

Real estate technology trends

KPMG surveyed more than 60 real estate funds, property owners and operators, public REITs, and developers to gauge their use of financial-accounting software and other technology.

The following infographic showcases some of the highlights from the survey.

Property accounting general ledger systems

No other competitor came close to being cited as often as Yardi and MRI.



Regardless of the type of organization, respondents said they based their choice for general ledger systems on user friendliness, reporting capability, and cost effectiveness. Similar results were found for fund accounting general ledger systems.

Cloud

The majority of organizations leverage the cloud for hosting property accounting general ledger systems.



Microsoft Excel is still used broadly either alone or in conjunction with another system to calculate investor and equity allocations and for asset valuation models.

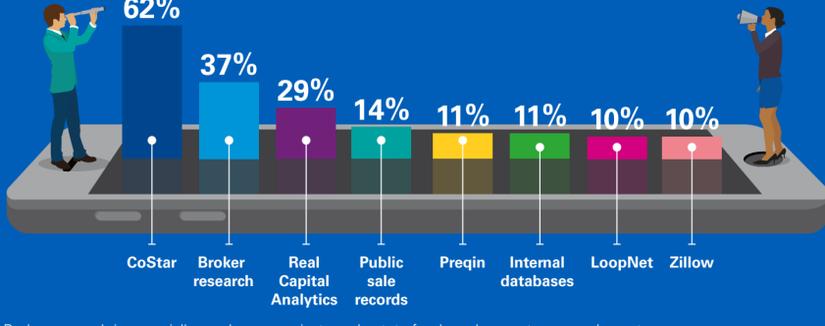
Investor/equity allocations*



System for asset valuation models*



Market research and valuation tools*



Broker research is especially used among private real estate funds and property owners/operators.

Co-star is the most widely used across all real estate organizations. It is common for organizations to use multiple research and valuation tools.

Tax reporting*

More than half of the survey respondents said that their tax services are outsourced.

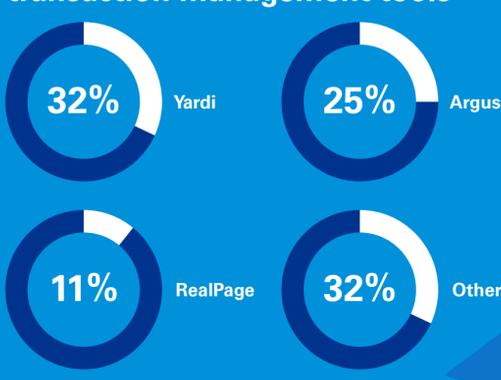


Tax services are outsourced

16%

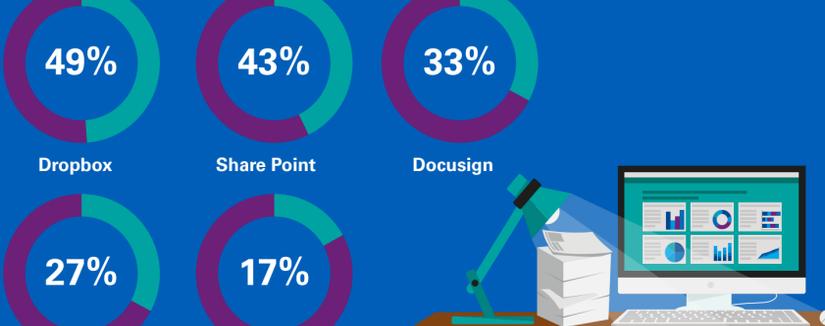
Use an accounting firm's proprietary software like KPMG's Asset Management Platform

Asset management and transaction management tools



Collaboration and document management*

Real estate organizations are not using just one tool, but leveraging multiple tools and systems to collaborate. There are a number of tools that have wide acceptance.



Customer relationship management, deal flow and contract management tools

Twenty-two percent of respondents do not use a CRM deal flow system

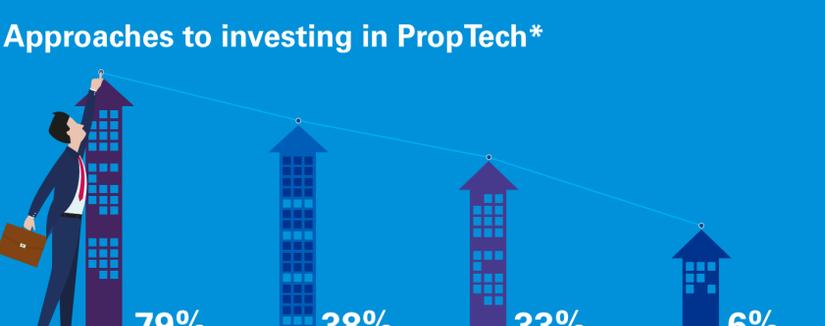


Leasing software

Of the 39 respondents that indicated they use leasing software, Yardi and VTS are the two tools that stand out, followed by a mix of CoStar, MRI and other.



Approaches to investing in PropTech*



When asked about importance of PropTech, many organizations noted improved decision-making is most valued, followed by the ability to lower operating costs, and improve customer engagement.

**Small companies (less than \$500 million in assets) are twice as likely as larger companies to use internal development.

Data and analytics

Usage of data & analytics techniques



Availability of a data lake for data and analytics



Robotics and artificial intelligence are not on the horizon for most respondents.

Where will real estate companies invest in technology over the next 18 months?*



FTEs in IT department

Most respondents have 5 to 20 full time technology employees or outsource to a 3rd party.



Demographics

Type of Organization (Employer of the respondent)



Organization's gross real estate assets under management



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