

# Propelling Multifamily Vendors to New Heights with PROPTech IQ's Impact Analysis Report

## EXECUTIVE SUMMARY

This case study details the transformative journey of two industry leaders in smart property automation, ADT Multifamily and PointCentral. Both organizations leverage PropTech IQ's Impact Analysis Report (IAR) to significantly enhance their sales processes and market penetration in the multifamily sector. With lengthy sales cycles and insufficient data to convincingly articulate product value, they turned to PropTech IQ's advanced analytical tools.

Using market and implementation data as the foundation of analysis, PropTech IQ's IAR provided ADT Multifamily

and PointCentral with deep insights into the operational and financial impacts of their own unique value propositions, empowering their sales teams and channel partners with data-driven arguments that resonated well with potential clients. This strategic implementation optimized both organizations' sales funnels, and substantially reduced the time required to close deals, thus accelerating growth and increasing market competitiveness.

**PropTech IQ's targeted solutions significantly improved ADT Multifamily and PointCentral's client engagement and conversion.**



LOCATION	Boca Raton, Florida
INDUSTRY	Smart Property Automation
FOUNDED	1874
EMPLOYEES	14,300



LOCATION	McLean, Virginia
INDUSTRY	Smart Property Automation
FOUNDED	2012
EMPLOYEES	32

## INTRODUCTION

In an increasingly competitive landscape, two industry leaders in smart property automation, ADT Multifamily and PointCentral, sought to communicate their unique value propositions more effectively and penetrate deeper into the multifamily market. PropTech IQ equipped them with groundbreaking tools that directly impacted their sales cycles and helped them achieve these goals.

## CHALLENGES

Both organizations were grappling with prolonged sales cycles and a lack of precise data to demonstrate product efficacy, which hindered expansion and customer acquisition efforts.

## PROPTech SOLUTION

When leveraged during sales engagements, **PropTech IQ's Impact Analysis Report (IAR)** delivers actionable insights to client stakeholders and decisionmakers, showcasing the operational impact related to the resident lifecycle and financial projections to prospective clients, thus empowering the sales team.

## KEY FEATURES OF THE IMPACT ANALYSIS REPORT (IAR)

- + Breakeven Cash Flow Analysis
- + Projected Expenses and Revenue Impact
- + Internal Rate of Return (IRR) Graphs
- + Annual Net Operating Income (NOI)
- + Annual Return On Investment (ROI)%
- + Annual Operational Efficiency Impact

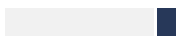
## RESULTS

The IAR had a profound impact on both organizations in sales effectiveness:



### QUICKER SALES CYCLE

Average deal cycle was **25% faster** (from 352 days to 262 days)



### INCREASE IN DEAL CLOSURE RATE

Annual deals closed **increased by 15%** per sales professional on average.



### CLIENT ENGAGEMENT

**Increased client interaction on average by 237%**, showcasing a higher client interaction and satisfaction rate.

## FUTURE PLANS

PointCentral plans to expand the use of PropTech IQ's IAR across its entire channel partner network of 20+ dealers (following an initial pilot of 5 dealers), making it a cornerstone of its sales strategy to amplify results across the board.

ADT Multifamily plans to expand the use of PropTech IQ's IAR across its entire multifamily sales team of 15+ professionals (following an initial pilot of 5 users), making it a requirement in any/all future client proposals.