



# TRADEMARK PARTNERS WITH ANTERRA TO MAXIMIZE RETURNS AND EXPAND CAPACITY



## SUCCESS STORY

“Anterra’s solutions have given Trademark a competitive advantage.”  
Rick Knight, CFO

Trademark partners with commercial real estate owners, investors and retailers to unlock the full potential of their investments. As entrepreneurial operators, investors and developers of regional malls, outdoor retail and mixed-use properties, Trademark distinguishes itself through 20 years of success as a value add operator and trusted institutional advisor.

Since 1992, Trademark has invested in or developed over 10 million square feet of retail properties worth over \$1.2 billion and currently operates more than 6 million square feet.

As asset and leasing managers Trademark is constantly focused on making the most of its existing investments, while expanding the company’s capacity to develop and manage more assets. Trademark’s longstanding relationship with Anterra Technology has helped the company make great strides towards these goals.

“Anterra helped us fully leverage the key data from our Timberline financial and property management accounting system, which ultimately helped us extend the life of the solution” said Doug Harmonson, Trademark’s Director of Research and Technology. “Anterra’s powerful reporting and business intelligence has significantly expanded the capacity of our staff and is transforming our organization by giving us complete operational visibility.”

## THE CHALLENGE

Trademark wanted to create a single source of trusted data that would replace multiple silos of financial, property, tenant and lease information, and reduce the time involved with creating consolidated financial statements and management reports. Trademark also wanted to reduce the amount of time spent aggregating and formatting data for sales, rent roll and occupancy reports into the company’s professional standards.

Trademark had already initiated the search for a new accounting system, but found alternative solutions lacking in reporting capabilities and concluded that the conversion to a new system would be costly. Additionally, Trademark wanted to empower their team with accurate and timely information to help make each staff member successful in their role.

## THE CUSTOMER

Trademark is a full service real estate firm providing property management, investment and development services for US based regional malls, outdoor retail and mixed-use properties.





“ANTERRA HAS ELIMINATED SPREADSHEETS IN OUR FINANCIAL REPORTING.”



Anterra's Website and Blog:  
[www.anterratech.com](http://www.anterratech.com)  
[www.anterratech.com/blog](http://www.anterratech.com/blog)

Trademark's website:  
[www.trademarkproperty.com](http://www.trademarkproperty.com)

## THE SOLUTION

Anterra began its relationship with Trademark by implementing anterraDataCenter™ which consolidates data from Trademark's multiple Sage Timberline Office data folders into a single Microsoft SQL™ data warehouse.

Trademark then implemented anterraBI™ to provide drill through financial and property reporting with real time metrics on a property and portfolio level. anterraBI™ produces best-in-class reports for consolidated financial and real estate reporting.

Anterra's cloud-based solution is cost effective and easily deployed. It provides the best technology stack for reporting available today without the expense of purchasing additional hardware, server software licenses or IT administration.

## THE RESULTS

Business benefits realized by Trademark as a result of implementing Anterra's solutions include:

- Reduction in time to produce key financial and real estate management reports from weeks to seconds
- Hundreds of thousands of dollars of savings and approximately two years of potential business disruption associated with the considered change in accounting systems
- Elimination of spreadsheets in month end reporting
- Ability to increase property portfolio by over 50% without increasing accounting staff
- Thorough, fast and impressive reporting for meetings with investors and partners
- Mobile access to mission-critical information via web browser or iPad
- Industry expertise from Anterra's seasoned team of real estate and construction experts

“Anterra has eliminated spreadsheets in our financial reporting and caused the productive capacity and overall satisfaction of our staff to increase dramatically,” said Doug Harmonson. “This progress aligns well with our mission to make our team more accurate, efficient, accountable, informed and green. We are looking at expanding our relationship with Anterra to realize the same impact in other parts of our organization.”

With a large distributed workforce Trademark's staff can access key reports and information on any browser.

“Anterra has a great user interface, it is really easy to use,” added Harmonson. “We trained ourselves which led to greater adoption. Our staff was immediately more productive and informed.”

## CONTACT ANTERRA

For further information contact Sharon Dodds, Anterra's Client Liaison at 832.342.1579

