



When the top U.S. apartment manager needed one system for their global investment and investor data, they chose Juniper Square.



GREYSTAR™

Greystar is a leading, fully integrated real estate company offering expertise in investment management, development, and management of rental housing and other types of properties globally. They own, operate, and develop rental housing and adjacent sectors, including traditional multifamily, mixed-use, student and university partnerships, active adult, single family rental, life sciences, and industrial.

www.greystar.com

Overview

- Customer** Global leader in rental housing with expertise in real estate sectors across 220+ markets manages 768k+ units valued at more than \$221B.
- Challenge** A longtime user of Juniper Square's CRM, Greystar decided to consolidate data for all of its global lines of business onto the platform to improve information sharing.
- Process** The change made sense, the challenge was moving development, finance, and other data from another provider before the contract expired, but Juniper Square made it happen.
- Results** Greystar accelerated digital transformation, increased collaboration, and consolidated its global data on a single, scalable platform.

2730

Communities under management

224

Global markets served

768+

Units/beds managed worldwide



“Juniper Square provides all the capabilities we want for our investors, across every single investment they have with Greystar.”

Rachael Brittingham
Managing Director /
Leader of the Global Client Relations Group
Greystar

