



Intelligent Real Estate Solutions

Greg Langston, Principal & Managing Director, Avison Young



Customer Background

Avison Young is the world's fastest-growing commercial real estate services firm. Headquartered in Toronto, Canada, Avison Young is a collaborative, global firm owned and operated by its principals. Founded in 1978, the company comprises 1,500 real estate professionals in 58 offices, providing value-added, client-centric investment sales, leasing, advisory, management, financing and mortgage placement services to owners and occupiers of office, retail, industrial and multi-family properties.

Problem

"Commercial real estate is built on relationships and relationship making and building takes time," says Greg Langston, Managing Director in Avison Young's Dallas office. "But traditionally real estate doesn't have a great history of cooperation among producers, even within the same company. We have to rely on hit and miss requests, emails from one producer to other producers asking if anyone knows anyone at this prospect or that one. We waste the time of folks who have no useful information to share and miss some folks who do. Plus, not all producers are interested in sharing their contacts publicly, even with their current colleagues."

Solution

Who@ Intro came to the rescue in early 2014. Avison Young producers synched their contacts and could immediately use the Who@ app to isolate peers in their corporate network who had actual relationships with key prospects. Instead of sending messages to everyone who might be able to help, producers could send notes within the app to only those associates who had the contacts they were looking for. And because those associates had the opportunity to assist or decline and do so anonymously, more and more producers were willing to take part. They weren't worried about being pressured to share relationship contacts that they didn't want to. And they knew that in the Who@ app, their contacts remained their private assets, not anyone else's.

Outcome

"We began to see results very soon", Langston reports. "In only a couple of weeks after rollout, we had a producer who had needed an introduction to a prospect, receive it from a colleague who had actually known the prospect from a previous job. Without Who@ Intro app that producer would never have known that the other person had this past relationship that was important to him."

"We are seeing usage in the app increase on a weekly basis and now producers are adding people from outside the company to their affiliated network. We love that because in the Who@ Intro app our Avison Young contact information is never at risk and now our producers can take advantage of the relationships of colleagues and associates from their broader personal network."

"The greatest thing in the long run is that Who@ Intro is an investment in the success of the producers by helping them get appointments and build relationships faster, but it is also an investment in Avison Young because it sets a tone for internal sharing and cooperation that will benefit us in many other ways as well."