



Brookfield Properties

ONBOARDING: FROM PILOT TO TWO CITY ROLL OUT

KEY BROOKFIELD TEAM MEMBERS

Executive sponsor:

Dan Kindbergh, EVP US Operations

Onboarding leads:

Lisa Goldfarb, VP US Operations

Meghan Landy, Coordinator,
US Operations

Active pilot user:

Jesse Edelman, Property Manager

SUMMARY

Brookfield is one of the largest real estate investors in the world, with a portfolio of \$148B of iconic properties. The CRE giant is determined to continuously improve its operations in order to drive investment performance for the assets they own and operate. Brookfield's US office team, led by EVP US Operations Dan Kindbergh, recognized an opportunity to do just that with its property management teams in New York City and Boston by updating its procurement and project tracking process.



HONEST BUILDINGS CUSTOMER STORY

BACKGROUND

The Brookfield team formed a partnership with the Honest Buildings team with three goals in mind:

1. Standardize Brookfield's bidding, cost tracking and reporting processes at each property for each manager.
2. Make the property management team more efficient through digitized, automated bidding and capital project management.
3. Create a centralized dynamic dashboard that provides transparency into where each project at each building stands to track against budget, and make decisions at a portfolio level.

Brookfield worked with Honest Buildings to pilot the company's project management and procurement solution. To start, they identified buildings in its New York City portfolio that had several upcoming projects and were overseen by forward thinking, experienced property managers.

After their first training with the Honest Buildings Customer Success team, the property managers started using the software immediately, measuring its usefulness against the existing processes for bidding and project management.

With positive feedback from the team, Brookfield made the decision to expand the Honest Buildings pilot to the rest of its properties in its New York and Boston portfolios, totaling approximately 20 million square feet.

Brookfield's phased pilot and roll out are detailed below.

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"We aim to drive top performance in all of our assets and Honest Buildings took on that mission for our onboarding and roll out. They're a true partner that supports our progress and helps us achieve our goals."

**DAN KINDBERGH,
EVP US OPERATIONS**

"We told our property managers that we were partnering with Honest Buildings to make their lives easier and make our teams more efficient. They were really receptive to that, and appreciated that the Honest Buildings team took the time to fully understand our process, and were always there to answer any questions."

**MEGHAN LANDY,
COORDINATOR
US OPERATIONS**



HONEST BUILDINGS CUSTOMER STORY

PHASE 1: 90-DAY THREE BUILDING PILOT

In an effort to make the lives of their property managers simpler, Brookfield partnered with Honest Buildings to eliminate the administrative burden and lack of transparency inherent to the traditional bidding and cost tracking process and drive new value with a collaborative, scalable process.

EVP of US Operations Dan Kindbergh set the program up for success by mandating the use of the software at three core assets totaling three million square feet in New York City: One New York Plaza, One Liberty Plaza and 200 Liberty Street.

The Honest Buildings Customer Success team held customized training sessions for each asset's team, including property managers, property admins and engineers, walking them through the setup of projects from bidding to cost tracking.

In the first training, property managers used actual upcoming projects to practice loading information into the system. As a result, the property managers addressed preliminary questions using real data and Brookfield was able to send projects out to bid within days of the first training sessions.

During this initial 90-day pilot, Dan and the leadership team stayed in close contact with Honest Buildings. Brookfield's leadership received weekly reports about where the team was excelling and which aspects needed to be addressed in more detail.

“The Honest Buildings team was so invested in our pilot that they returned to sit with us as the first bids came back to make sure we were using the analysis tools to their fullest in making decisions to award the bids.”

MEGHAN LANDY, COORDINATOR US OPERATIONS

Brookfield

PHASE 1

STEPS TO SUCCESS:

#1: Establish top priorities to make the implementation of the software directly applicable to the needs of the team

#2: Schedule in person trainings with users to support immediate use of the platform

#3: Communicate openly and often, soliciting feedback from the Brookfield executive team

#4: Offer on-demand assistance

“We could easily see how much the team used the platform with weekly usage reports from the Honest Buildings team highlighting all bidding activity, training details and feedback from our property managers.”

**LISA GOLDFARB,
VP US OPERATIONS**



HONEST BUILDINGS CUSTOMER STORY

PHASE 2: NEW YORK AND BOSTON ROLL OUT

The success of the bidding process and cost tracking efforts through the platform made the next phase of the pilot a smooth one. Dan Kindbergh hosted a webinar for all property management teams throughout New York City and Boston to outline the results of the Phase 1 pilot and have the Honest Buildings team give a high level overview of the product.

Afterwards, Dan, Meghan and Lisa made themselves available to field questions about implementing Honest Buildings into the existing Brookfield processes. By the time the Honest Buildings Customer Success team held in person onboarding meetings with each group, the Brookfield property managers were ready and excited about utilizing the platform for their buildings.

“Using Honest Buildings streamlines our entire bidding process. Word spread quickly throughout our team so the second phase of the roll out became exciting.”

LISA GOLDFARB, VP US OPERATIONS

“The return on investment math is simple, as even a tiny fraction of savings on one bid would pay for the platform. Multiply that by a few hundred projects per year portfolio wide, and it’s clear that the decision to bring on this platform was an easy one.”

DAN KINDBERGH, EVP US OPERATIONS

Learn more at [HONESTBUILDINGS.COM](https://www.honestbuildings.com)

Brookfield

PHASE 2

STEPS TO SUCCESS:

#1: Co-host regional team overview webinar with Brookfield leadership

#2: Hold in person trainings for regional Brookfield managers

#3: Communicate openly and often, soliciting feedback from the Brookfield executive team

#4: Offer on-demand assistance

“Having all of my capital and non-recurring projects bid and tracked in one place gave me tons of time back that I use to focus on the most important part of my job - keeping the tenants happy.”

**JESSE EDELMAN,
PROPERTY MANAGER**

INDUSTRY LEADING CRE OWNERS HAVE MANAGED AND TRACKED BILLIONS OF DOLLARS IN CAPITAL, CONSTRUCTION AND RENOVATION PROJECTS USING HONEST BUILDINGS

Brookfield

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Rudin