



# A QUANT APPROACH TO REAL ESTATE ASSET MANAGEMENT

---

TRUTH IN NUMBERS

RICHARD CLEAVER  
JORDAN DEHERRERA

# REDUCING OPERATIONAL COSTS, REVEALING REVENUE OPPORTUNITIES AND LEVERAGING RESOURCES



The ability to pierce through data to derive meaningful insight and make timely decisions is paramount to developing a differentiating competitive advantage.

## Complexity in managing real estate and deriving actionable information

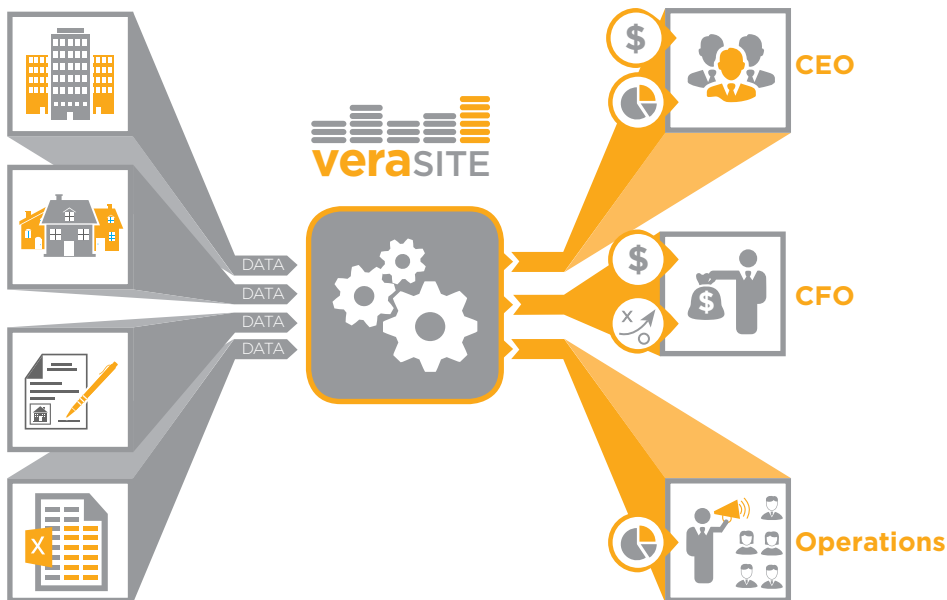
The formidable complexity in managing real estate challenges even the most sophisticated professional's ability to optimize performance. The high touch nature of managing real estate, from ground level maintenance and leasing activities to financial and investor reporting, coupled with poor data quality and manual processes, make it difficult to perform meaningful analytics which identify inefficiencies and operational issues. The uniqueness of each property and the difficulty in making informed decisions within compressed timelines further challenges the ability to maximize returns.

As more capital flows into the space and more complex investment vehicles emerge, the resulting expanded reporting needs and shortened timelines demanded from stakeholders compound these problems, leaving little time to investigate property related issues through traditional methods.

# VERASITE DELIVERS CLEAR AND ACTIONABLE INFORMATION TO MAXIMIZE RETURNS

**Verasite's proprietary technology and industry expertise enables companies to increase efficiency and make informed decisions by identifying key factors such as:**

- Which advertising sources are most effective during specific seasons for defined markets
- Are contractors doing more work than necessary when preparing a unit for a new tenant
- Utilizing the entire portfolio's data and information to make decisions for individual properties
- What are the main cost drivers in the portfolio and how to minimize their expense
- Identify account coding errors to obtain cleaner data and minimize audit findings



Streamline the management process by using our algorithms to create radically new insight into real estate operations

# USE VERASITE'S MACHINE LEARNING TO DO THE HEAVY LIFTING



**Our analytics pinpoint where leakage is most likely occurring.**

Verasite's approach integrates our deep understanding of asset management, accounting and technology into proprietary algorithms to produce predictive and prescriptive analytics to assess a property's performance at a very detailed level, ensuring that the next step taken is the best one possible.

**Applying the entire portfolio's financial and operating data to an analysis of each property's individual operations, our analytics pinpoint where leakage is most likely occurring, providing valuable insight into the operations of each property.**

We employ deep normalization techniques, giving us the leverage to interface with the information uptake from multiple disparate systems, normalizing the data to a common format while performing numerous data validation and integrity checks. This process helps ensure that the information from all sources is complete, accurate and provides all the necessary reporting information for accounting and asset management.

