

IMS INSIDER



HIGHLIGHTS

EMAIL SEGMENTATION LAUNCH

Learn how you can leverage this newly-released and highly-anticipated feature

CRE CROWDFUNDING

By 2025, the CRE crowdfunding market is projected to be at \$300 billion

IMS LEADS THE INDUSTRY

IMS reached 500 customers in Q2, continuing to lead the CRE market

IMS USER CONFERENCE

IMS' 1st annual user conference will be May 4-6 2020, in Charlotte, NC



IMS



What's Inside



New Features

pg 3

Review of new features and product enhancements released within the last quarter including Email Segmentation, Global Search, and our New Navigation



Continuing Education

pg 5

Overview of recent client training sessions and newly-published resources and preview of what's coming up



Best Practices

pg 7

Tips and strategies for getting the most out of Commitments and Capital Calls with a quick step-by-step guide



Market Watch

pg 9

Top trends in the CRE market, including Opportunity Zones and Crowdfunding

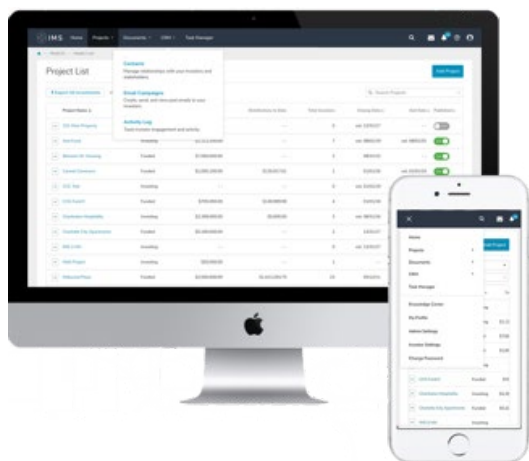


Company News

pg 10

One stop shop for IMS company news and updates, including the announcement of our first annual User Conference in 2020

New Features



NEW NAVIGATION

Search Smarter, Not Harder

To streamline navigation, the left-hand menu was moved to the top of the page. A new global search bar allows you to search for projects, entities, contacts, and more. Additionally, we have added fields for the Investor Account Registration to the Investor Portal, which offers greater flexibility and allows you to collect better information from prospects. When enabled, you can customize the page title, button text, and field availability when creating invitations to the Investor Portal.

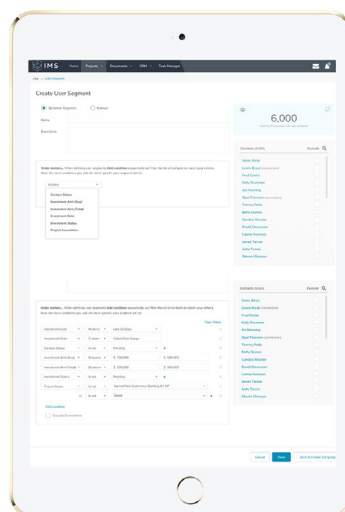
[🔗 New Navigation Release Announcement](#)

EMAIL SEGMENTATION

Stay Top of Mind with Investors

Email Segmentation, the latest enhancement to the CRM, is a method that Sponsors can use to send highly targeted emails to investors or prospect groups by dividing contacts into smaller groups, or "segments." Within the CRM, create segments of individuals based on set criteria such as project association or investment amounts. We recommend utilizing this feature when sending communications such as marketing emails, new deal announcements, and project updates.

[🔗 Email Segmentation Release Announcement](#)



2nd QUARTER ROUNDUP

Minor Releases

- [Investor Statements – Append PDF](#) 🔗
Sponsors can now include additional PDF documents with their Investor Statements, such as property reports and updates. Users can also add a custom cover page to provide a personalized touch.
- [Custom Metrics](#) 🔗
Sponsors can now add custom free-form metrics to the Investor Dashboard and Investor Statements. They can show these metrics to individual investors by completing the field at the project level (these fields will only display if the data has been populated). This feature is an ideal way to share attributes and performance metrics around your project that are not available within IMS.
- [Document Upload in the CRM & Project Level](#) 🔗
From the documents tab you can see all documents associated with the selected user and even use enhanced tracking to see when the document was viewed. Clients can now share documents at each level of the project – Project Summary, Entity, and Class, which helps save time and increase productivity.

