Data Done Right

A use case guide for data leaders
in REIT & CRE

Includes
15 ways great
data improves
performance

FUSE
DATA

Great data improves performance.

Under the pressure of cybersecurity, AI, data silos and people turnover, CxOs are increasingly facing challenges. Even still, teams can keep their data ducks in a row by building on people-centric use cases while innovating on the technology side.

> *In short, organizations continue to uplevel how they connect their data and the data of others to improve processes and insights. We're seeing not only experimentation, but ongoing adoption of these successful innovations.*

— Snowflake 2023 Trends Report

When it comes to data and day-to-day work life, people are leading the way. **This is the future of technology.**

" *Keep your eyes and ears open for how staff and tenants are adopting technology. New ideas come to market all the time, and they may not emerge in the real estate sector first. Be willing to explore how they might fold into your digital strategy.* "

— 2023 BOMA Canada Digital Transformation Guide,

Our goal in this ebook is to give data leaders in REIT & CRE 15 use cases that span the people, data system, data source stack. They can serve as your guiding light to create a data analytics strategy.

Use Cases by Business unit

Get a Snapshot of Asset Data

The Problem

Your properties are generating tons of data. Let's face it, your data is all over the place. When people need to get insights, it takes a long time to assemble. The entire organization is often left frustrated and working on data cleaning instead of high impact action items.

People First Asset Management

An asset view is used to create a property snapshot — the Swiss Army knife of your data strategy. It's cross functional and because of that, a great way to jumpstart a data program by providing benefits to nearly everyone in the company.

Here's an example of the Asset Data snapshot. It's designed to bring everyone on board, from IT and business unit contributors to managers and C-Level.

Overview

Asset Management

- CEO, CIO, CFO
- Marketing & Communications Specialist
- Director, Environmental Programs
- Community Manager
- Property Manager

Data Systems
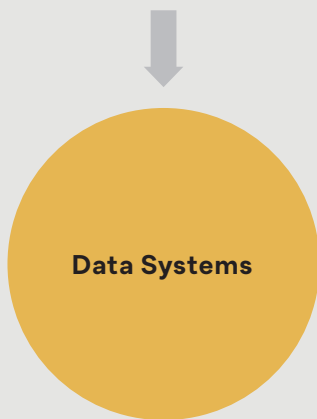
- Property Asset Management
- Building Management
- Construction Management
- Customer Relationship Management
- Enterprise Resource Planning
- Security and Access Management
- Environment and Sustainability Management
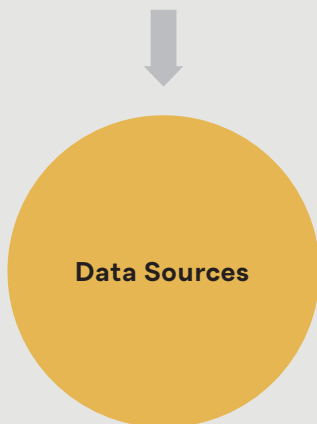
Data Sources

- FMS Workplace
- SAP/IFS/Unit4
- Fastpath/ Google Cloud
- Entrata
- MRI Property Management
- Yardi Voyager

1 | Investor Relations

People
CEO

Data Systems
Property Asset Management
Enterprise Resource Planning

Data Sources
Entrata
MRI Property Management
Yardi Voyager

When the CEO reports NOI (net operating income) to shareholders, it gives them a KPI to quickly assess profitability. It includes all rental property income plus, in some cases, parking or storage rental income, revenue from on-site vending machines or laundry services.

2 | Customer Sentiment

People

Marketing Specialist

Leasing Analyst

Facilities Manager

Data Systems

Property Asset Management

Enterprise Resource Planning

Marketing Automation

Data Sources

Entrata

MRI Property Management

Yardi Voyager

Google Places

Facebook Reviews

A Marketing Specialist reports customer perception (reviews) from the multi-level retail location to the leasing team. Reviews provide quantitative data like number of reviews, average star rating and reviews/star rating. Qualitative data generate heat maps or provide specific insights to share with operations or facilities management.

3 | Energy Star Certification

People
Director of Environmental Programs
Professional Engineer

Data Systems
Property Asset Management
Environment and Sustainability Management
Building Management
Customer Management

Data Sources
Entrata
MRI Property Management
Yardi Voyager
Envisi EST Suite
Johnson Controls
Novisto

A Director of Environmental Programs reports to a Professional Engineer for stats related to a retail buildings' annual Energy Star Certification. A few data points covered include electricity consumption data, on-site generated electricity from renewable sources, natural gas and others. Apart from energy usage, retail store weekly operation hours, number of workers and percentage of square footage that's heated.

