

ARGUS ENTERPRISE BRINGS GLOBAL BEST PRACTICES TO JIAMING INVESTMENT GROUP

Software helps firm lead the way to standardization in Chinese real estate market

CUSTOMER PROFILE



BUSINESS LOCATION:

Beijing, China

REGIONS OF OPERATION:

Beijing and Tianjin

CUSTOMER WEBSITE:

jiaminginvestment.com

ARGUS SOLUTION USED:

ARGUS Enterprise

CUSTOMER PROFILE:

Founded in 1993, Jiaming Investment Group is a leading real estate firm that invests in, develops and manages office and retail commercial properties throughout Beijing and Tianjin. With over 40 employees, the firm has managed a number of well-known commercial projects totaling over 4 million square meters. Their strategic outlook on the commercial real estate industry, and more than two decades of experience in these regions, has made Jiaming a leader amongst local competitors.

BUSINESS CHALLENGE

As the Chinese real estate market matured, and began shifting its focus from building assets to managing assets, there were no industry standards or known procedures on how to best manage investments. With no structured valuation process, many asset managers could not ensure they were maximizing returns on their properties.

For years, Jiaming used manual spreadsheets to manage fundamental areas of the business such as budgeting, asset valuations, and forecasting. This system, however, didn't allow the firm to truly report on, monitor, and review their real estate portfolio so they could make informed and calculated business decisions. This inefficient and error-prone method, combined with the lack of asset management framework in their market, led the firm to realize they would need a standardized solution if they were going to move their business forward.

THE SOLUTION

Recognizing the lack of procedures in place, the firm saw an opportunity to become a leader in the market by adopting ARGUS Enterprise and its globally recognized best practices. There was no debate that this was the right software to take Jiaming to the next level. ARGUS Enterprise is internationally known as the best platform in the industry for managing real estate portfolios in one integrated solution - exactly what Jiaming needed.

Soon after implementing the software, the firm was accurately forecasting and running various scenarios with accuracy and confidence. ARGUS Enterprise provided Jiaming with a central repository of information for deep analysis that could then be developed into detailed reporting.

BUSINESS VALUE ACHIEVED

After introducing ARGUS Enterprise with the help of an experienced asset manager from Canada, Jiaming was able to expand its offering, successfully moving from being a real estate developer to being a developer and holistic asset management firm. Using such a highly-regarded industry solution built confidence among international investors, who may have had concerns knowing of the lack of standardization in the Chinese real estate market.

Not only has the implementation of ARGUS Enterprise allowed the Jiaming to manage its own portfolio, but leading financial institutions, international financiers, and other investors have all turned to Jiaming for insights gained from the software. By adopting international standards, Jiaming is now recognized as being the only true asset management firm in China.

There was no debate that this was the right software to take Jiaming to the next level. ARGUS Enterprise is internationally known as the best platform in the industry for managing real estate portfolios in one integrated solution - exactly what Jiaming needed.