Product Release Spotlight

Each quarter we will spotlight a recently-launched feature and take a look at how some of our top clients are leveraging it, as well as review some best practice tips for maximizing its value.

Global Search

Launched March 28th, 2019. The new global search functionality allows users to quickly search for projects, entities, contacts, or assets anywhere throughout the application. Located in the top navigation bar, you can access this option at any time. Simply click the magnifying glass icon to expand the search field and go!

Early adopters of global search have found that this new search functionality makes navigating the site faster and simpler! The smart search capabilities only require the user to begin typing a single letter, which will prompt the system to begin the search. Results are shown alphabetically, but users have the ability to view all results by clicking 'view all'.

TOP TRENDING SEARCHES

- INVESTORS IN THE CRM
- PROJECTS
- ASSETS IN THE CRM

DID YOU KNOW?

We had over **10,000** search inquiries in the first **60 days!**

“The global search feature is a powerful tool within our applications that helps users find information quickly by entering simple keywords. On Search, we display results from several different record types (Projects, Contacts, Entities etc.) related to that keyword. In short, who doesn't like an easy way to find what you need when you need it!”

- Stephanie M., UI/UX Designer at IMS

Continuing Education

Mastering a new technology can seem overwhelming, but we are here to make sure you succeed! It's no secret that everyone learns differently, so we provide a variety of ways to learn the platform and get help along the way.



278

Individuals that attended at least one webinar or office hour session in the 2nd quarter.

ON-DEMAND WEBINARS

Learn how to leverage different features of IMS, best practices, and actionable product insights.

🔗 [April: Brand New Navigation & NACHA Best Practices](#)

🔗 [May: Leveraging Data to Make Decisions - Key Property Insights](#)

🔗 [June: Building Investor Trust & Transparency - Investor Statements](#)

OFFICE HOURS

Follow along live with IMS experts and engage with your peers in these interactive sessions, which showcase in-depth tutorials on how to utilize a specific feature within IMS.

May: Key Property Insights Dashboards & Reporting

June: Customizing & Generating Investor Statements

Stay tuned for upcoming Office Hours

KNOWLEDGE CENTER & SUPPORT

Explore written articles and short demonstration videos that can be accessed directly from the application.

Featured Recently Added Articles:

🔗 [Key Property Insights User Guide](#)

🔗 [Custom Metrics](#)

🔗 [Email Segmentation](#)

🔗 [Register for July's Customer Success Webinar: How To Strategically Manage Investor Relationships](#)

Case Studies & eBooks

In Q2, IMS released two case studies and one eBook for clients that focus on building investor trust by leveraging investor relationship management tools and providing better transparency. Take a look inside:

BUILDING INVESTOR TRUST WITH DATA ACCESS & ACCURACY

With IMS, Dream Team Investments was able to provide investors with quick and easy real-time access to their documents. And their investors know and can trust the accuracy of the data they receive. [🔗 Read more.](#)

AUTOMATE INVESTOR STATEMENTS

With IMS, Prism can utilize a simple to use yet robust solution to quickly generate professional, branded Investor Statements. Their investors have the transparency they desire at their fingertips. [🔗 Read more.](#)

BEST PRACTICES FOR LEVERAGING IMS TO IMPROVE INVESTOR RELATIONSHIPS

Many CRE firms do not have a formal investor relations process in place until they are actively raising money. But, the real work in nurturing your investors takes place before and after you accept capital. You must stay top-of-mind with your prospects to ensure all opportunities get exposure. A well prepared investor relationship strategy forms the foundation of investor trust. While each CRE firm may choose to communicate different messages or reports to their investors, IMS is here to provide best practices and recommendations on communicating with investors. [🔗 Read more.](#)

BUILDING
TRUST AND
TRANSPARENCY
STARTS WITH
INVESTOR
RELATIONSHIP
MANAGEMENT

[🔗 Register for July's Customer Success Webinar: How To Strategically Manage Investor Relationships](#)

Best Practices

Commitments and Capital Calls

IMS allows you to plan, request, and collect commitments for new capital raises. This feature enables the sponsor to focus more on managing investor relationships by consolidating communication tasks and processing the commitments. Then, when you are ready to call capital, IMS allows you to notify investors of current capital needs, track incoming capital, and easily calculate outstanding capital.

