

Changing the Game: Stop Scrambling & Start Strategizing With Salesforce for Real Estate



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The real estate business is constantly changing. Right now, demand is high, interest rates are low, and competition for deals and investors is fierce. Rents are rising, but so are construction and maintenance costs — making asset and property management especially challenging. On top of all this, lingering COVID uncertainty makes it difficult to predict the future.

The market may have shifted completely by the end of this year. And next year will bring opportunities and challenges of its own.

But that's the attraction of real estate, right? Change is constant, but so are chances to succeed. No matter what's happening with the market, there are always opportunities if you're ready to seize them.

The key is being ready. You need to be able to recognize opportunities quickly and act fast to take advantage before someone else does. You have to be able to try things, learn from your results, and adjust on the fly. To do this, you need easy access to data, smooth communication, and coordination across your entire portfolio from investor relations to asset management.

Unfortunately, most real estate businesses don't operate like this. Instead, data sits in individual spreadsheets and email chains. Communication is fragmented, and handoffs between departments are stressful. Work gets duplicated — or overlooked — and it's nearly impossible to do things quickly or pivot to a new strategy. You're left scrambling to try to meet deadlines and placate investors.

We're here to tell you something exciting: it doesn't have to be this way. There is a better way to do business and we've seen it work for our customers again and again. By adopting Salesforce you can transform your real estate business and set yourself up to thrive no matter what the market brings.

With the help of Platinum Cubed, our clients have used Salesforce to grow their investor bases, improve investor relationships, speed up the acquisition process, and adopt a strategic, unified approach to asset management.

Keep reading to find out more about how Salesforce has benefited our clients and what it can do for your business.

Reality check: Business as usual is holding you back

Before we talk about how Salesforce can transform your business, let's talk about how things work now. Our customers come to us with a long list of common pain points. Take a look and see if any of these sound familiar:

INACCESSIBLE DATA

You know the data you need to communicate with investors, close deals, and manage your assets is somewhere, but you just can't find it. Maybe it's in a spreadsheet or an email or a presentation somewhere, but it's certainly not easy to find and available when you need it.

STRESSFUL, INEFFICIENT ACQUISITIONS & DISPOSITIONS

Closing a deal requires hundreds of little tasks. There are applications, inspections, appraisals, insurance, escrow, and dozens of other things involved — plus all the paperwork that comes with them. Keeping up with what's been done, what needs to be done, and when everything is due is a huge headache and consumes massive amounts of time.

LACK OF VISIBILITY & COMMUNICATION ACROSS DEPARTMENTS

Your investor relations team needs to know which deals are in the pipeline. The acquisitions team needs to know how fundraising is coming along so they can close deals. Meanwhile, the people in asset management need to know details about the properties they'll soon be managing — all while maintaining close contact with property management about existing assets.

It sounds simple enough, but information is hard to come by and the reality usually looks like a jumble of urgent emails, frequent meetings, and frustrated people.

MESSY COMMUNICATION WITH INVESTORS & STAKEHOLDERS

One of the consequences of inaccessible data and lack of visibility across departments is messy, disjointed communication with your investors and key stakeholders. You may send duplicate emails to an investor or your acquisitions and asset management teams might present conflicting information. Different people may schedule multiple meetings about the same topic. You get the picture — whatever form it takes, messy communication doesn't do your business any favors.

NO KNOWLEDGE SHARING OR RESULTS TRACKING

It would be great to know and share things like your most effective investor recruiting tactics, the kinds of deals your best investors favor, and how performing preventive maintenance on your properties affects the long-term financials. Imagine the value this kind of knowledge sharing and performance could bring your business if it became part of your core practices!

It's tempting to say business as usual gets the job done. When you take an honest look, however, it becomes clear that business as usual is holding you back from a whole new level of growth and performance.

One of our clients, Bridget Moody formerly of BLVD Capital, put it this way:

"Before we implemented Salesforce, all our time was spent on busywork. We were using Excel, email, Word, and handwritten notes to keep track of all the moving pieces and our communication was all over the place. We didn't have a unified approach and were always digging for the data we needed."

-Bridget Moody

Enough about how things work now. Platinum Cubed and Salesforce changed things for BLVD. Let's dive in and see what we can do for you

Leveling Up: Fuel growth, streamline your processes & enable strategic thinking with Salesforce

When you work with Platinum Cubed to introduce Salesforce to your business, you no longer have to spend hours searching for data, manually tracking tasks, compiling info for presentations, and scheduling constant meetings to get what you need. The result? Salesforce makes every part of your business work better — from investor relations to property management and everything in between.

Grow your investor base & nurture relationships with targeted outreach

Investors are the lifeblood of your business. Your investor relations team has the important job of finding new investors, nurturing relationships with current and potential investors, and matching investors with opportunities.

It's difficult to maintain communication with new leads, keep up with the history of long-time investors, match investors with the right opportunities, and share information with everyone on your team who needs it.