Manage Property Leasing Performance

The Problem

When it comes to managing a property, it's crucial to have a single view of the customer — the tenant. Quite often tenant data is spread internally, externally, and even publicly (Facebook reviews or Google Places). The leasing team might be struggling with fractured, siloed data sources that hamper their ability to make informed decisions.

People First Leasing Performance

Imagine having instant access to key statistics that better manage your customer portfolio. The leasing performance view helps the team develop a fuller picture of their tenants and their business.

Here's an overview of leasing performance analytics that fit the unique requirements of an organization and its property assets. It's designed to bring everyone in leasing on board, from accounting and finance functions to leasing and customer relations management.
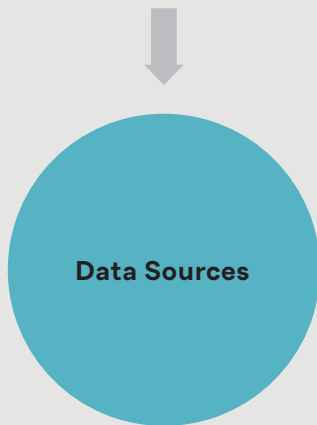
Overview

Leasing Performance

- CFO
- Leasing Representative
- Financial Analyst
- Leasing Administrator
- Leasing Analyst
- Asset Manager
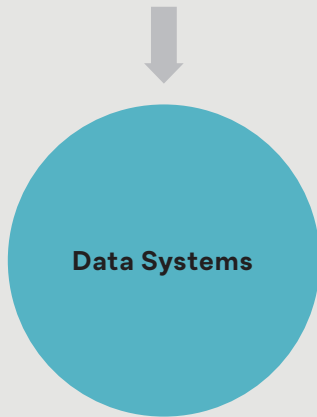
Data Systems

- Accounting & Finance
- Leasing Management
- Customer Relationship Management

Data Sources

- AppFolio
- Entrata
- Yardi Voyager/JDE
- LeaseHawk/MRI Software
- Oracle/Sage/SAP
- Salesforce/Hubspot
- VTS/Building Engines/Propidex

4 | Occupancy Analysis

People
Leasing Analyst
Asset Manager

Data Systems
Leasing Management
Customer Relation Management

Data Sources
MRI Property Management
AppFolio
LeaseHawk
VTS

Leasing Analysts track their portfolio's occupancy and vacancy rate and, for follow-up, quickly zero in on units coming up for expiration based on (week, 30-day, 90-day) or those that have been vacant for a while.

5 | Lease Proposals

People
Leasing Analyst
Asset Manager

Data Systems
Leasing Management
Customer Relation Management

Data Sources
MRI Property Management
Yardi Voyager
AppFolio
LeaseHawk
VTS

When working on a proposal for a prospective new tenant, a Leasing Representative can easily pull average rent, common area maintenance (CAM) and taxes for a specific property.

6 | Lease Agreement Pipeline

People
Leasing Administrator
Leasing Representative

Data Systems
Leasing Management
Accounting and Finance

Data Sources
MRI Lease Accounting
Oracle
Sage
SAP

The Leasing Representative and Leasing Administrator often work collaboratively when a deal is in the pipeline. To maintain the momentum while building a document trail, everyone will have a visualized process into all deals by asset, deal stage, approval status, or recent updates.

Democratize Cash Flow Data

The Problem

Proactively managing cash flow is crucial to the core of every business. While accounts receivable (AR) data often resides entirely within one system — it is a domain of data that's in demand across an enterprise, yet difficult to access.

People in various business units are often asked to wait, then manually merge AR data for analytics insights. This is a time-consuming process that is prone to errors and reduces work satisfaction.

People First Accounts Receivable Analytics

As a standalone data product, AR Analytics can be designed in a way to democratize cash flow data at an organization, portfolio, property or tenant level. Then, quickly understand:

- how different portfolios are performing
- how they perform relative to different collection methods
- how a single national account is performing across your different portfolios

Here's an overview of an AR Analytics solution to fit reporting requirements of the AR team.

Overview
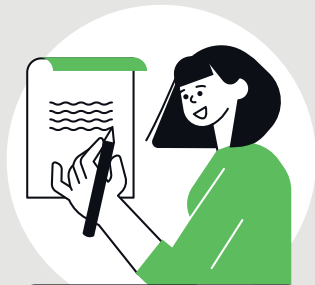
Accounts Receivable

- VP of Property Accounting
- Accounting Manager
- VP Finance
- CFO

Data Systems

- Accounting & Finance
- Leasing Management
- Asset Management

Data Sources

- Oracle
- Sage
- SAP
- Intuit/Yardi/JDI/VTS

7 | Mitigating Financial Risk

People
VP Finance
Staff Accountant
CFO

Data Systems
Leasing Management
Accounting and Finance

Data Sources
MRI Lease Accounting
Oracle
Sage
SAP
Intuit/JDI/VTS

With trending analytics, a VP of Finance can zero in on tenant data to mitigate collection risks with 120+ days accounts. This data could be very helpful when understanding your exposure if a national account has a financial downturn.

