

# HOW LINK INDUSTRIAL ACCELERATED THEIR GROWTH WITH DEALPATH

*Link Industrial was established by Blackstone in 2019 as a best-in-class logistics real estate operating platform after the acquisition of Gramercy Property Trust. With more than 400 million square feet of institutional quality logistics properties throughout the United States, Link has the scale, geographic footprint and real estate expertise to serve customers big or small.*

## THE CHALLENGE

Before their acquisition by Blackstone, Link Industrial was known as Gramercy Property Trust. Initially, the firm underwrote roughly 100 deals a year. Even at that size, they quickly realized the need for a single repository to house all their real-time and historical data for the entire team to access easily. Excel spreadsheets and scattered data sources slowed them down. And after their acquisition by Blackstone, it became even more important to centralize and consolidate all of their data and information into one tech platform, one that also allowed for detailed reporting.

## THE RESULTS

With Dealpath, Link was able to centralize their data, improve their transaction flow, and create a database of real-time and historical deal data. As the team grew, and after their acquisition by Blackstone, Dealpath quickly became the go-to tool for their Acquisition and Disposition teams. Link also worked with Dealpath's Customer Service team to customize their workflows and reporting, including an integration with their property database, Yardi. Now, with a few clicks in Dealpath, Link can see an overview of every one of their deals—who bid on it, who the broker was, and the full deal timeline. Dealpath continues to gain traction and adoption internally with the number of employees on the platform growing by 4x, from approximately 100 employees to over 400.

*Dealpath has been vital to our growth over the past two years, enabling us to have deal information at our fingertips and to generate metrics and reports at the push of a button. It's so easy to use.*

**Sonya Huffman,**  
COO, Link Industrial