1 CREATE A COMMITMENT

Looking to explore in new markets or asset types but wondering if your investors would be interested in investing with you? Create a New Project and add a Commitment with a goal amount and description.

The screenshot shows a web form titled "Aria Fund Commitment 1". Below the title is a section "Enter Commitment detail information". The form includes the following fields:

- Goal Amount ***: A text input field containing "\$ 3,750,000.00".
- Amount Description**: A text input field containing "\$3.75M Commitment Round 1". Below this, a smaller line of text reads "ex: (\$100,000 Capital Call + \$8,000 Deferral Component)".
- Require Commitment Amount**: A checkbox that is currently unchecked.
- Due Date ***: A text input field containing "02/28/2019".
- Purpose ***: A text input field containing "Round 1 of Commitment requests for Aria Fund".

The screenshot shows a table titled "Investors (13)". The table has four columns: "Entity / Class", "Requested Amount", and "Requested %". The data is as follows:

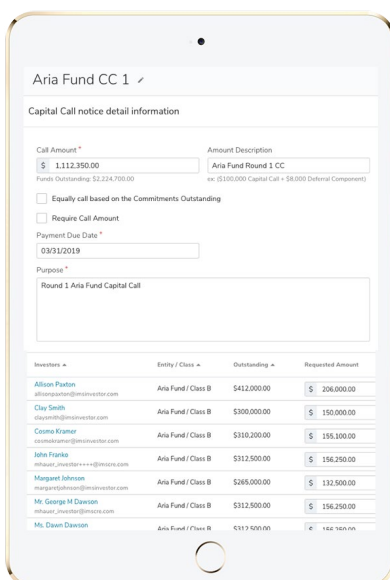
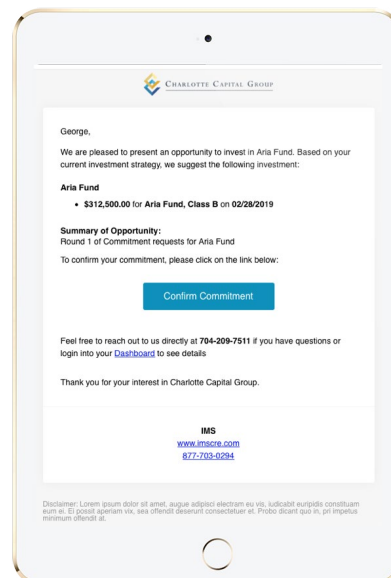
| Entity / Class | Requested Amount | Requested % |
|---|------------------|-------------|
| Allison Paxton allison.paxton@imsinvestor.com | \$ 412,000.00 | 10.99 |
| Brian Fockler brian.focker@imsinvestor.com | \$ 213,000.00 | 5.68 |
| Clay Smith clay.smith@imsinvestor.com | \$ 312,500.00 | 8.33 |
| Cosmo Kramer cosmokramer@imsinvestor.com | \$ 312,500.00 | 8.33 |
| Dawn Dawson mhauer@qaffic.com | \$ 312,500.00 | 8.33 |
| George Costanza georgecostanza@imsinvestor.com | \$ 312,500.00 | 8.33 |
| George M Dawson mhauer_investor@imscore.com | \$ 312,500.00 | 8.33 |
| Jerry Seinfeld jseinfeld@imsinvestor.com | \$ 312,500.00 | 8.33 |
| John Franko mhauer_investor+++@imscore.com | \$ 312,500.00 | 8.33 |

2 ADD INVESTORS

Select investors you would like to participate in this project. Easily add all investors of a particular class or select investors individually. Interested in raising capital equal amongst investors? Select 'Equally Distribute' on the goal amount and the platform will request funds proportionally to all investors.