What if there was a way to do all the most time consuming parts of investor relations automatically?

When you implement Salesforce for your investor relations team, that's exactly what you get. Salesforce allows you to:



Automatically send & track communications with new leads



Auto-capture investor info & history from emails



See all investor details, preferences & history in one place



Track fundraising efforts cohesively

These capabilities come with big benefits for your team, investors, and business as a whole. Here are just a few examples. With the help of Salesforce, you can:



Create investor profiles so you can identify and target high-probability leads to grow your investor



Use data analytics to improve your communications and send messages people want to read



Match investors to opportunities based on their past preferences and factors such as geography, investment type & risk level



Track performance indicators & make data-driven adjustments when needed



Nurture investor relationships with a smooth & personalized customer experience



Free up your team for high-value tasks that lead to growth instead of constant busywork & searching for data



This isn't a theoretical list of capabilities and benefits — it's based on the results we've seen from our clients. Here's how Scott Hodgkins from Xebec Realty summed up the benefits Platinum Cubed and Salesforce brought to the investor relations team:

"We're getting real value from our data. Our team is sending more targeted messages to nurture leads and using investor histories to quickly match investors to opportunities. We've expanded our investor base and improved our key performance indicators."

-Scott Hodgkins

Close deals faster with automatic task tracking, smooth communication & key integrations

Salesforce isn't just for investor relations — it can transform your acquisition and disposition efforts, too. We may be living in the digital age, but buying and selling real estate is still a tedious, paper-heavy process full of moving parts.

There are hundreds of documents to be sent and received, completed, reviewed, and corrected. You have to line up investors, financing, inspections, insurance, closing documents, disclosures and so much more. Some tasks can't be completed until others are done, and a single overlooked signature or form can prevent you from closing a deal on time.

We've seen all sorts of strategies for managing the process — from post-it notes to Excel spreadsheets. None of them are very effective.

Salesforce is a different story. It gives you the capabilities you need to transform your acquisition & disposition process and close deals quickly and painlessly. Here's what you can do with Platinum Cubed and Salesforce for your acquisitions and dispositions team:

- Stay on track with automatic document tracking and task completion checklists
- Receive alerts when tasks are completed or deadlines are approaching so everyone knows when things get done and what needs extra attention
- Integrate with key tools such as Dropbox, Docusign, Outlook, and Gmail to speed up communications and document review and processing
- Maintain a database of past, current, and potential future deals

All these capabilities add up to a major benefit to your business:

Salesforce helps you close deals faster and more efficiently so you can spend more time finding the next perfect property to add to your portfolio.

Streamline & simplify asset & property management

Once a deal is final, it's up to your asset management team to make sure the financials are strong and the property produces good returns for investors. Things like maintenance costs and occupancy rates influence those financials, creating a strong link between asset management and day-to-day property management.

The challenges of asset and property management are different but no less challenging than those faced by your investor relations and Transaction teams. Instead of investor contacts and histories, you need to keep up with property contacts, tenants, and financials over time. Rather than tracking documents, you track maintenance and construction records and costs.

You still spend hours searching for data you know must be somewhere and have to make decisions without the ability to analyze trends over time or incorporate lessons learned over time.



If you're nodding your head as you read, we have good news — Salesforce and Platinum Cubed can help your asset and property management teams, too!

Here's what you can do with Salesforce for asset and property management:

- Keep up with all your contacts for all your properties with a centralized CRM system
- See complete histories for all your properties — including construction and maintenance work and costs.
- Track financials over time and see what factors affected your performance
- Create optimized stacking plans for commercial properties
- Efficiently manage residential leases, tenants & maintenance requests

The real power is in the end result — Salesforce helps you achieve a streamlined and simplified asset and property management process leading to better decisions and higher returns for your investors.



Bridge departmental gaps for end-to-end excellence

So far we've focused on what Salesforce can do for individual departments. Salesforce brings enormous benefits for investor relations, transactions, and asset and property management, but the feature that sets it apart from all other solutions is the power to bridge the gaps between departments and enable end-to-end excellence. This is what can transform your business and position you for the kind of growth and opportunities you've dreamed about.

Remember Bridget from BLVD Capital? Here's how she described life at BLVD Capital after implementing Salesforce:

"We don't waste time searching for data and we've gotten rid of the busywork. We've been able to adopt a unified approach and manage our properties as a portfolio instead of individual units. Our teams are sharing lessons learned, and our messaging is aligned across teams and departments."

-Bridget Moody

That's a big change from her quote about how business was done at BLVD before Salesforce. BLVD has been able to implement a better, more unified strategy primarily by connecting different departments — and you can do the same. Salesforce helps you do this by bridging three key gaps:

1. THE DATA GAP BETWEEN INVESTOR RELATIONS AND TRANSACTIONS

Your investor relations team needs to know which deals are available for investors, and your transactions team needs to know what kind of deals will appeal to current investors. Both have trouble getting the data they need from the other department.

