



Technology changes everything: Virtual Doorman is a cost effective solution to landlord and owners

May 26, 2010 - Spotlights

At a time when building owners are eager to save money related to operating expenses on their properties, but not at the expense of cutting important services or amenities to their residents, it's not surprising that Virtual Doorman (www.virtualdoorman.com) has not only emerged as a cost effective and highly efficient solution for these owners and landlords, but that the business is flourishing, effectively taking the "man" out of doorman. By utilizing technology to significantly reduce the operating costs for a building by as much as 75% a month, the installation of Virtual Doorman has a major positive impact for both owners and residents.

According to one landlord who recently opted to install Virtual Doorman in a few of his buildings, the savings and overwhelmingly positive tenant feedback motivated his decision to bring Virtual Doorman into his entire 22-building portfolio.

Today, over 100 buildings in the New York metro area are serviced by Virtual Doorman and the company expects this number to more than triple in the next year alone alongside a national expansion to other major cities and metropolitan areas.

Virtual Doorman is quickly capturing the attention of not only developers and owners but residents as well. What's noteworthy is that the company is growing at a time when most businesses during this current economic downturn are contracting, especially those related to the real estate and construction industries. This technology changed the landscape of the real estate and construction industries when it was introduced in 2000 by Virtual Service, a New York City-based provider of interactive video security, video monitoring and alarm systems. With the launch of Virtual Doorman the company effectively created an entirely new industry - one which has the potential to become a multi-billion dollar industry.

Virtual Doorman provides the same services of a traditional doorman, at a fraction of the cost, an important consideration for owners and managers in this economy! The system uses advanced, proprietary technology to remotely secure the building, greet visitors and provide access, accept deliveries, facilitate maintenance and service calls, and much more, offering increased convenience, heightened security and peace of mind.

Virtual Doorman offers 24/7 round-the-clock service (no bathroom breaks!), a digital web portal that keeps permanent records of the coming and goings of all visitors, includes an web accessible interface for both owners/managers and tenants and is capable of opening doors, turning on and off HVAC and other in building/apartment systems.

Virtual Doorman has significantly evolved since the prototype was established more than ten years ago. It was the first remote doorman system to hit the market. Since then, Virtual Doorman has enjoyed tremendous success and continues to be the market leader. Now with generation three comes the system centerpiece: the Virtual Doorman Interactive Web Portal, with an Information

Management System that streamlines communication between residents, building managers and the more than 60 operators at the Command Center. The innovative software allows residents and managers to "self-manage" their preferences and instructions for the Virtual Doorman Operators online from anywhere in the world.

Virtual Doorman boasts an impressive 73% increase in revenues over the past year as well as tremendous growth in staff. At inception, the company employed just a few staff and it now employs more than 70, which includes well trained staff at its off-site Command Centers in Unity, Maine and Ocala, Fla. The company just announced alliances with many of the largest, most respected and reliable manufacturers of communication systems and now enables Virtual Doorman to be sold by authorized dealers throughout the U.S. and Canada.

Virtual Doorman is the technology option that makes sense for so many buildings at a time when cutting costs is imperative. Since Virtual Doorman is 90% more cost efficient than a traditional doorman, now virtually every building can afford a doorman 24/7. Virtual Doorman technology truly has changed everything.

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