8 | Audit and Compliance Reporting

People
Leasing Administrator
CFO

Data Systems
Leasing Management
Accounting and Finance

Data Sources
MRI Lease Accounting
Oracle
Sage
SAP

A Leasing Administrator will have an audit trail for each lease or subtenant based on their company-specific fiscal year calendar. They will have access to all lease related assets and liability entries for SEC/CSA, tax and compliance reporting.

9 | Accounts Receivable Customer Support

People
Property Accountant
Customer Service Manager

Data Systems
Leasing Management
Accounting and Finance

Data Sources
MRI Lease Accounting
Oracle
Sage
SAP

The Property Accountant can reduce the time required to provide customer support after an invoice has been delivered. This is especially the case when there are supporting documents that are not yet available upon invoice date. A combination of automated notifications and pipeline filters can monitor the process while ensuring on-time payment.
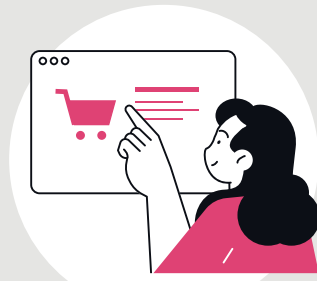
Value Shopper Engagement

The Problem

Knowing your customer is good, but knowing your customer's customer is even better. There are nuggets of valuable information, however, often deeply embedded in proptech csv files or hidden in external sources.

People First Shopper Activity & Engagement

People like to have a positive impact on their work, so they are happy when they have all the best information available on easy user experience (UX). Combining the demographics, activity and operational details of shopper engagement is vital for creating a vibrant space that meets the needs of the greater community.

Here's an example of Shopper Activity & Engagement data that can provide actionable insights on the business overall with an emphasis on operations, facilities and shopper analytics.

Overview

Shopper Engagement

- Property Manager
- Operations Supervisor
- Digital Marketing Specialist
- VP Brand and Culture
- Business Analyst

Data Systems

- Retail Management
- Asset Performance Management
- Shopper Analytics
- Property Management
- Energy Management

Data Sources

- Yardi
- MRI software
- Building Engines
- Innago/Oracle/Environics

10 | Preventative Maintenance

People
Property Manager
Facilities Manager
HVAC Engineer

Data Systems
Shopper Analytics
Property Management

Data Sources
Yardi
MRI software
Building Engines

Property managers need to make those tough decisions on when to take escalators or elevators offline for preventative maintenance. A clear understanding of non-peak times and staffing levels help provide details to schedule temporary closures.

11 | Visitor Profile Insights

People
VP of Brand and Culture
Marketing Director
Property Manager
Leasing Manager

Data Systems
Shopper Analytics
Property Management
Asset Performance Management

Data Sources
JLL/Building Engines
Innago
Environics

A VP of Brand and Culture gets insights into visitor profiles for a sense of where they shop, when they shop and how long they are on the property. This valuable information helps to plan events or activities. It can be shared with marketing to plan targeted advertising or leasing to attract new tenants.

12 | Energy System Requirements

People
Property Manager
Facilities Manager

Data Systems
Shopper Analytics
Property Management
Energy Management

Data Sources
Yardi
MRI software
Building Engines

The Facilities manager needs to know how busy their property is throughout the year to make their visitors comfortable. Whether it's a cooler or warmer environment required, visitor numbers help make energy required for their environmental systems more efficient. After follow through, the insights can be used to report on ESG targets.

Attribute Marketing Performance

The Problem

Attributing investment to business impact has always been top of mind for marketing leaders. Marketing teams often feel the pain of data silos the most. By their nature, they interact with multiple proprietary sources in their day-to-day.

