



## ResiModel adds to growing roster of clients

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As it looks to achieve further market penetration in 2015, ResiModel, the only deal management, analytics and valuation platform specifically designed for multifamily transactions, signed a number of new high-profile clients during the closing months of 2014.

Occupying a unique position in the multifamily investment community, ResiModel has quickly attracted clients in numerous major metropolitan areas. During the fourth quarter of 2014, ResiModel welcomed a variety of new clients at leading brokerage firms and multifamily investment companies across the country.

New brokerage clients include the multifamily teams at Colliers offices in Atlanta and Raleigh; Moran offices in Seattle and Denver; Jones Lang LaSalle's offices across Texas; CBRE's Portland office; Newmark Grubb's Salt Lake City office; and the Ron Harris group of Marcus & Millichap's Los Angeles IPA office. ResiModel also signed brokerage firms Greysteel, Kiser Group and Kiser Institutional Group. New buy-side clients include Gables Residential and Merion Realty Partners.

"Last quarter, we increased our footprint in several key markets, and, in total, added more than a dozen clients," said ResiModel CEO Elliot Vermes, who previously worked on the buy and sell side of real estate investment at JP Morgan and Citigroup. "We were also very pleased to see an excellent renewal rate in Q4, demonstrating the value that ResiModel users see in the system."

By combining sophisticated data analytics tools with a superior underwriting model, ResiModel enables firms to evaluate a greater number of opportunities with their existing resources, and gain deeper insight into those properties. ResiModel also drastically reduces the amount of time each user spends on data entry, with functionality that enables brokers to instantly share property data with prospective buyers in a consistent, immediately usable electronic format. Because of the increased insight it provides and its easy-to-use sharing functionality, ResiModel has received great acclaim from leading brokers.

"ResiModel's deal sharing feature allows us to save our clients hours and hours of tedious input time so they can jump right into understanding the deal," said Sean Henry, Southeast managing partner at Moran & Co. "The ability to compare the operations of similar properties provides invaluable insight. I use ResiModel on every deal I look at."

Scott Lamontagne, managing director of Jones Lang LaSalle in Texas stated that "ResiModel gives us the ability to compare assets from an operational perspective, giving us a competitive advantage."

Steven Peden, a senior vice president at Colliers in Raleigh, called the platform a "great product that gives us a critical tool on the brokerage side of the business."

To some of its users, the rent roll analytics are ResiModel's most compelling feature.

"The product as a whole is fantastic, but the rent roll analytics capabilities are probably my favorite part," stated Edward Alexander, an associate financial analyst at Colliers Atlanta. "To complete that

sort of work on my own would be extremely tedious and time consuming, and ResiModel does it in seconds flat."

Since launching, ResiModel has quickly amassed a customer base comprised of deal teams at many of the industry's top brokerage firms, including CBRE, Jones Lang LaSalle, ARA, Colliers, Marcus & Millichap, Moran and Cushman & Wakefield, along with a number of premier multifamily investors such as Carmel Partners and Alliance Residential Company. To date, users have input more than 2,000 multifamily transactions into the platform.

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