



FreeConferenceCall.com



Snapshot

Customer:

CRESA Partners LLC

Industry:

Commercial Real Estate

Challenge:

CRESAs audio conferencing was costing the company nearly \$6,000/week based on usage.

Benefits:

FreeConferenceCall.com has met and exceeded CRESAs high standards based on the caliber of its clientele where communications problems are not an option. Once rolled out across its organization, CRESA Partners could potentially save \$6,000 per week or nearly \$300,000 annually.

CRESA Partners, LLC

Commercial Real Estate Advisory Firm with Marquee Clientele Including Major Hollywood Studios Realizes Significant Cost Savings with FreeConferenceCall.com

"FreeConferenceCall.com is a no brainer. As long as it meets the primary hurdle of reliability, why wouldn't we use a service that saves us this much money?"

David Toomey
Partner
CRESA Partners Los Angeles

The Challenge

CRESA Partners LLC (www.cresapartners.com) is an international corporate real estate advisory firm that exclusively represents tenants/space users and specializes in the delivery of fully integrated real estate services. The company was originally formed in 1993 when leading regional tenant-representation firms—averaging 20-year histories in their respective markets—joined forces to strengthen their capabilities and provide greater service scope for present and future clients. CRESA Partners is part of the fifth-largest commercial real estate group in the world.

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SimpleFlatRate™

SimpleVoiceBox™

SimpleVoiceCenter™

SimpleEvent™

SimpleBlast™



CRESA Partners, LLC

Having grown significantly since its inception, the firm is co-headquartered in New York City and Boston and provides service in 35 countries and more than 125 cities. With 47 North American offices, nearly 600 employees, and a complete line of fully integrated corporate real estate services, CRESA Partners is one of the largest pure tenant representation & corporate services firms in the United States. Regionally, it maintains the largest tenant-rep presence both in the state of California and throughout New England. Its Los Angeles office boasts an impressive client list including Vivendi Universal, InterActiveCorp, Univision Communications, Ticketmaster, Universal Music Group, HBO, DreamWorks SKG and Technicolor.

According to David Toomey, Principal, CRESA Partners Los Angeles, technology plays a critical role with enhancing the productivity and quality of service to its clients. "We are hired to handle the commercial real estate needs of a demanding clientele that relies upon us to help them expand, contract and relocate facilities. Our solutions involve a systematic process and multi-disciplined team of professionals in an environment where communication and collaboration are the keys to success," he said.

These cross-functional communications teams include an in-house group of professionals within CRESA Partners together with outside consultants and project team members within the client's organization. For the bulk of the communications, email, phone or in person meetings suffice. However, when all interested parties need to reach a consensus on a project, Toomey often relies on audio conferencing to make decisions. "Our teams may have members located within other parts of the U.S. or around the world depending on the location of the project. This further amplifies the importance of audio conferencing across different time zones for domestic and overseas projects," added Toomey.

Toomey used a paid conferencing service that worked fine but the costs for using this provider based on CRESA Partners volume of calls was impacting its bottom line.

"We were spending \$60 per hour for an average four person call. With 500 other CRESA professionals across our enterprise using the conferencing service, the costs can add up," he said.



CRESA Partners, LLC

The Solution

In his search for more cost-effective conferencing options, Toomey was directed to FreeConferenceCall.com by one of his outside consultants. As an astute professional and skeptic of anything labeled FREE, Toomey researched the company to fully understand its revenue model to ensure no hidden catches, especially if his large clients were involved. After completing that process, Toomey tested FreeConferenceCall.com and was pleased to gain not only cost efficiencies but a reliable and clear conferencing connection. "When dealing with top level executives who view real estate as one of their largest fixed costs, it is imperative that these clients experience a negotiation built on a reliable conferencing bridge. In our internal testing, the system was flawless."

The Results

In the three months that Toomey has used FreeConferenceCall.com, the service has met and exceeded his high standards based on the caliber of its clientele where communications problems are not an option. "With 500 professionals within our organization hosting conference calls on a weekly basis, we can potentially save \$6,000 per week or nearly \$300,000 annually," he said. Toomey notes that presently 25 professionals at CRESA Partners Los Angeles are using FreeConferenceCall.com with plans to rollout the service to its other offices.

"Overcoming the primary hurdle of conference call reliability will make FreeConferenceCall.com a shoo-in with our other offices while simultaneously enhancing our productivity and saving us significant dollars that were wasted on our previous solution."

The Future

Toomey plans on using other FreeConferenceCall.com services for other projects, especially its collaborative solutions in conducting online events, such as large sales presentations and marketing forums over the Web. "In some instances, we need to collaborate on documentation and review it simultaneously. These online event solutions will be a necessity for us going forward," he concluded.