People First Marketing Performance Attribution

Marketing analytics data with integrated systems makes it possible to understand how investments across their channels are truly performing. It provides a quick analysis to uncover problems before, not after they happen.
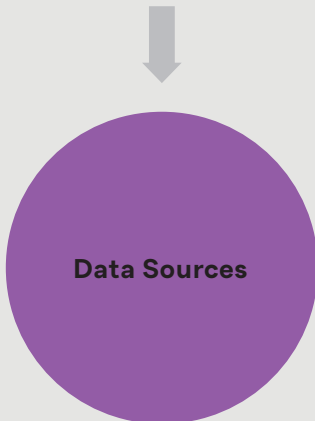
Overview

Marketing Performance

- Property Manager
- Marketing Director
- Digital Marketing Specialist
- Event Coordinator
- Sales Representative
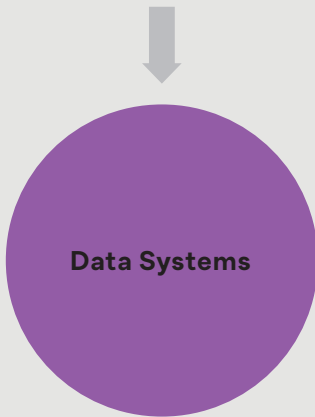
Data Systems

- Customer Relationship Management
- Marketing Automation
- Event Management
- Website Analytics
- Content Marketing Management
- Advertising Management

Data Sources

- Google Adwords/ YouTube
- Facebook/ Instagram
- LinkedIn, Pinterest
- Hubspot
- Salesforce
- Monday/ SAP/ Eventbrite/Zoom

13 | Integrated Website Reports

People
Director of Marketing
Marketing Manager
Ads Manager
Content Marketer

Data Systems
Website Analtyics
Content Marketing Management
Advertising Management

Data Sources
GA4
Google Search Console
Wordpress/Wix/SquareSpace/ Webflow/Hubspot/ Google Ads/Programmatic Ads

A typical real estate or property management company will have their data spread across systems for website analytics. A Marketing Manager will have a better idea of their referral traffic, organic search results or direct traffic to specific content. This can be used to help test, measure success and plan content marketing activities.

14 | Social Media Opinion Mining

People

Marketing Manager

Facilities Manager

Project Manager

Data Systems

Advertising Management

Content Marketing Management

Data Sources

Hubspot/Sprout Social

Hootsuite/Buzzsumo

Google Reviews/Yelp

Nowadays, a significant part of attracting people (inbound marketing) is the monitoring of social sentiment. A Marketing Manager can identify gaps in the customer experience with social listening based on comments, posts, pictures shared in social media. By monitoring specific hashtags, further insights that can be shared cross-functionally within the organization.

15 | Paid Advertising ROI

People
Marketing Manager
Advertising Manager
Tenant Relations

Data Systems
Advertising Management
Content Marketing Management

Data Sources
Google Ads
Branded Cities (Digital Boards)
App Ads Analytics (iOS/Android)
Third Party Programmatic Ads

An organization with a sizable advertising team may have advertising expenses (Google Ads, Bing Ads, LinkedIn Ads) and revenue. Ad revenue might include third party sources that are offered aaS (as-a-service) to their tenants in various forms. Getting a snapshot of net results is important to put against marketing ROI.

Solving business problems, not technology problems

> " *Let's not take the technology and try to find a problem, let's find the problem and then go back into our toolkit and see what's the best tool to solve that problem.* "

— Dave Findlay, CEO Fuse Data

Summary

We use the term strategy more like a pragmatic, people focused strategy. For Fuse Data, it's a series of bets or decisions that we agree to make together to achieve some common goal. Once everyone is on the same page then we can iterate forward.

The use cases provided in this ebook are just a sample of what can be done to help people at work. We recognize that each REIT or CRE organization has its own set of unique requirements. Rather than struggling with out-of-the-box limitations, our goal is to work together, shoulder-to-shoulder, aiming to hand off something to your own data team.
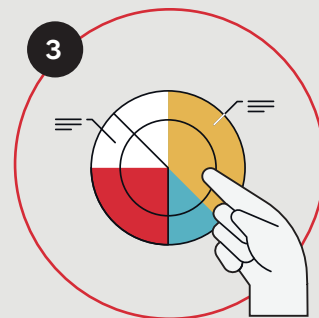
Based on our client interactions, we've seen there are **three main data supports** people need to have an impact on their work day.

1
One single source of truth
(SSoT) to work proactively

2
Freedom from data wrangling
to do their best work

3
Better data quality
to identify opportunities

FUSE DATA

About Fuse Data

Fuse Data brings together teams and their data to provide our clients with a clear picture of their business. At Fuse Data, we give people easy access to the data they need. Essentially, we eliminate the friction organizations experience with time-consuming, manual reporting.

Why is this important? We know that better data capability means better decision-making and new opportunities at scale to reach business goals.

Set up a Discovery Call

To learn more about putting together a data strategy email dave.findlay@teamfuse.ca to set up your discovery conversation.

FUSE DATA

Take a look at how we work

🌐 https://teamfuse.ca

▶️ https://www.youtube.com/@FuseData

in https://www.linkedin.com/company/teamfuse/