Expanding your business in the CRE market

Like any other vertical market, commercial real estate (CRE) has its own unique set of challenges and opportunities. If integrators want to make inroads in the market to capture more business, they need to understand what CRE customers are seeking and how they can help.

Access control is the name of the game in the CRE market. But not just any access control system.

“Property owners and managers want something that is not only reliable and consistent, but easy,” says Keri Taylor, Director of Sales—Commercial Real Estate for Allegion. “It has to be easy for them as well as tenants.”

Commercial owners and managers have long benefited from intelligent perimeter security solutions. But there’s been a gap in providing that same level of smart security and efficient access management on interior doors, especially in tenant office spaces. Owners have tenants of all varying sizes—and they have to cater to them all at once. As a result, they want access control systems that are simple and not intimidating or cumbersome to use.

Taylor compares this desired simplicity with an access control system to iTunes. “ITunes is so intuitive and easy to use that even my grandmother can download a song,” Taylor explains. “Owners and tenants are consumers, too. They use smartphones and other electronic products in their home and life every single day. They want the same thing for their businesses.”

While security drives the decision for an access control system—both owners and tenants want to know their space or facility is protected and secure—it is often the ease of use (or lack thereof) that is the deciding factor, along with the cost.

The Holy Grail

“Data is the Holy Grail in the CRE market,” Taylor says. “But it must be manageable and usable data—and that goes back to the type of system put in place.”

Owners and tenants want to be able to access information at any point about an event or occurrence—who entered where and when.

Near or far

Most importantly—particularly to owners—is the ability to control the system remotely. Property managers and owners generally have multiple buildings so they are not always onsite. They want a system that allows them to get into it at any point, from anywhere, securely.
How integrators can reach CRE professionals

1 Trade organizations

It all starts with relationships in the CRE world.

“CRE is very relationship-based,” explains Taylor. “It’s critical that integrators find ways to connect and network.”

She recommends starting with local chapters of the Building Owners and Managers Association (BOMA). In addition to owners and managers, Taylor says general contractors, tenants and other building influencers attend meetings.

“I consider BOMA a one-stop shop in the CRE market,” she says. She recommends other professional organizations as well, such as Commercial Real Estate Women (CREW) and CoreNet Global. Asking current clients and partners for referrals is another way to leverage the relationship-oriented market since people trust their friends and colleagues.

2 CRE subscription services

Additionally, using CRE subscription services, such as CoStar™ and LoopNet™, can help target cold calls so they are more strategic. Alerts about tenant moves provide two opportunities:

- Reaching out to an owner or general manager when a tenant is moving into a new space
- Following up with a building owner when they’ve had a large tenant leave—or several smaller tenants

When a tenant is vacating a space, it’s a good idea for integrators to reach out to the property owner and ask how they can assist in making a space more attractive to prospective clients. This often includes better security or easier credential management.

Schlage® NDE wireless locks: Opening up new business opportunities

With Schlage NDE wireless locks equipped with the ENGAGE™ cloud-based mobile and web application, you can offer your clients the benefits of electronic access control on interior spaces, giving them a complete solution—and additional revenue for you!

The Schlage NDE wireless lock is as ideal and cost-effective for offices with just one door as it is for those with large numbers of doors to secure. It can also be used on individual tenant spaces, whether they are part of a multi-story commercial building, retail center or standalone facility.

The Schlage NDE wireless lock is simplified with standard cylindrical door prep, a built-in door position sensor and quick-switch lever handing. There is no need to install additional components, drill holes or run wires to each opening. With no drilling, there’s less installation error and no disruption and downtime for your clients.

The Schlage NDE wireless locks with the ENGAGE mobile application offers a simple standalone solution with basic site access management. Plus it is compatible with most smart cards, proximity cards or aptiQmobile™ credentials.

With ENGAGE you have information at your fingertips. Want an audit trail? No problem. And if you need to change a credential immediately, you can update locks wirelessly using the ENGAGE site access management mobile application (available on iTunes and Google Play).

Customers will like this new option because

Learn more about how this solution can improve your interior security.
New CRE sub-markets

While everyone wants the big fish, the smaller tenants shouldn't be ignored. In fact, Taylor argues, it's a lot easier to sell and install 10 jobs with five doors than one 50-door job. Now, efficient access management for the interior of a building is no longer out of reach. With the Schlage NDE wireless lock with ENGAGE mobile application, businesses of all sizes can conveniently and cost-effectively manage access to their sites. Whether there is one interior door or more than 100 throughout the facility, this wireless lock will do everything your customer needs in a basic access management solution.

And with consumer-friendly CRE options like the Schlage NDE with ENGAGE, Taylor says there is finally a solution that will appeal more to smaller – medium sized tenants, as well as their property owners/managers.

“It's a whole new market for integrators to go after,” she says. “An access management solution designed to serve small – mid-sized clients didn’t exist before. Now integrators have an opportunity to provide a solution that can grow with its users.”

Non-traditional integrator solutions

While electromechanical or wireless elements may not be an integrator’s first choice, they are necessary at times in the CRE market, whether due to budget, aesthetic or retrofit constraints.

“Integrators shouldn’t avoid these solutions altogether,” Taylor says. “And even if they aren’t where an integrator would start, sometimes clients need to be taken along the spectrum. If the integrator is the ‘incumbent,’ they are better positioned for recommending other integrated solutions down the road.”

If you want an Allegion integrator sales rep to assist your client, contact us today online or by calling 888-758-9823.