From data normalization to predictive interpretation and next steps recommendations, Verasite offers a complete solution to the problems of harnessing big data in real estate.



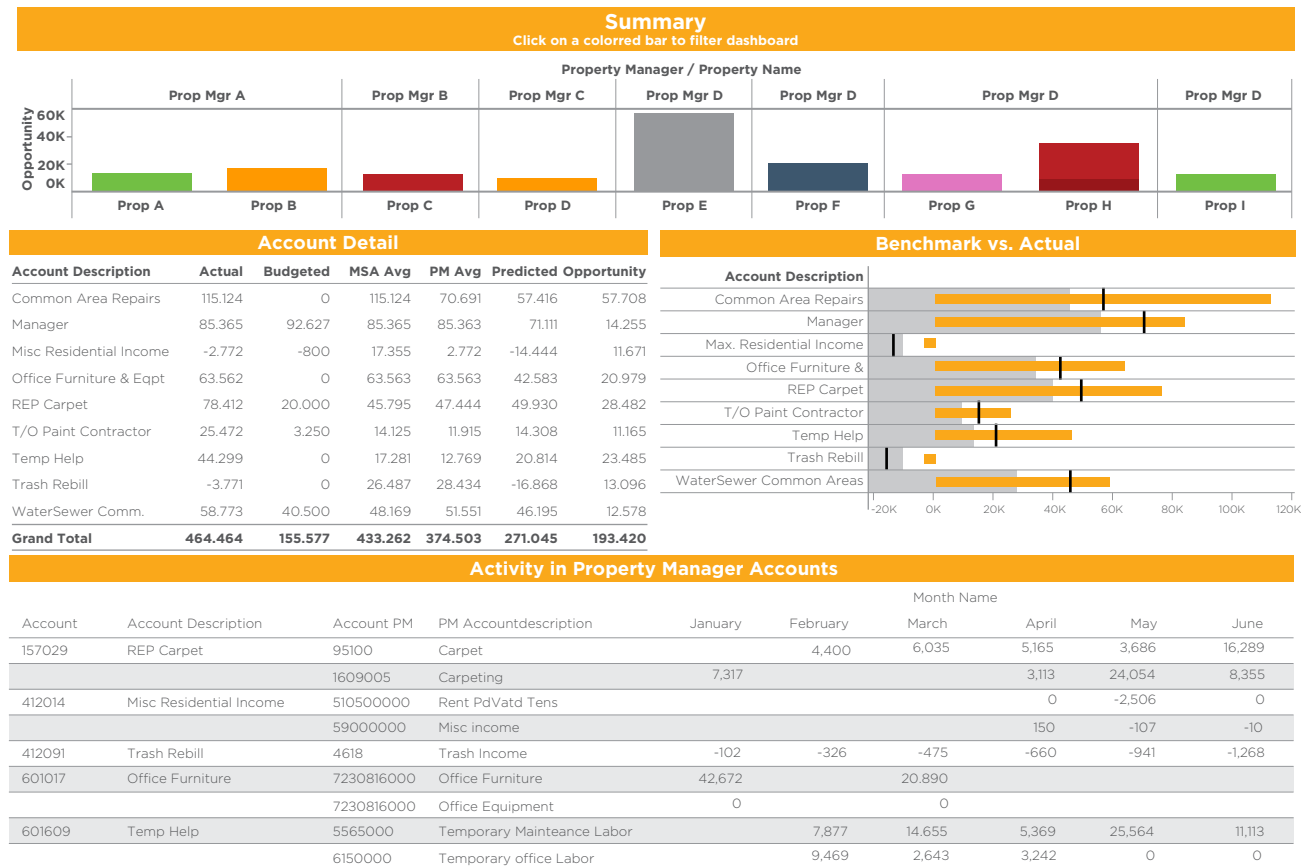
# DATA DRIVEN DECISIONS

Our platform empowers companies to quickly identify cost savings and revenue opportunities that would normally be missed by traditional techniques.



