# NORTHSPYRE
## GMH Modernizes Project Delivery with Northspyre

### About GMH
- HQ: **Philadelphia, PA**
- **Multifamily** and **Student Housing** Developer
- **$8B+** in Transactions
- **245** Multifamily Properties
- **10,895** Multifamily Units
- **90,941** Student Housing Beds

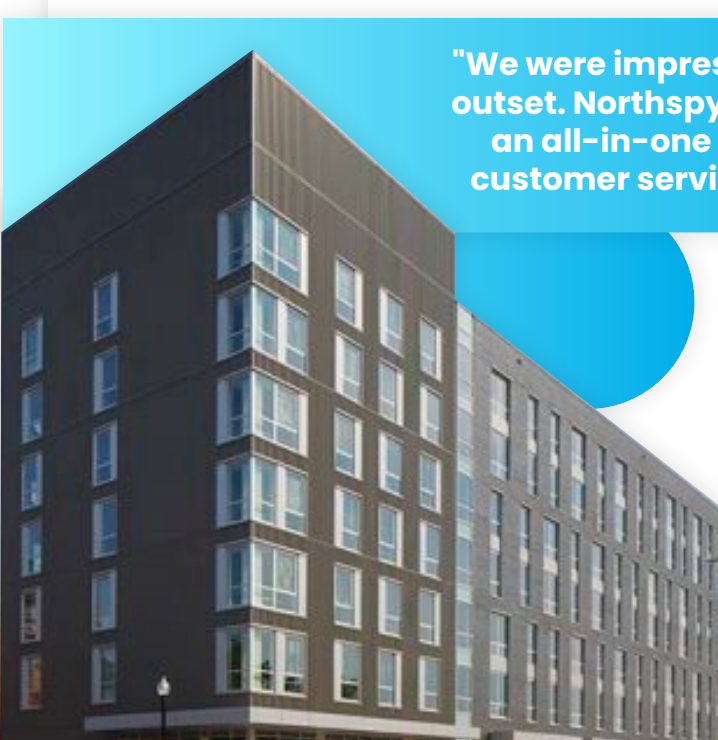## Lacking Data Integrity Necessary for Strategic Decisions

Prior to discovering Northspyre, GMH operated like most traditional real estate companies: they used spreadsheets for critical project operations and to guide decision-making. These critical tasks included project budgeting, tracking change orders, managing contingency funds, and reporting project status.

A key pitfall was that the manual data entry required to keep spreadsheets up-to-date led to problems like keystroke typos and formula errors that would affect the integrity of the entire spreadsheet. Ultimately, this meant that the team was focused on reconciling data discrepancies instead of staying ahead of project delays. Moreover, time spent reconciling data, updating spreadsheets, and compiling reports ate up much of their time and led to hasty decisions that weren't beneficial to the bottom line.

As errors persisted and projects suffered, GMH sought out a solution to help be more forward-thinking.

Being able to organize costs, contracts, proposals, and invoices from the start of the development until completion would ensure their project leaders and financial partners were being served up project actuals as needed to help them stay ahead and get to more predictable project outcomes.

This need led GMH to Northspyre.

> "We were impressed by the capabilities of Northspyre at the outset. Northspyre seemed to be the market leader, offering an all-in-one solution, and hasn't let us down yet. Their customer service has been very responsive to our needs."

## AI and Automation Reveal Predictable Project Outcomes

Once GMH brought on Northspyre, the workflow improvements were vast.

Having real-time insight into cost-reduction opportunities and exposures made managing project budgets and tracking change orders and reallocations a breeze.

The Project Roadmap was especially helpful. This Northspyre feature empowered their team to sync on project progression and collaborate on areas that needed attention.

Draw request automation added consistency and collective understanding to reporting. Being able to easily share the report through the platform ensured all parties were operating off the same, most updated data. This proved critical for reviewing costs with their partners/investors and keeping stakeholders informed. With less time spent compiling reports, project leadership and managers could now focus on the strategic decisions that lead to higher project returns.

GMH found that maintaining a searchable, centralized document database and being able to quickly pull up a contract or invoice for review removes the headache of physical record keeping. In turn, all of the information needed to track the success of their project is just a click away.

**"The ROI is worth every penny. If you're not using Northspyre, chances are your losing time/money and missing out on identifying areas where you could save additional funds."**

And as the pandemic lingered, GMH found that Northspyre and Zoom was a winning formula for their remote team. Working from different cities across the country, their team was able to screen share and review an entire project from home offices and remote work areas.
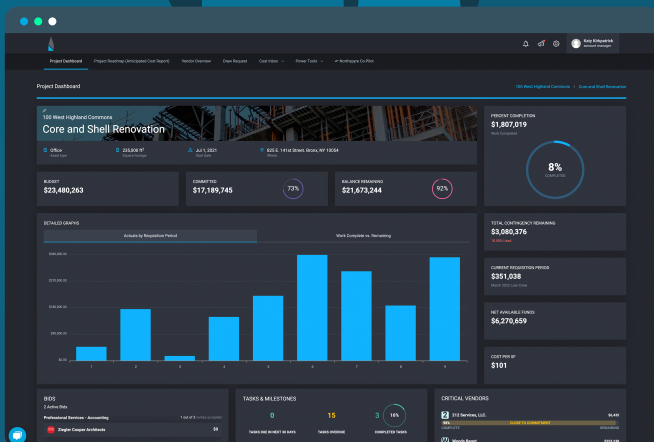
With Northspyre, GMH can identify areas where they can cut costs while saving their project team time, allowing them to focus on bringing in projects on time and under budget with the most strategic, efficient workflow possible.

# About Northspyre

Northspyre is a cloud-based intelligence platform that harnesses the power of automation, data analytics, and artificial intelligence to help teams achieve easier, more predictable outcomes on their projects.



This is accomplished by best-in-class automation, AI, and analytics technologies that all work together to give you a real-time, centralized system to aid project decisions and reduce time spent on low-level tasks like data entry.

Built by a former Real Estate Developer who was tired of choosing between manually keeping his own spreadsheet on active projects or relying on accountants to feed him project actuals, Northspyre is the best-in-class intelligence and automation tool to keep your projects on track and under budget.

**Book a Demo**