3 REQUEST COMMITMENTS

Investors will receive a personalized email asking them to join the deal. Here, an investor will click Confirm Commitment and proceed to login to their investor dashboard, go through the investment wizard, and sign the DocuSign document to complete the commitment. Once an investor agrees to commit the capital, sponsors can create a Capital Call to receive it.

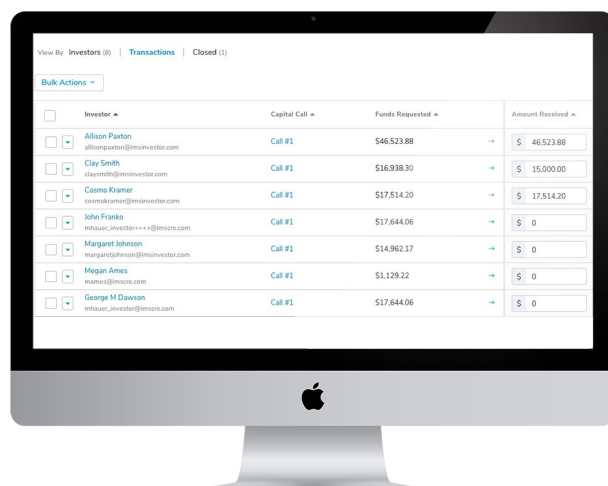


4 CALL CAPITAL

When you're ready to move forward, easily Call Capital under the tab 'Capital Calls' of that project. If your Capital Call is tied to a Commitment, there will be a Funds Outstanding balance that shows the available funds associated to the Commitment for easy reference. You also have the option to call Commitments equally based on the Commitments outstanding. Choose to call all outstanding capital or only a percentage of it.

5 ORGANIZE CONTRIBUTIONS

Track when funds are received and stay organized with which investors have outstanding capital. When the amount is indicated to be received in full, the system will automatically update the status to Complete; once all funds are received, easily close the Capital Call. Happy Investing!



🔗 [Additional resources on using Commitments and Capital Calls from our Help Center](#)

Market Watch

Crowdfunding

At its most basic, crowdfunding refers to the pooling of resources to fund a project. By definition, crowdfunding is “the use of small amounts of capital from a large number of people to finance a new business venture, typically via the Internet”. Today,

By 2025, the commercial real estate crowdfunding market is projected to be valued at over

\$300
BILLION



1 in 5 Americans have participated in a crowdfunding campaign, and technology presents more opportunities and makes it easier and faster to invest than ever before. Crowdfunding in commercial real estate has opened up a global marketplace of potential investors. For the first time ever, sponsors are now allowed to market to this pool (commonly referred to as “general solicitation”). Now, capital raises can include posting ads online or in newspaper, promoting on social media, or even plastering on the side of your car. And instead of \$50,000 or more, investors may only need as little as \$5,000 to tap into this potentially profitable asset class – the 4th largest in the US. Commercial real estate is still one of the fastest growing types of crowdfunding, with the funds generated nearly doubling annually for the past several years.

[🔗 The Ultimate Guide to Commercial Real Estate Crowdfunding eBook](#)

REALCROWD

IMS Strategic Partnership

Take advantage of crowdfunding with technology that allows you to scale quickly. RealCrowd can help.

RealCrowd is the leader in real estate equity crowdfunding, providing a private, secure, and simple-to-use online platform for accredited investors to access, review, and invest in CRE opportunities nationwide. Together, IMS and RealCrowd deliver a seamless end-to-end process for raising capital online and managing investors throughout the life cycle of their transactions. [🔗 Learn more about RealCrowd.](#)

Opportunity Zones

BENEFITS

- DEFER TAXES ON PRIOR GAINS INVESTED
- TAKE ADVANTAGE OF TAX EXCLUSIONS
- RECEIVE DEDUCTIONS

The Opportunity Zones initiative has garnered a lot of attention over the last several years and remains a hot topic in commercial real estate. Currently, the market is estimated to be as large as \$6.1 Trillion with over 9,000 designated opportunity zones throughout the US and including territories. So, investment in these areas is, perhaps unsurprisingly, indeed attractive, and it is possible that this program could be one of the largest economic development initiatives in US history. To qualify as an Opportunity Zone, locations had to be low-income census tracts or contiguous to low-income tracts and be designated as such by the state and certified by the Secretary of the US Treasury. Opportunity Zones

have since been designated in every state and territory in the United States, with larger concentrations in the South and in the Rust Belt.

