

Advanced IT, research and marketing

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In the fast-moving and dynamic market sector of commercial real estate, you need a service provider with a solid foundation of knowledge and ability. We provide clients with effective results by using all the tools at our fingertips.

We provide timely information and thoughtful analysis for core business services. We engage directly with our clients and extend well past the traditional lines of service our clients have historically counted on us for. Working with a vast set of tools and resources, our research teams provide clients with the right answers at the right time.

Out in the field with the aid of mobile computing devices, our professional sales and consulting team can access that real-time market data provided by our research staff. Our team is able to pull up relevant market information that allows our clients to make informed and timely decisions, providing a unique and unparalleled delivery model.

We strategically employ a Geographic Information System (GIS) service with delivery capabilities for a vast array of user requests. Although it has been historically linked to retail service and, in particular, site selection, GIS analysis offers insightful business intelligence across other segments of commercial real estate activity, including office, industrial, investment and more.

GIS analysis provides drive time analysis based on current and projected move locations. It allows spatial analysis with complementary real estate site-specific information to give businesses insight into the effect of a move on employee travel times, employee public transit options, etc. We can also provide site selection, demographic analysis, trade area analysis and more. GIS services allow us to help customers get to business meaningful data.

DTZ Barnicke also provides a results-driven, in-house marketing team. Any marketing need from our clients will be supported by the best real estate marketing resources in the industry. We provide comprehensive promotion service for our clients, delivered by a national team of professionals who are skilled in web media work, collateral design and graphics, corporate copy writing, direct marketing, event management, broker promotion, and public affairs.

Our e-business team provides sophisticated client-facing solutions to address the unique needs of our commercial real estate users. DTZ Barnicke leads the industry with open technology and real-time knowledge utilizing advanced software applications, customized management reporting systems and an innovative web-based architecture. The e-business team works to create the environment where creative solutions can be exposed for the greatest benefit to the clients we serve.

The key lines of business that we support are all hearing the same thing from the groups they serve. They are hearing with overwhelming consistency that clients want us to:

- assist with far more than a conventional real estate transaction
- provide an understanding of the dynamics of their real estate assets
- provide insight into all options available when faced with critical real estate decisions
- leverage better any potential overlooked real estate value.

As real estate is one of the single largest capital and operating expenses of any organization, the ability to extract more and more 'business intelligence' from systems and data surrounding that asset or expense is more and more critical. When clients engage our sales and consulting teams they are also accessing a wonderful e-business resource that is able to help them leverage better their own data. The growth in this area of appropriate use and capture of critical business intelligence remains a high area of focus and attention for our e-business team.

With all these tools and resources at our fingertips, you can be rest assured that your business is in good hands with DTZ Barnicke.

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