



2024 Year in Review: Nick Romito, VTS

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CEO

VTS

What was your greatest professional accomplishment or most notable project, deal, or transaction in 2024?

In 2024, VTS focused on driving additional value for our customers with three software launches to help owners and operators consolidate their tech stacks and increase ROI. In March, we launched VTS 4, powered by the VTS Demand Model, helping landlords and their agents identify prospective tenants 3-4 months before touring assets. In April, VTS expanded into the multifamily sector with VTS Activate Multifamily, offering owners and operators a solution to integrate and elevate on-site experiences in multifamily properties. In May, we introduced VTS Activate Workplace, designed to create personal end-to-end experiences for companies to activate their teams and workplaces.

What emerging trends will drive investment and development in 2025?

Heading into 2025, there's a major shift of CRE owners and operators focusing on operational excellence; specifically, reducing costs, having their teams function more efficiently and with less friction, while providing a better experience for their end-users. As teams are looking to do more with less, they're leaning on trusted prop-tech partners to ensure their opex is at an all-time high, while also delivering solutions to empower their teams to be successful in the current environment. These software partners are acting as a "tech consultancy" for CRE companies and are proving to be true partners for owners and operators.

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