



## POINT ALLIANCE

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# Cadillac Fairview

## WEB/BLACKBERRY BASED LEASING PORTFOLIO



### COMPANY INFORMATION:

- Cadillac Fairview is one of North America's largest investors, owners and managers of commercial real estate.
- \$10 billion portfolio
- Owns & manage over 100 high profile properties

### CHALLENGES:

- The binder was an award winner in the industry
- Intensive process – 90 days, 150 reviewers and more than 1,000 hours to prepare
- Information was out of date the day it was printed – by the end of the year, as much as 20% of information was no longer correct
- Separate confidential market research publication for very limited distribution
- Approximately \$500,000 per year in hard costs for less than 200 binders

### SURVEY RESULTS:

- 85% of CF customers rank it as the best real estate site in Canada
- 94% of the tenants think the site adds value to their business

### RETURN ON INVESTMENT:

- Year 1 costs – \$420,000 or 27% savings
- Payback in the first year
- Future savings of more than 85% per year
- Estimated time to update less than 50 hours per year

### AWARDS:

- 2004 MAXI Award – International Council of Shopping Centers – The International Marketing Competition
- 2004 Canadian Shopping Centre Award- Maple Leaf Award - Category 1: Marketing

### THE BUSINESS ISSUE

Cadillac Fairview wanted to replace a large paper-based leasing binder, with an online and BlackBerry solution.

The binder contained critical information about all their properties for leasing managers and agents, including square footage, floor maps, leasing manager, location and demographics.

### THE SOLUTION

An online, version of the leasing binder could be updated in real-time and accessed via the web or BlackBerry. This would provide their agents with access to updated property information at any given moment.

### THE OUTCOME

www.cfspace.com is the new Cadillac Fairview leasing binder – online. The website allows brokers, property managers, Cadillac Fairview employees and potential lessors to interact with property information on an efficient, as-needed basis. The site also functions as a portal for data collection and is available in both English and French.

This same data is available to Cadillac Fairview employees on the BlackBerry for access anytime, anywhere.

“ Point Alliance delivered one of the best integration solutions of any provider I have worked with in my 20 years in the real estate industry.

The project delivers quite an amazing array of information from multiple sources and pulls it all together into a very well defined and concise presentation. “

**SCOT ADAMS**

Senior Vice-President and CTO

CADILLAC FAIRVIEW CORPORATION LIMITED