



## **Q+A with Griffith and Goldenberg, co-founders of Manhattan-based SiteCompli**

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SiteCompli is a Manhattan-based technology company that has been making waves in the NYC Real Estate Market with its compliance monitoring, alerting and spend management service. Picking up marquee clients such as Jack Resnick & Sons, Langsam Property Services, The Parkoff Organization, PRC Management and CBRE, SiteCompli has had a dramatic impact in reducing its clients' spend on penalties resulting from critical compliance issues facing every owner and manager in the five boroughs. The NYREJ sat down with co-founders Jason Griffith & Ross Goldenberg to find out more about the company's unique service offering.

**NYREJ:** We've been hearing a lot about you. What is it exactly that SiteCompli does?

**SC:** Very simply, we've developed a unique technology that automatically and continuously aggregates and analyzes compliance data on violations, complaints, inspections and more from various New York City government agencies. The system does this in a fraction of the time that it takes for property managers to do the same task manually and ensures that key compliance issues don't slip through the cracks. This enables owners, property management firms and service companies to save time and money by avoiding unnecessary fines while enabling management staff to focus on solving problems rather than identifying them.

**NYREJ:** What types of compliance activity does SiteCompli monitor?

**SC:** Quite a bit. The system currently tracks DOB and DOB-Related ECB Violations, and required inspection filings and due dates on facades, elevators and boilers. It also monitors FDNY violations, HPD/DOB complaints, violations, emergency repairs and tenant litigation as well as DEP Boiler Registrations and Inspections.

**NYREJ:** How do clients receive the data you are monitoring?

**SC:** Two ways. First, clients can access their portfolio 24 hours a day through our Website, which brings all of this information always updated, into a single and simple easy-to-use interface. Second, whenever something important happens (e.g. a new 311 complaint) or is going to happen (e.g. an upcoming ECB hearing or equipment inspection deadline), the system sends out an email notification to everyone who needs to know about it (which may be the owner, manager, vendor, expeditor or consultant).

**NYREJ:** What are the main reasons that SiteCompli has gained such a following?

**SC:** First, we save clients a tremendous amount of money, whether it is alerting them to a complaint before it becomes a violation, eliminating missed inspections, or preventing default judgments at ECB hearings. Second, we give users all of the information and tools they need to resolve violations and inspections on their own or make sure their vendors are on top of the situation.

**NYREJ:** What is your typical type of client?

SC: Owners, managers, developers, and service companies all use SiteCompli. The service is used to monitor every type of building, large and small, high and low end, commercial and residential.

NYREJ: So have the recent changes to DOB elevator & boiler inspection regulations and fines been good for you or bad for you?

SC: The recent changes in DOB fines have had huge implications for owners, managers and service companies in New York City. While dramatically increasing fines associated with missed or late inspections isn't a "good thing" per se, it has increased the value of our service dramatically, as SiteCompli customers experience a dramatic reduction in missed inspection penalties.

NYREJ: Does an owner need to be technologically proficient to use SiteCompli?

SC: Absolutely not. SiteCompli is extremely hands on and service oriented. We take care of configuring the system to make sure each member in an organization gets alerted to what is relevant to them. On an ongoing basis, the website is incredibly easy to use but even if a client never visits the website, the alerts go right to their email inbox, giving them the information they need exactly when they need it - no specialized knowledge or website training needed.

NYREJ: So if an owner or manager wants to use SiteCompli, what do they need to do?

SC: We pride ourselves on being easy to do business with, and the sales process is simple. After, we meet with the prospective client to understand their needs, we give them a proposal including a one month cost-free and commitment-free pilot. When they decide to go forward, our team comes in for a "kickoff meeting" to get everyone familiarized with the system and make sure that the alerts are set to go to the right people. Also, we have no long term contracts. We're in the business of making customers happy and keeping them that way.

For more information about SiteCompli, please visit [SiteCompli.com](http://SiteCompli.com).

Jason Griffith and Ross Goldenberg are co-founders of SiteCompli, New York, N.Y.

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