Salesforce solves both problems by providing a single-source for all investor and acquisitions data. Your transaction team can consult the data to learn the types of properties that have historically appealed to investors. You can quickly see whether a property you're considering is a good match for any of your investors, allowing you to conduct faster research and quickly decide whether or not to pursue a property.

On the investor relations side, team members can easily see deals in the pipeline and match them with investors or answer investor questions about potential opportunities.

2. THE COMMUNICATION GAP BETWEEN TRANSACTIONS AND ASSET MANAGEMENT

Too often, your asset management team knows nothing about a property they'll be managing until the deal is done, leaving them to scramble — and beg your transactions team — for the details they need. The result is floods of emails, multiple meetings, and tension between departments.

Once again, Salesforce helps bridge this gap by making the details of approved deals visible to everyone. Your asset management team can see exactly what's happening and get the information they need without slowing the transactions team down.

The bridge goes both ways, too. Your transactions team has access to the long-term financials of all existing properties, meaning they can consider returns when deciding whether or not to invest in similar properties.

3. DATA SILOS WITHIN ASSET AND PROPERTY MANAGEMENT

Valuable lessons get lost when properties are managed in isolation. Salesforce breaks down data silos and makes valuable information available to everyone — enabling knowledge sharing and bringing big benefits.

For example, you can compare maintenance costs across properties with similar equipment and use results to develop a preventive maintenance strategy or predict when big costs will occur.

You can apply lessons learned from one property to other similar ones and use your learnings to shape a cohesive strategy that affects everything from how you manage properties to the kinds of properties you acquire or when you choose to dispose of properties.

Think big: Where can Salesforce take you?

At Platinum Cubed, we believe implementing Salesforce is more than a choice to install software — it's a choice to transform the present and shape the future of your business.

Our founder Brittany Hart puts it this way, "Implementing Salesforce at your real estate business is a way to intentionally add value to people's lives. You're not just implementing an IT system — you're transforming your business by freeing people from manual, redundant tasks that frustrate them, burn them out, and kill their creativity."

Think about that for a moment. What could Salesforce do for your business? What would it mean if you got rid of data silos and cut down on time spent on low-value tasks? How could you use data analytics, dashboards, and centralized knowledge bases to stop scrambling and start strategizing? How could your business grow? Are there new opportunities you could pursue?

These are big questions, but they're exactly the kind of questions we encourage our clients to ask themselves. They're also the kind of questions we're committed to helping you answer.

Here's what one of our clients had to say about Platinum Cubed's commitment to their vision:

"Adding Salesforce to our software suite and internal workflows is a big change for our organization. We had a vision but were not sure we could achieve 100% of the results. The P3 team has helped us lay a foundation of use in Salesforce that will help our team focus on the critical information we need to succeed as a company!"

Platinum Cubed: The experienced partner you need to succeed

We've outlined some big benefits and encouraged you to ask some big questions. Salesforce can bring you all the benefits we've discussed — plus more we didn't have room to mention — and your answers to our big questions can get you excited about the future.

To get those benefits and make your vision a reality, you need a trusted partner to help you implement Salesforce and make sure it supports your goals now and in the future. At Platinum Cubed, we pride ourselves on being that partner and helping our customers with everything from developing a big picture vision to perfectly executing even the smallest technical details.

Our unique blend of experience and success makes us the ideal Salesforce implementation partner for your real estate business. We focus exclusively on Salesforce for the real estate and financial services industries, meaning we understand your business and the challenges you face.

While we understand the real estate business, we don't assume we know everything or offer a one-size-fits-all solution. We recognize that every business is unique, with different problems, needs, and goals, so we offer custom roadmaps to get you to your ideal solution.

Many of our clients come to us without a clear idea of what they need. We don't expect you to have everything all figured out — that's where we come in. We start by listening to your challenges and goals before developing a plan for your Salesforce implementation based on your needs.

Our comprehensive consulting services include new Salesforce implementations, deep-dive analyses of your existing Salesforce implementation, and continuous improvement guidance to keep your system optimized as your real estate business evolves.

"PlatinumCubed is incredibly proactive in seeking creative, practical, and pragmatic solutions. The team listened to our needs and requests and then was able to provide us with alternatives well beyond what we had conceptualized. I could not recommend the PlatinumCubed team more highly".

- Scott Hodgkins, Xebec Realty



Our clients appreciate both our willingness to listen and our ability to deliver results. With our help, our real estate customers have expanded their investor bases, streamlined their processes, and used data to strategically manage assets for increased returns.

We're proud of these results and of the relationships we've built with our clients. We can help your business achieve the same kind of success. Whether you're new to Salesforce and looking for a roadmap and initial implementation or searching for ways to optimize your current Salesforce setup, we have a solution for you.

READY TO GET STARTED?

Wherever you are in your Salesforce journey, we can help you succeed. Contact us today to maximize the power of Salesforce for your real estate business.

platinumcubed.com/contact



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