

Virtus Real Estate Capital supports data-rich real-estate monitoring and analysis with iLEVEL

Since 2003, Virtus Real Estate Capital ('Virtus') has defined the leading edge of alternative property investment and cycle-resilient real estate strategies. Learn more at virtusre.com

With a specialty in cycle-resilient real estate such as senior living, medical office, self-storage, education and workforce housing, Virtus' investment strategy requires intensive data analytics. Despite a sizable investment, the firm was "drowning in data," according to its VP, Portfolio Management. More than a dozen different operators submitted data in different formats, which took a team of ten analysts several days to review the information and prepare for quarterly reporting.

At the same time, Virtus was beginning to move upstream and attract larger clients. The firm knew the volume of data was going to increase substantially, but couldn't continue to increase the headcount proportionally. Further, standardization and synthesis of the data was becoming more and more difficult. Virtus needed to find a way to streamline the data collection and management process so that the team could spend less time managing data and more time managing its investments.

Virtus evaluated several solutions, but ultimately chose iLEVEL because it was the most user-friendly option, which enabled the firm to minimize the learning curve and ensure high adoption rates across multiple functions. iLEVEL also integrated with existing systems and offered more flexibility, enabling the firm to customize formulas and reports to reflect the unique requirements of their niche asset class.

Result

iLEVEL not only enabled Virtus to scale their data-intensive investment approach by dramatically reducing the effort required to manage and report on the data, the platform has become part of the firm's competitive advantage.

"We give our prospective clients a map of the data-flow we use to generate our holistic property data, and iLEVEL is integrated into that map," explained Ryan Hodges, VP, Portfolio Management. "The depth of analysis we conduct is part of our value proposition, and iLEVEL is a key tool in delivering that value. We track close to five hundred different metrics on a monthly basis for each of our properties. That's not something we could have supported before iLEVEL."

Key success metric

Reports that took Virtus seven days to produce before iLEVEL can now be generated in minutes.

"We operate in a very niche real estate market, and iLEVEL has truly revolutionized and streamlined our processes and procedures."

For more information ipreo.com/private-markets