

# How Building Engines Drives a Tenant-First Mindset at Rubenstein Partners

**“You can’t go wrong by doing the right thing.”**

Rubenstein Partners, L.P. (together with its affiliates (“Rubenstein”)) is a vertically integrated investment advisor, which owns and operates over 100 office buildings, totaling more than 15 million square feet. Headquartered in Philadelphia with operations throughout the Eastern U.S., the company is focused on investing in office properties and improving their value through, amongst other things, enhancing the tenant experience.

**“At Rubenstein Partners our lifeblood is our tenants,”** said Salvatore Dragone, Sr. Vice President and Director of Property Management. **“Everything we do starts with a tenant-first mindset. As tenants’ needs and expectations of the buildings they work in heighten, we know that the mindset that we’ve operated with for years is critical.”**

## Story at a Glance

**Client:** Rubenstein Partners, L.P.

**Headquarters:** Philadelphia, PA

**Website:** [rubensteinpartners.com](http://rubensteinpartners.com)

**Challenge:** Improving value through exceptional service for tenants in the age of heightened tenant experience.

**Solution:** Building Engines’ software that focuses strongly on improving the tenant experience.

**Deployed Portfolio Size:**

53 buildings (7 million square feet)

**Results:** Gained greater visibility across the portfolio which led to an uptick in tenant satisfaction and work order and preventive maintenance task completion rate.

\*All data is as of November 31st, 2018



# The Challenge

Previously, Rubenstein used multiple solutions to manage building operations. While the existing processes managed simple work orders, none were comprehensive enough to support the consistently high-quality tenant experience at the core of Rubenstein's success.

Rubenstein knew it had to invest in a new solution that was built for tenants, not just property managers, and that enabled it to track, measure, and take action on factors that affected the tenant experience at a Rubenstein managed property.

“Property managers and owners often say that they provide the best tenant experience, but at Rubenstein, we wanted to prove it with data, and partner with a technology organization who understood our commitment to differentiating buildings through service,” said Salvatore Dragone.

To do this, Rubenstein sought a new technology platform that would:

- ▶ Support its tenant-first culture
- ▶ Seamlessly streamline tenant needs through web and mobile
- ▶ Be easy for tenants to use to submit work orders, see the status of requests, and get in touch with building management
- ▶ Support fast communication with tenants
- ▶ Set service expectations and prove the delivery of that service
- ▶ Keep the company on top of preventive maintenance and stop problems before they begin
- ▶ Know the state of tenant satisfaction at any given time





# The Solution

After evaluating different solutions, Rubenstein chose Building Engines to manage property operations and enhance its tenant's experience.

“Tenant experience and customer service is in our DNA,” explained Salvatore. “We were excited to partner with Building Engines because we knew Building Engines shared the same core values as us including tenant satisfaction through interaction, innovation and responsiveness. Almost immediately we knew the solution could be the perfect interface between our team and our tenants.”

Here's how Rubenstein did it:





# Technology Capabilities and Benefits



## ► CENTRALIZE ALL TENANT NEEDS WITH AN ONLINE PORTAL

“With Building Engines, we quickly created a one-stop shop for tenants,” said Salvatore. “Our property website and tenant-facing portal has been a prominent part of the positive experience our tenants have when working with the property management team. Deploying Building Engines was far more efficient than attempting to create a proprietary software solution.”

Now Rubenstein’s tenants have one easy-to-access portal to:

- See building information, what is happening at the property, and tenant handbooks
- Read announcements from the property management team, such as scheduled elevator maintenance or entrances closed due to construction
- Schedule services such as hot / cold calls, spills to be cleaned up, or lightbulb replacements
- Monitor the status of open requests
- Reserve resources such as conference rooms

**Results:** 82% tenant adoption rate, thanks to the ease of use of this one-stop shop.



## ► IMPROVE ACCOUNTABILITY OF PROPERTY MANAGEMENT PORTFOLIO-WIDE

It is important to Rubenstein that tenant requests and other tasks, such as preventive maintenance, are completed quickly and efficiently. To ensure this happens, Rubenstein uses Building Engines to set benchmarks and target response times which its team must meet. The platform then tracks performance against these targets and notifies management when they’re not met.

“Our culture begins with the idea that letting a work order just float is unacceptable. We don’t let grass grow here,” said Salvatore. “Building Engines adds an extra layer of accountability for our teams, as we strive to ensure no task is missed or overdue.”