[🔗 The What, Why, & How of Opportunity Zones eBook](#)

IMS Updates

IMS Continues to Lead the CRE Technology Industry

The second quarter of this year has proven to be IMS' most successful quarter to date! **We have surpassed 500 customers, continuing to lead the CRE technology industry.** This milestone was achieved through accelerated new business growth and exceptional retention of existing clients.

Said IMS CEO Chris Atkinson, "We've built an industry-leading business through proven technology that solves a clear need in market around creating a winning investor experience and exceeding investor expectations. IMS has consistently shown strong growth, and these key metrics demonstrate our ability to execute. IMS is a product-led growth story, and we will continue to invest in building out this platform. We wake up every day thinking about how we can enable our clients to provide a consistent, best-in-class experience to their investors – having that relationship founded on trust and transparency is so critical in today's climate." [Press Release](#)

MILESTONES

| | |
|------------------|-----------------------|
| 8,000 | PROJECTS ON PLATFORM |
| 75,000 | INVESTORS REPRESENTED |
| \$676 Million | IN Q2 DISTRIBUTIONS |
| \$45 Billion EUM | EQUITY LOADED |

IMS and VP of Business Development Ron Rossi Accepted into Forbes Business Development Council

IMS has been accepted into the Forbes Business Development Council, an invitation-only community for senior-level sales and business development executives. Criteria for acceptance includes having a proven track record of successful business growth and industry impact.

Ron Rossi, Vice President of Business Development at IMS, joins other Forbes Business Development Council members, who are hand-selected, to become part of a curated network of successful peers and get access to a variety of exclusive benefits and resources, including the opportunity to submit thought leadership articles

and short tips on industry-related topics for publishing on Forbes.com. Said Ron Rossi, VP of Business Development, "We are excited to have the opportunity to join such a well-respected organization that is comprised of an elite group of industry peers. It is a true testament to IMS' growth and increasing impact over the past few years. This platform enables IMS to share our knowledge and resources and further establish ourselves as leaders in the industry."

Scott Gerber, founder of Forbes Councils, says, "We are honored to welcome Ron Rossi into the community. Our mission with Forbes

Councils is to curate successful professionals from every industry, creating a vetted, social capital-driven network that helps every member make an even greater impact on the business world."

[IMS's latest Forbes contribution: "Understanding Millennials' And Technology's Role In The Workforce"](#)

**IMS InSites 2020:
Leveraging IMS to
build investor trust and
transparency.**

1st Annual User Conference

Join us for the inaugural IMS InSites: Trust & Transparency conference which will be held May 4-6, 2020 in Charlotte, NC. IMS InSites will bring together commercial real estate professionals, thought leaders, influencers, and top technology providers from across the industry.

IMS' user conference will address the challenges facing commercial real estate professionals in today's evolving marketplace and presents solutions to help sponsors create a best-in-class investor experience that exceeds investor expectations. Attendees will have the opportunity to network with industry peers, leaders, and influencers; engage in interactive training and best practice IMS product sessions; and get a sneak peek into new and upcoming IMS product features. You don't want to miss this event [🔗 Press Release](#)

WHO: CRE Professionals

WHAT: IMS InSites, the industry's first and only investor management conference

WHEN: May 4-6, 2020

WHERE: Charlotte, NC

[🔗 SAVE THE DATE!](#)

*"After attending two IMS Converge training events, I see how powerful these opportunities can be in helping us to leverage CRE technology to drive best practices and efficiencies across the Ardent team. The IMS InSites conference will create an even larger forum to **share those best practices** and **learn from other leaders** in commercial real estate, and I think it will be even more impactful."*

--

Emma Grillo, Senior Associate at The Ardent Companies



IMS



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Reach out to your Relationship Manager today to schedule your quarterly business review and learn best practices in leveraging IMS to reach your goals.