



# Commercial Focus Realty Leverages CoStar Suite to Cut Research Time by 90 Percent

## Fast, Accurate Information Empowers Agents to Drive Relationships and Big Wins

"We're in the business of building relationships," explains Lorenzo DiGianfelice, Broker of Record and Owner of Commercial Focus Realty (CFR), a prominent Toronto-based boutique commercial brokerage firm offering specialized, in-house expertise in real estate sales and leasing; appraisals; consulting; land development; planning; and mortgage financing for key clients across the greater Toronto area, Ontario and the northern United States.

"Relationships are what cultivate our business and lead to more transactions, and more revenue."

Indeed, the ability to forge and maintain successful client and industry relationships has propelled the firm to a leading position in the booming greater Toronto market. Since 2008, CFR has conducted over a thousand deals, successfully worked with more than five thousand buyers, sellers, and tenants, and established itself as a trusted market presence.

The firm's team of seasoned brokers and investment specialists are dedicated to assisting clients in the purchase, lease, repositioning or sale of apartment buildings, office buildings, retail plazas, retirement homes, land and more, with clients ranging from small owner-occupiers to large institutional players.

CFR also places high value on easy-to-use technology and tools to help their broker team act quickly and confidently on behalf of the property sellers, buyers and tenants they serve.

### The Challenge

With an already strong deal/close ratio, the company sought to achieve an even more robust lead pipeline and even better results. That required the ability to provide clients the clearest insights on commercial real estate property value, business development

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opportunities and critical market valuation data – quickly and reliably. It all came down to research.

DiGianfelice explains that while CFR subscribed to a variety of commercial real estate research and information platforms, they still saw significant gaps between the services provided and the data they needed to succeed. CFR brokers found themselves spending an excessive amount of time conducting market research themselves to help confidently guide buyers, sellers and tenants in their business decisions.

"It's critical that our brokers can focus their efforts on business development and being out in the field, rather than being stuck behind a computer for hours, piecing together the research their clients need," he said. "Every hour you spend researching is an hour you're not in the field chasing an opportunity."

CFR sought a tool that would allow their brokers to focus less on searching for data and more on what they do best – building strong relationships, securing more business, and providing trusted expertise to clients to create and drive successful deals.

In addition, CFR was in search of good, verified leasing information, since leasing was an area of the business they were looking to expand. They needed building-by-building details on rent amounts, availabilities, and more.

### The Solution

In 2014, CFR began using CoStar Suite® to gain the real-time, accurate property, comparable, tenant and market information they required. Brokers began to see clear benefits associated with data quality and speed as a result.

"Before we began using CoStar Suite, one of the tools we were using was supplying us information that was a year old – it was out of date, not nearly competitive enough, and often we ended up having to do research across multiple platforms," said DiGianfelice. "When we started using the Costar Suite solution, we began getting critical information via one simple platform. Where research in general previously took half a day for each client and transaction on average, it now takes a couple minutes – and we know the information is accurate."

Among measurable benefits, brokers were able to quickly determine true ownership information for properties – including precise contact information – to help develop new business and generate leads.

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CoStar,” noted DiGianfelice. “We get thorough market research for very specific areas – we get it quickly, and we know it’s correct,” he said.

DiGianfelice also noted that his team was taken aback by the capabilities and comprehensiveness of the CoStar Suite software. “We were impressed by the building-by-building level data, and how quickly we could obtain very specific information,” he explained.

“Research is no longer cumbersome and daunting,” DiGianfelice continued. “With just a few clicks, our brokers can access all the information they need. This has been especially great for our agents who traditionally have shied away from technology because it proved too complex. The interface is easy to use and intuitive.”

He also noted that information on each property in the CoStar research database is verified by a dedicated researcher; any time CFR has a question about a specific property, the researcher assigned is quick to provide additional information and support. “No other competitor offers this kind of service,” DiGianfelice added.

## The Results

In addition to the measurable benefits mentioned previously – including the sheer volume of leads generated – CoStar Suite has allowed CFR to accelerate and amplify its focus on strong relationships based on intelligence, insight and trust.

“The depth of information and ease of use we’ve gained with CoStar Suite have allowed us to focus on what we do best,” said DiGianfelice. “We’ve been able to cut our research time by 90%, allowing us to continue building relationships with buyers, sellers and tenants. And the information we get from the CoStar database has been an integral part of our efforts to generate leads, build relationships and secure more business.”

He added that CoStar is CFR’s “go-to source” for sale and lease information and market reports. “The platform is so impressive that we’ve discontinued our service with a few of the competitors in the marketplace,” he said. This has saved the firm money on their yearly software spend.

“CoStar Suite gives a small boutique brokerage like ours the opportunity to be an industry leader,” continued DiGianfelice. “It’s given us a distinct competitive edge and heightened our visibility as a very knowledgeable player in the CRE industry.”

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