

ORIGIN INVESTMENTS

Multi-family and Office

origininvestments.com

CUSTOMER BACKGROUND

Origin Investments is a private equity real estate firm that acquires, operates, and provides debt financing for office and multi-family properties in eight strategic markets. Based in Chicago, Origin is known for its unique combination of

crowdfunding and a more typical institutional-based approach. The firm's first two funds averaged a 24% net return, and their recent \$151 million Fund III is comprised of over 450 accredited investors.

THE CHALLENGE

Origin Investments, a Chicago-based private equity real estate firm, boasts an elite team of analysts, underwriters, investment managers, and institutional investors. While their wealth of expertise plays a vital role in Origin's success, the acquisitions team realized that in order to further empower their business growth, they needed to be able to scale their operations.

Without a centralized database, members were spending too much time searching for data rather than focusing on underwriting and analyzing deals. In addition, building reports and analyses for senior leadership was highly challenging because "to find anything about our historic deals, you'd have to go back, dig through emails and shared drive," said Annamarie Bjorklund, an associate at Origin.

The lack of a centralized, real-time deal pipeline diminished the team's ability to align resources when and where needed, and impacted the team's ability to report effectively across departments such as Marketing, Investor Relations, and IT. Given Origin's highly collaborative nature, the team recognized the significant need to incorporate technology to help them manage both pipeline and historical data.

THE SOLUTION

In late 2017, Origin began their search for a software solution that would serve as not only a pipeline management system, but also a deal database that would empower the team to run accurate analyses and make well-informed investment decisions. Bjorklund, the associate tasked with the responsibility to research potential comparable solutions, quickly identified Dealpath as the software to move forward with after seeing "how configurable the system was and how easily we could update from our [Origin's] end."

With a flexible platform purpose built for real estate investment, Dealpath's capability to serve as the single source of truth for deals, combined with its reporting features and workflow management, matched Origin's need for organization and efficiency. Origin selected Dealpath as their real estate deal management platform in order to create a holistic deal database, run comprehensive reports and analyses, and grow their business with scalable processes.



"Dealpath generates all of our pipeline reporting, it assists with due diligence, and it serves as a critically important repository for our deal data."

DAVE WELK,
MANAGING DIRECTOR OF
ACQUISITIONS

THE OUTCOME

Since implementation, which includes preloading all of their historical data, the Origin team has had their entire deal database at their fingertips, with access to powerful deal analytics to optimize Origin's investments and give them a distinct competitive advantage.

Having structured data and streamlined processes has also enabled Origin to quickly expand their team and onboard new members.

"With Dealpath, we don't have duplicative work anymore, and we're now able to get new employees up-and-running in a matter of minutes, not months."

- ANNAMARIE BJORKLUND, ASSOCIATE

Even when faced with the periodic large influxes of deals that used to be so daunting and overwhelming, with Dealpath as part of their business, Origin is now able to stay one step ahead of the game and manage deals with precision.

"Dealpath has transformed our ability to cultivate, capture, organize, and analyze transactional data across all of our markets. Dealpath has become integral to our business."

- DAVE WELK,
MANAGING DIRECTOR OF
ACQUISITIONS

CHALLENGE

- Assembling data and building reports were time-consuming and unpredictable
- No searchable record of dead or passed deals they had looked at previously
- Analysts were bogged down in repetitive, administrative work
- Executives struggled to leverage institutional data for meaningful and actionable insights

SOLUTION

- Searchable, single source of truth for every asset including all closed, active, and dead deals
- Configurable deal database with historical data readily available
- Intuitive pipeline tracking for internal and cross-functional transparency
- Powerful reporting capabilities for teams and executive leadership

OUTCOME

- Accurate data is now at everybody's fingertips and recurring reporting has been automated
- Teams are organized and efficient despite the increasing deal volume
- New employees become productive at an exponentially faster rate
- Investment decisions are driven with full visibility of data processed across the firm