

CoStar Suite allows us to respond to clients quicker

Client

Andy Cunningham, Cushman & Wakefield

Number of Employees

43,000+

Challenge:

In a highly competitive, evolving commercial property market how can agents use their resources to best meet the demands of their clients?

Solution:

CoStar Suite provides instant access to the world's largest database of UK commercial property, including over 1 million high resolution photos available at the touch of a button.

Results:

With the speed and quality of CoStar Suite data, Cushman & Wakefield can rapidly – and confidently – respond to clients' requests.

THE STORY:

Cushman & Wakefield is among the largest commercial real estate services firms, with revenues of \$5 billion and a presence in more than 60 countries. Here Andy Cunningham, a partner specialising in leasing, talks of the ever increasing need for accurate data, and the role CoStar plays in supplying it.

“CoStar Suite helps us speed up our solutions”

“We advise a lot of the tech companies across Europe, people like Amazon, and they demand answers straight away. If we are not working hand in glove with CoStar, then we are not able to give these quick answers.

Over the last five years IT and technology have fast forwarded

what we all do, it's been a seismic change and CoStar seems to have recognised and addressed the gap in the market for good quality, real-time information.

The product itself, CoStar Suite, has changed a lot. It's more modern. The technology is better and it is more flexible. If someone asks us what office space is available in the centre of Glasgow right now, we can answer within minutes.”

“It's what helps us deliver for clients”

“I'm quite particular about building photography and I use the photos from CoStar a lot. We don't have time to run around and take shots of buildings so we use the photography from the site. It not only saves us time but means we can respond to client requests straight away.”

“It helps ensure we don't miss things”

“It's always been an agent's worry that they'll miss something. I use CoStar to help ensure I don't miss things. With lease events, for example, you can track when occupiers' leases are ending in advance. CoStar gives us a good sense check.”

“We use it daily and get value for money”

“I think the role of the property advisor is to give advice: C&W have extensive research capabilities so we start from our own in-house trends, which we compare and contrast with CoStar, and then go to the client with what we think is an honest view on their particular piece of work.

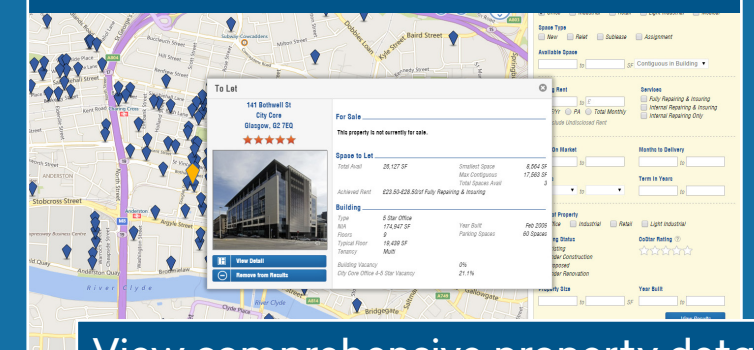
We also have to benchmark every decision we make because it is audited.

Research is very important and we have to use it, so we have to use CoStar to the best of our abilities and make sure we get value for money.

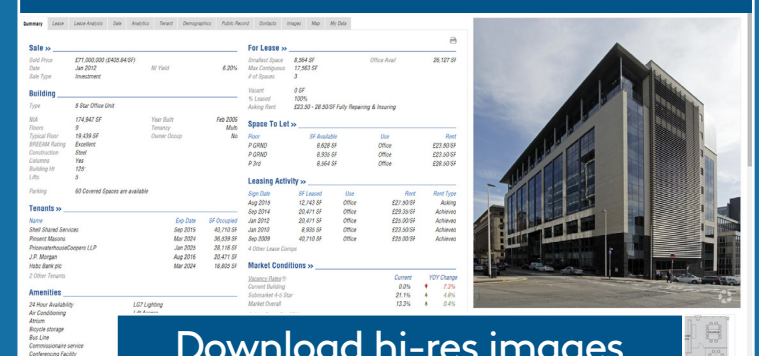
We use it, and we use it daily.”

“I'm quite particular about building photography and I use the photos from CoStar a lot”