## Active Trend Management (ATM) Report

Largest Opportunities for Portfolio Cost Performance Improvement



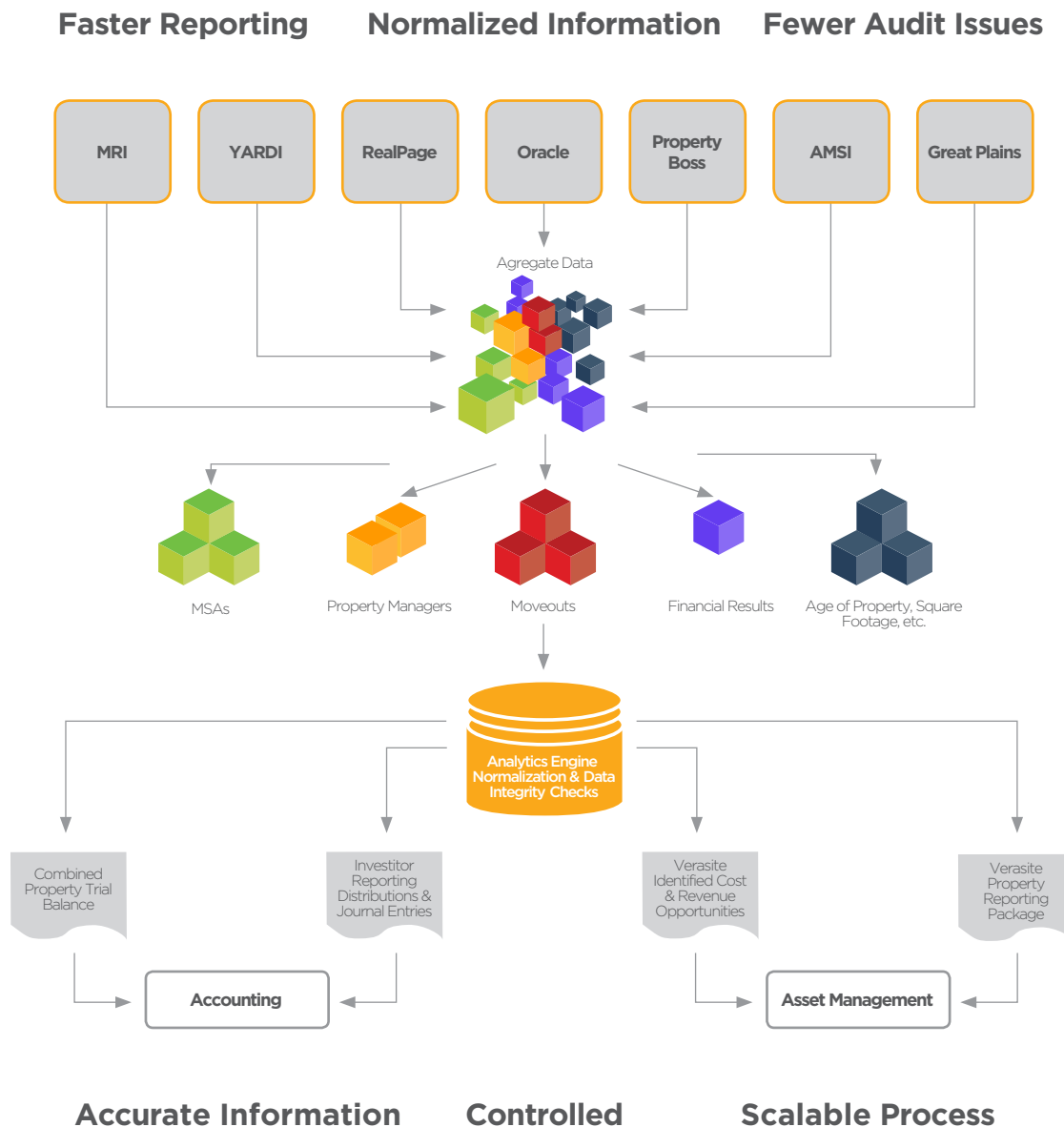
Applying machine learning and complex statistical analyses specifically for real estate, Verasite is able to identify key areas that increase the operating effectiveness of each property, increasing value and returns.

In real estate it takes years of experience to develop the intuitive acumen to know how to effectively investigate leakage and revenue opportunities. Our analytics engine supplements even the most experienced human intuition which can consider several contributing factors of profitability at a time, with machine learning which integrates hundreds of factors at once, empowering more empirically led investigations and conclusions.

# CONTROL AND SYSTEMATIZE THE INFORMATION FROM OPERATORS

Verasite's data normalization service provides a solution for investment managers using multiple property operators on disparate systems, enabling key stakeholders to quickly obtain reconciled and normalized reporting to make informed decisions.

