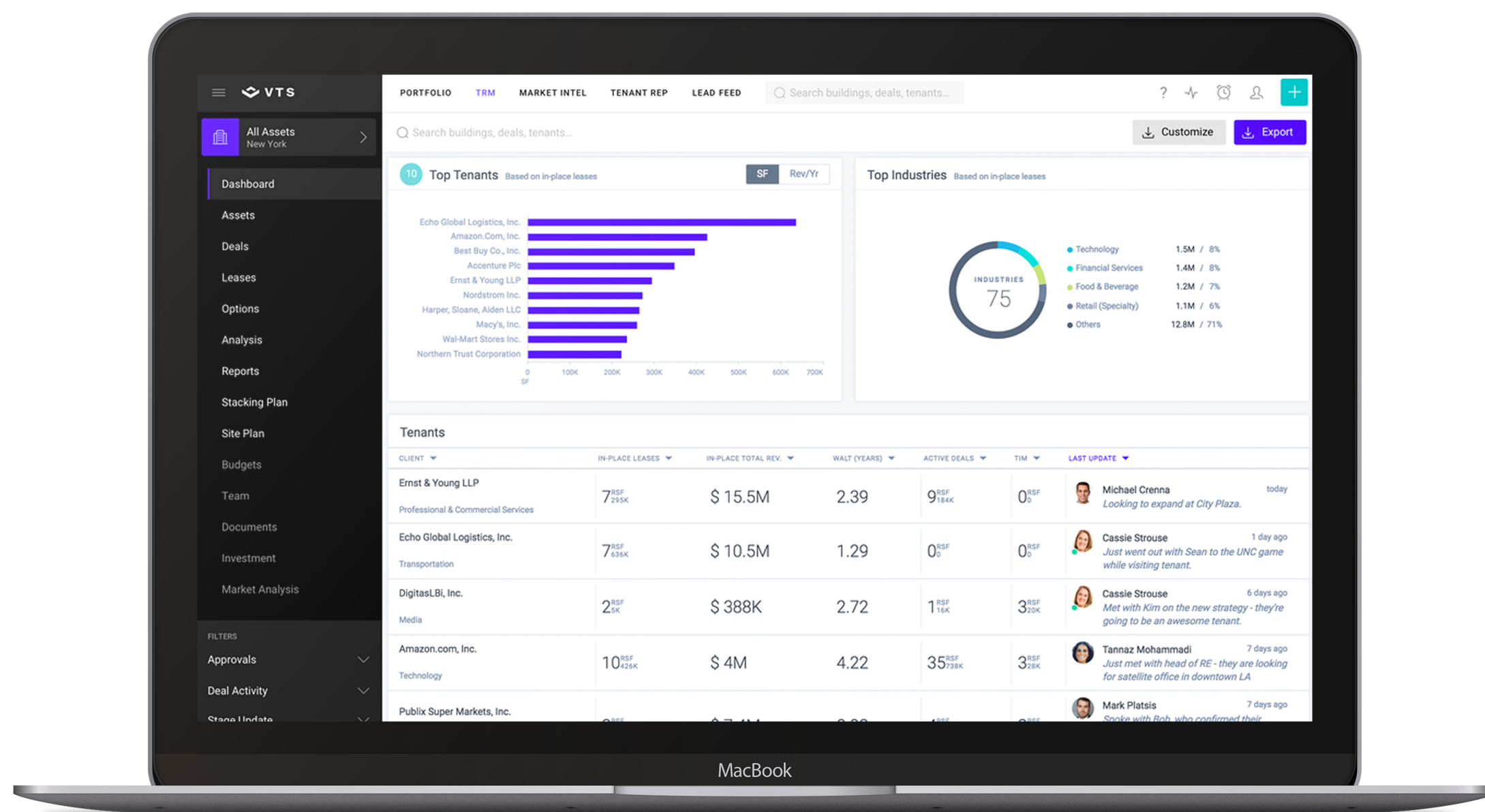
Sage's executives have **easy access to the real-time information they need** to explain portfolio performance to their limited partners. And with that data at their fingertips, they can dive deeper into any extra contextual information needed for a full explanation. As an owner, Sage needs to justify their limited partners' investments — and real-time data supports their argument.



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

Discover how, like Sage Realty Corporation, you can close deals faster, gain clear, actionable insights, and easily provide updates to limited partners.

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.