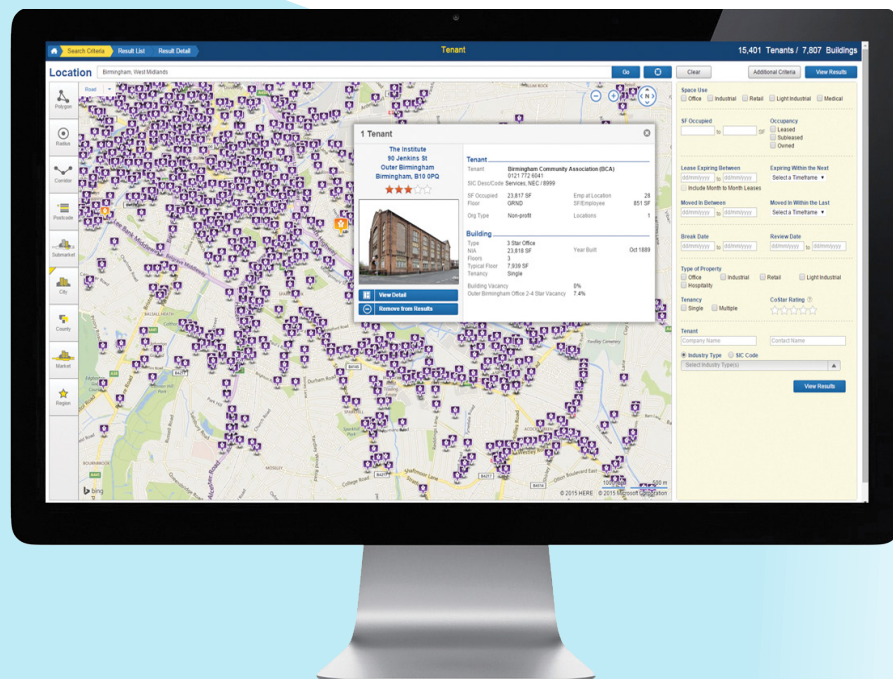
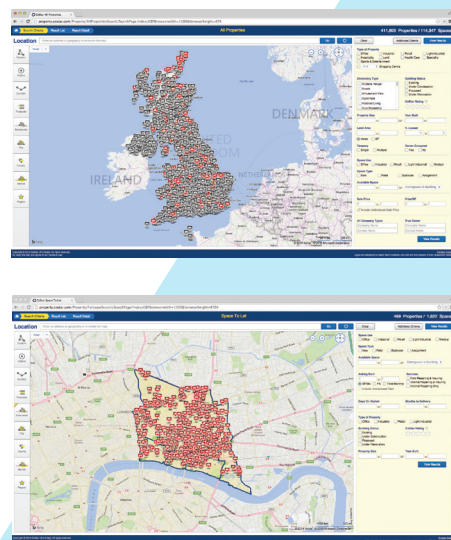
Quickly find relevant properties



View comprehensive property details



Download hi-res images from the gallery



CoStar Suite: We put you at the centre of right now

Your information needs may be complex, and you need to be at the centre of what's happening right now. Are you buying, selling or leasing a property? Representing tenants or analysing lease proposals? Valuing assets, underwriting loans or managing diverse portfolios?

With CoStar Suite, you'll have the answers you need. Our flagship product and our iPad app deliver expert, niche market knowledge verified by the industry's largest professional research team. See your property, market and industry like never before, right now.

The professional's verdict

Property professionals nationwide agree on the many benefits of CoStar Suite:

91%

say it enhances
their market
knowledge

82%

say it improves
their response
time to clients

84%

say it makes
them more
efficient

84%

say it makes
them look more
professional and
knowledgeable

On average,
a new client signs
up to CoStar
Suite every day.

Source: CoStar Suite 2014 Client Satisfaction Survey

How are other clients using CoStar Suite?

Read more case studies at
www.costar.co.uk/CaseStudies

CoStar SUITE
CoStar Suite case study: **Accounting & Financial Marketing**

CoStar gives us the whole market view to best advise our clients



Client: Joe Newton - BDO LLP
Revenue: £100m
60,000 + worldwide

Challenge	Solution	Results
We were a small team of 10 people, managing a large portfolio of clients. We needed a way to manage our client data more effectively.	CoStar Suite offers 200+ worldwide data points, including company details, financials, and more. This allowed us to manage our client data more effectively and provide better service to our clients.	Our clients are now more satisfied with our service. We have also been able to identify new business opportunities that we would not have been able to see before.

CoStar SUITE
CoStar Suite case study: **Industrial Agents**

As soon as I set up, CoStar Suite was a must have.



Client: Stephen St Clair - Resdyn Property
Revenue: £100m
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Challenge	Solution	Results
We were a small team of 10 people, managing a large portfolio of clients. We needed a way to manage our client data more effectively.	CoStar Suite provides a wide range of data points, including company details, financials, and more. This allowed us to manage our client data more effectively and provide better service to our clients.	Our clients are now more satisfied with our service. We have also been able to identify new business opportunities that we would not have been able to see before.

CoStar SUITE
CoStar Suite case study: **Sole Practice Agents**

CoStar saves me time as a sole trader



Client: Philippa Pedersen Real Estate
Revenue: £100m
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Challenge	Solution	Results
We were a sole trader, managing a large portfolio of clients. We needed a way to manage our client data more effectively.	CoStar Suite provides a wide range of data points, including company details, financials, and more. This allowed us to manage our client data more effectively and provide better service to our clients.	Our clients are now more satisfied with our service. We have also been able to identify new business opportunities that we would not have been able to see before.

Contact us for more information and a live demonstration

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