Verasite's process helps ensure that the information from all sources is complete and accurate, and provides all the necessary reporting information for accounting and asset management.



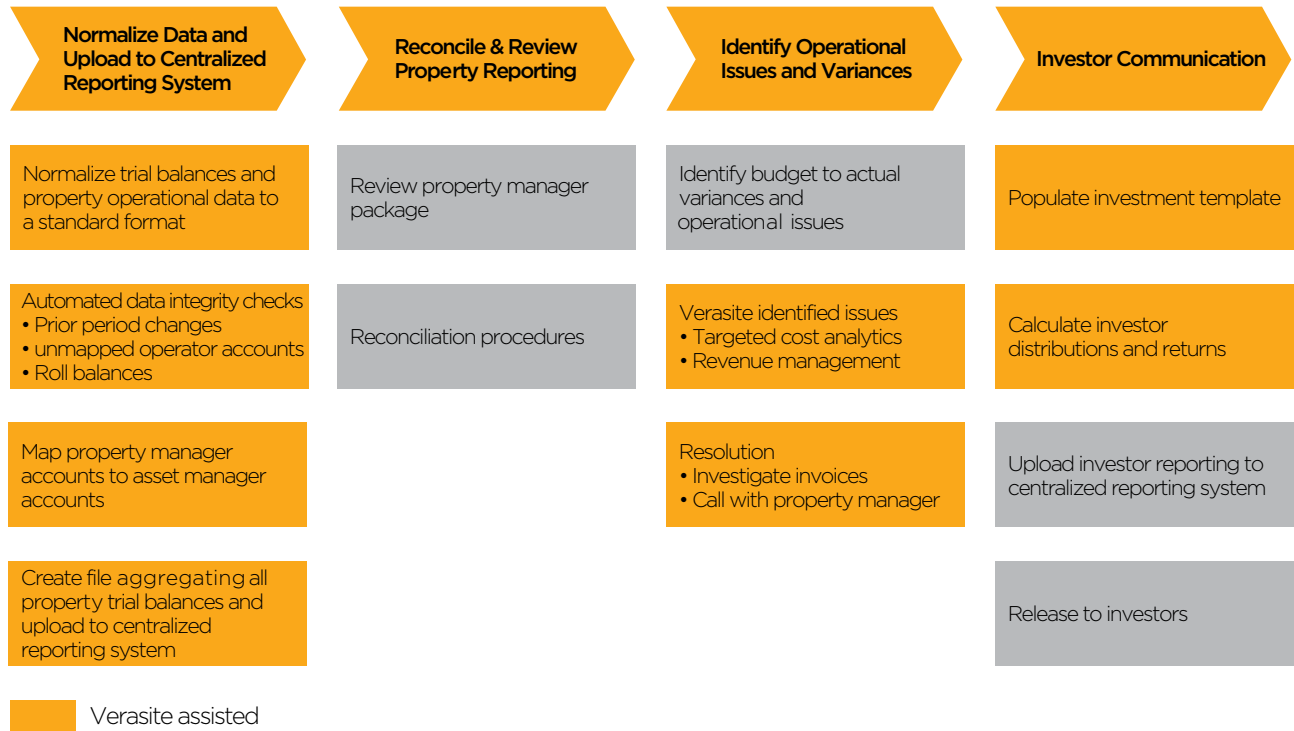
# INFORMATION DEFICIT HAMPER'S PERFORMANCE

Having consistent comparable data and financial reporting amongst varying properties is critical to making informed real estate management decisions. When faced with multiple property managers and different accounting platforms, comparable data is often very difficult to derive, making property benchmarking, analytics and the capital expenditure process extremely difficult and fraught with error.

## Typical Monthly Process



## Verasite Assisted Monthly Process



**Let Verasite free you from manual error prone processes and free up resources to increase investment NOI.**



## CONTACT US



**RICHARD CLEAVER**  
Co-Founder

Verasite  
250 Park Avenue  
7th Floor  
New York, NY 10177

+1 646 650 5583

[Richard.cleaver@verasite.net](mailto:Richard.cleaver@verasite.net)



**JORDAN DEHERRERA**  
Co-Founder

Verasite  
250 Park Avenue  
7th Floor  
New York, NY 10177

+1 646 650 5326

[Jordan.deherrera@verasite.net](mailto:Jordan.deherrera@verasite.net)