**Results:** 98% work order completion rate in one year.

# Technology Capabilities and Benefits

## (Continued)



### ► COMMUNICATE MORE EFFECTIVELY WITH TENANTS

Before Building Engines, communication between building management and tenants was difficult to keep track of in one-off emails or phone calls.

“It’s extremely important that tenants are never left in the dark,” said Salvatore. “When they submit a work order, we let them know it’s being taken seriously, and will be completed ASAP. With Building Engines, there is open communication so that every tenant knows the status of their request.”

Rubenstein uses Building Engines to communicate with its tenants through multiple channels about:

- Tenant requests and their status
- Scheduled maintenance or tests, such as fire drills
- Notifications in the event of an emergency



### ► GAIN GREATER VISIBILITY ACROSS THE PORTFOLIO

With so many square feet of office property, it is impossible for Salvatore or anyone on his team to be in all buildings at one time. With Building Engines, Rubenstein can see all building activity across all participating properties aggregated into one dashboard. This [system/dashboard] tracks performance metrics and operational data in a simple way that enables the team to manage such a large portfolio.

This dashboard is used to:

- Monitor tenant satisfaction
- See which certificates of insurance (COI) are expiring soon to prevent gaps in liability coverage
- Evaluate past work order trends, allowing Rubenstein to do more preventive work to get ahead of future problems
- Instantly know the status of any work order
- Compare the performance of specific properties or employees against the overall performance of the portfolio

“The on-demand metrics and information in these dashboards is something that I previously couldn’t see every day,” said Salvatore. “Now I can quickly see the performance of our whole participating portfolio in a quick, easy-to-read snapshot. This helps me stay on top of the quality of service each property team is providing at each building. Building Engines is key to our ability to scale while still providing excellent service.”

**Result:** 90% preventive maintenance task completion rate.

# Technology Capabilities and Benefits

## (Continued)



### ► **MONITOR TENANT SATISFACTION AT-A-GLANCE**

With Building Engines, after a service request is completed, tenants have the ability to rate the work with a simple thumbs up or thumbs down. Tenants also have the chance to enter comments if they were displeased and the reason why. This is a simple way to keep a pulse on the happiness of Rubenstein's tenants.

Now, the company doesn't feel the anxiety of the unknown when it comes to tenant satisfaction. The company always knows how satisfied each tenant is, at any given time relative to the work performed.

"We don't feel the need to do the annual survey to measure our tenant satisfaction because we can monitor it when we want, in real-time, directly through Building Engines," explained Salvatore. "I'm constantly looking at tenant satisfaction ratings because if we aren't delivering great service, it means we aren't doing our jobs."

By monitoring tenant satisfaction Rubenstein can be proactive and:  
Monitor tenant satisfaction

- Quickly see which tenants are dissatisfied with property management service
- Identify trends (for example, if a certain staff member is receiving bad ratings)
- Spot red flags of tenants who aren't happy with service, in order to fix it before it impacts overall satisfaction

**Results:** 97% tenant satisfaction rating in one year.



### ► **ENSURE NO TASK GOES UNNOTICED WITH AUTOMATED ESCALATIONS AND NOTIFICATIONS**

In Building Engines, Rubenstein set up targets that the team must abide by. For example, they specified that a work order must be addressed in twenty-four hours. If a request isn't completed in the designated time, a notification will automatically be sent to management escalating the issue. This puts a check in place, ensuring that no work order remains open for too long without being addressed.

In addition to escalations about missed or overdue work orders, the management team is automatically notified about any negative comment from a tenant. Now the management team has immediate knowledge of an unhappy tenant without even looking at their dashboards.

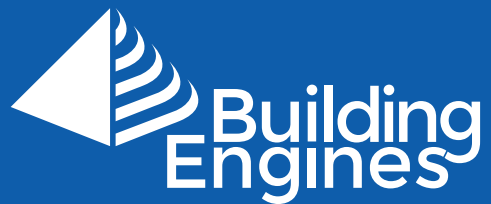




# A Great Tenant Experience Starts with Building Engines

With the tenant-first culture that Rubenstein prides itself on, it's critical that it has the technological underpinning to bring its values and goals to life through operations.

“Building Engines enables us to manage the tenant experience from the second the tenant walks through our doors,” said Salvatore. “Without a solution that supports our mission, we would never be able to provide the top-notch experience that we consistently deliver to our tenants. This platform is an integral part of our business and truly the backbone to our tenant satisfaction strategy.”



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