



Pro-invest
group

case study



Founded in 2010, Pro-invest Group is an asset manager and investment firm with close to AUD 2bn in assets under management. Pro-invest specialises in private equity real estate asset management, and has become one of the largest hotel investment platforms in Australasia. With more than 30 sector-specific specialists based in its Sydney office, Pro-invest operates as a locally established, integrated private equity real estate business combining active asset management, development, and operational capabilities, providing its investors with above-industry risk-adjusted returns in the hospitality, development, and retail spaces.

Pro-invest Group Chooses Measurabl to Report Sustainability Performance

challenges

Today, Pro-Invest is a member of INREV and has built Australia's first 5-star NABERS hotel, but at the beginning of their sustainability journey, they were without a dedicated ESG team.

When Pro-invest decided to report to GRESB for the first time, efforts were steered by Pro-invest's Fund Manager and Group Chief Financial Officer who faced a 90+ page detailed survey requiring a deep dive into the ESG efforts at both a company and asset-by-asset level.

That first year was a challenge, but reporting to GRESB supplied the transparency that both assured investors of Pro-invest's commitment to ESG and aligned internal stakeholders with a common goal. This gave Pro-invest the opportunity to evaluate how to work collaboratively to address investor concerns in forward-facing ESG strategy.

After their second year of reporting, and with dedicated sustainability resources and a full-time in-house ESG Coordinator, Pro-invest was able to more than double their score, but they knew they could do even better.

Adopting Measurabl has been one of the best decisions we've taken in streamlining our agendas and efforts. It's freed up a lot of our time to focus on other things and push forward for other initiatives.

Mr. Ronald Barrott

Founder & Chairman

Pro-invest Group



solution

With the Pro-invest team so committed to improving their GRESB results, it didn't take long before they took advantage of Measurabl's GRESB Debrief.

Measurabl reviewed Pro-invest's survey to provide insight into strengths and opportunities for improvement. Having recently completed a like analysis within their own team, Pro-invest was able to compare their findings with the Debrief to validate and shed light on areas they could advance.

As the relationship with Measurabl progressed during the Debrief, Pro-invest realized that features such as automated utility collection and alignment with other frameworks like GRI could drastically reduce the time-consuming aspects of disclosure.

They signed on to become a Measurabl customer in 2018 to push for a record-breaking 2019.



results and benefits

With Measurabl, Pro-invest reached new heights by garnering the highest GRESB 2019 score for the hospitality industry in the Asia-Pacific region. Where do you go when you're at the top? With full-cycle hotel management at the core of their efforts, Pro-invest's ESG initiatives range from building sustainable hotels from the ground up to guest engagement.

They have seen great success with [A Greener Stay Initiative](#), as well as Green Engage -- a ranking system that gives guests visibility into the intensity of commitment to ESG at the hotels they book.



^14

increase in GRESB score



+11

points higher than
Hotel Peer average



#1

ranked hotel in
Asia-Pacific region



With Measurabl, the Pro-invest team is empowered to communicate their ESG initiatives in transparent and quantifiable ways.



[Learn more about their strategic objectives.](#)



[Read more information on Measurabl.](#)