



Success Summary

Property Management Sector



ISRAM Realty Group

Challenge:

As an aggressive commercial real estate company, ISRAM was looking for an effective way to partner with a reliable property management firm that shared their ethic of excellence but in an affordable fashion.

Solution:

ISRAM decided to investigate its options of finding a solution provider to meet its needs. It chose Geer's which provided all the pieces of the solution for one of their more difficult properties to maintain in Bradenton. Over time, more properties were added.

Benefits:

- ISRAM now enjoys reliable, region-wide coverage that takes advantage of a mature service infrastructure with enhanced capabilities if they are required.
- The properties now have real time access to local Geer's management personnel that have the ability to handle any need or issue immediately.
- A total outside property care solution package that can be easily adjusted at any location to provide complete, or customized coverage as necessary.

ISRAM REALTY GROUP PICKS GEER'S AS THEIR PARTNER

to deploy a solution to provide the very best property management service to multiple facilities statewide

The ISRAM Group of Companies was founded in Miami, Florida, in 1995. From its inception, ISRAM has been committed to attention to detail, personal customer service and intelligent investment. Amassing properties at a steady pace since its founding, ISRAM currently owns, leases and manages approximately 1.5 million square feet of primarily retail oriented neighborhood and community shopping centers in the Florida market, from Coral Gables through Jacksonville.

Geer's Diversified approached ISRAM about the possibility of maintaining a retail property under their management in Bradenton since the current vendor was obviously not keeping it up to standard. The local manager, Mike Hummel was open to the proposal and asked for quotes for nine other ISRAM properties as well. He was impressed when he received the proposal with the quotes for all nine locations in just three hours.

While the prices quoted were competitive, Mr. Hummel had never used Geer's before and was rightfully concerned about shifting all of his business to one vendor. In order to overcome this valid concern, Geer's implemented a no obligation trial of the proposed services at one of the proposed locations and not just any location, but one of the most difficult properties to service. After experiencing the benefit of Geer's excellent service first hand, ISRAM immediately contracted for full service at three locations with additional properties being added over time as contracts allowed.

EXCELLENT COMMUNICATION FROM GEER'S

Early in the business relationship, two situations arose that needed immediate attention. One was a billing issue due to the new contract rates and the other was a possible fine from a local municipality for the alleged violation of an after hours noise abatement ordinance. Mr. Hummel was able to immediately contact the management at Geer's directly to resolve both issues. Geer's advanced service technology proved that ISRAM was not in violation of the ordinance and a flat rate billing solution was implemented retroactively.

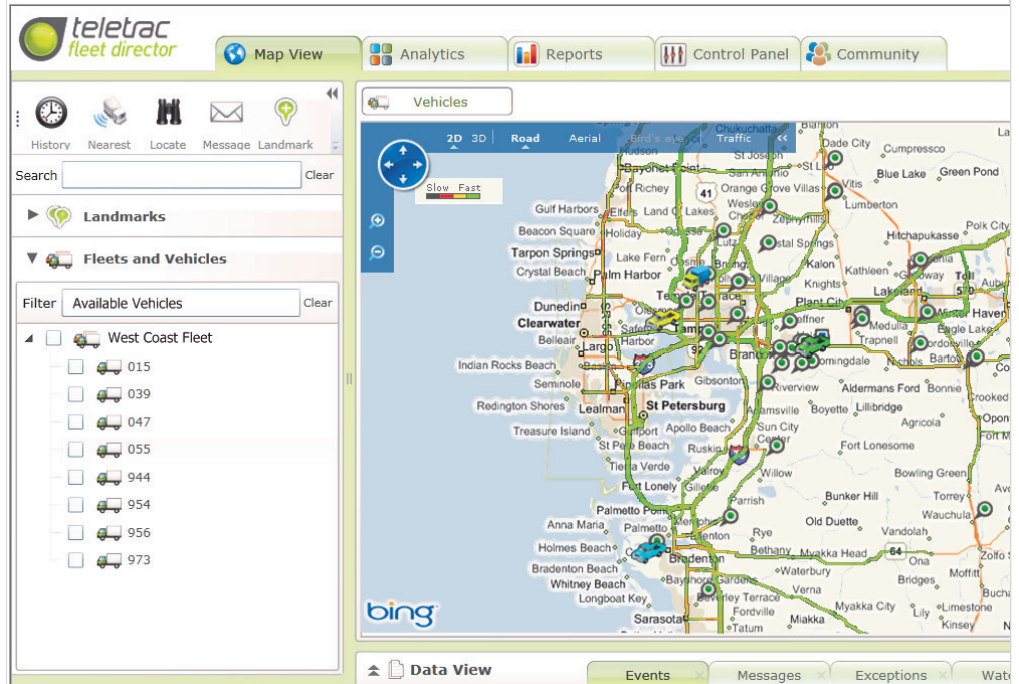


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ADVANCED SERVICE TECHNOLOGY

ISRAM was looking for a property care vendor that was responsive to their needs with deeds and not just words. And while they found that Geer's was just what they were looking for in that regard, they also discovered that Geer's was constantly striving for excellence and seeking to improve their customer service satisfaction levels. To this end, Geer's deployed an advanced technology platform to help improve their already excellent customer service while lowering the total cost of ownership of their solution packages. The platform provided immediate enhancements to ISRAM's service but without added cost.



Teletrac provides a Welcome Edge

The Teletrac Fleet Director platform provides Geer's with the ability to monitor the status of all their vehicles in real-time on one PC screen. It notifies the manager on duty of any unusual activity and out of schedule or route travel. Teletrac's GPS plus messaging and other integrated features help route drivers more efficiently, completing more service calls per day per vehicle while reducing fuel cost and improving customer satisfaction. Geer's customers may have access to reports that show site arrivals and departures that are automatically recorded and archived to ensure accurate service fulfillment.

These features also reduce fuel consumption as well as providing Geer's customers accurate arrival time estimates, status and even pinpointing the vehicle's location en route in real time. "And that is one of the many reasons that Geer's has the best communication skills in the industry", says Mike Hummel of ISRAM.