

T3ADVISORS

Boston, MA

Commercial Real Estate

<10 Conference Rooms

Helping major companies like HubSpot, LinkedIn and Workday, T3 Advisors offers all corporate real estate services from strategic planning and consulting to site selection and deal negotiation.

“Robin gives you a deeper understanding of how people work, and how to build a better culture.”



As a leading global commercial real estate brand, T3 Advisors has helped some of the biggest and most diverse set of companies find and utilize the most effective office spaces.

But when it came to their own office, T3 faced lots of double booking given how their space was being managed. When booking a room, there was no great representation of what was available and what wasn't.

“We needed something that would truly tell us what was happening in the office,” said Morgan Mosher, the Director of Brand and Culture at T3 Advisors. “We also wanted to find a solution that we could stand behind when our clients had similar problems.”

The solution

T3 chose Robin for its ability to solve a very simple problem: to better manage their conference rooms. It worked so well that T3 was able to build another room in their office without having to relocate because Robin gave them the data they needed to make that decision.



“As a company that is in the know with office technology and workplace solutions, we needed to practice what we preached and make sure that if we recommend something to our clients, that we find real value from it as well,” Mosher said. “With Robin, every update and feature becomes more and more a part of our brand. And it’s the go-to solution we tell all our clients about.”

Next up

Moving forward, T3 sees immense value in how data and activities in the office can shape current and future spaces for their clients according to Mosher.

“When our clients have a year or less on their lease, we look to Robin to see how their space is being used. It can mean the difference between building the wrong office and building one that is most efficient. Robin is more than a room booking app — it gives you a deeper understanding of how people work.”