



Research and Database Solutions Consulting

Client:

Crossmark

Location:

5100 Legacy Drive
Plano, Texas

Size:

175,000 square feet

Overview:

Swearingen Realty Group provided market research and database solutions for a large portfolio of approximately 1,000,000 SF of corporate owned real estate throughout the US, Canada, and Mexico, updating Crossmark's real estate techniques, and simplifying in-house efforts for the company.

Approach:

- Implement tools to assist in-house real estate personnel with portfolio management
- Manage client's subleases and revenue generated from subleases
- Provide on-line access to critical dates and lease documents
- Track operating expenses and vendor contact information by location
- Assist in long term strategy planning for corporate campus expansion

Results:

- Transferred thousands of pages of printed lease documents into a lease administration program facilitating multiple dispositions
- Provided quick access to lease documents, building photos, location contacts, and complete real estate costs
- Automated 'critical dates' reminders to address important lease options
- Real estate department receives ongoing "Active Projects" and "Closed Projects" summary reports
- Assist in-house real estate department with communication flow between in-house departments required for each lease or sale transaction



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For more information,
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