

SPECTRA PROPERTY MANAGEMENT

with BidSync™ LinksPlus Bid Notification Software

CHALLENGE

When first established in 2015, Spectra was focused on providing professional property management services to investors and owners in the Oklahoma area. However, with owner Denise Townsend's 10+ years of experience in the industry, Spectra quickly became known for its quality, industry level skills and abilities, experience, dependability, organization, dedication and professionalism.

Their reputation for exceptional customer service contributed to their rapid growth within the state. After just three to four months in business, they were also being sought out by property owners outside of Oklahoma.

Confident in the value of their service and their ability to accommodate clients on a broader scale, Spectra began to pursue state and government contracts. But manually searching for newly listed solicitations on each organization's website was time consuming. There were literally hundreds to review just within the state of Oklahoma. The team also knew that relying solely on word-of-mouth notifications from industry peers could result in missed opportunities.

"As a business, Spectra was fairly new to state and government contracts," explained Denise Townsend, Founder and CEO of Spectra Property Management. "We just didn't realize at first how many resources were really required to manage the searches for such opportunities using our in-house team. At the end of the day, clients come first and something was going to give."

Not wanting to abandon their pursuit of public sector business, the Spectra team began looking for a more efficient bid notification solution. They wanted a "one stop shop" that would keep them

competitive for government opportunities and allow them to focus only on client service and the actual solicitation preparation.

"We thought that if we could find a tool to aid in our search, it would save us a lot of time," Townsend continued.



SOLUTION

Townsend began consulting with others in the real estate industry to learn about their strategy for pursuing public sector business. She also performed online searches for centralized bid notification solutions. Ultimately, BidSync LinksPlus proved to be the perfect platform. It delivered easy-to-use tools, a responsive support staff, and the greatest overall product value for the price — Spectra's three primary criteria when evaluating notification services.

As Townsend admitted, "There were other options, but either they were too expensive or too complicated to use. Plus, the BidSync representative that I spoke with initially answered all my questions and made the process seem really simple and easy. So I decided to give it a try."

Townsend was especially impressed with how helpful and courteous the BidSync team has been in supporting Spectra's specific needs since day one.

"There were a couple of hurdles when I first started using BidSync, mostly around the refinement needed to receive notifications that met my specifications. Fortunately, I was able to work with BidSync and their team for a quick resolution."

Since then, Spectra has only benefited from the broader visibility they receive with BidSync LinksPlus. BidSync began proactively alerting the Spectra team to relevant government contract opportunities as soon as they were posted. They're also able to access all opportunities in one place — adding to the overall convenience and value of the BidSync service.

"I like how BidSync narrows down your searches and tailors them to your specific industry, NAICS code or category."

RESULTS

Since they started using BidSync LinksPlus, the Spectra team has begun to see more opportunities — many of which they would have otherwise missed previously. A piecemeal manual and word-of-mouth search approach will never effectively deliver a complete or consolidated view of current bid opportunities with public sector agencies across all levels.

"Prior to BidSync, I would spend four hours a day searching for government bid opportunities. Now, within a matter of minutes, I gain the exact level of awareness I need into relevant opportunities — all in a centralized online portal or

via a daily email," Townsend exclaimed. "BidSync is definitely saving me time and money. It has freed me up to take care of other tasks."

Since eliminating the time-intensive manual search process on their end, Spectra was able to dedicate the appropriate amount of time and resources to actually securing the contracts.

"With the help of BidSync, we've also been able to submit more bids in a timely manner."

CONCLUSION

Spectra wanted to extend their services to government agencies more frequently without compromising on the impressive level of service they provided to all clients. After all, it's their commitment to quality that influenced Spectra's growth and highly-rated industry reputation from day one. With the assistance of the BidSync LinksPlus team, Spectra has been able to accomplish both goals.

In just 10 months, they have maximized their visibility in the public sector and maximized in-house resources across all areas of the operation.

“The BidSync LinksPlus service enhances our ability to stay competitive in a market that is heavily concentrated with competitors.”

Denise Townsend
Founder, CEO
Spectra Property Management

ABOUT SPECTRA PROPERTY MANAGEMENT

Spectra Property Management, LLC oversees the operations, maintenance and improvement of residential and commercial properties. Their services include, but are not limited to: Lawn care, janitorial, debris removal, administrative support services, preservation, repair, maintenance, and consulting and coordination services.



HOW PERISCOPE'S BIDSYNC LINKSPLUS SERVICE CAN HELP YOU

BidSync LinksPlus, powered by Periscope, is a search and daily bid notification service that enables vendors and service providers such as yourself to access active contracts and bid opportunities from more than 90,000 state and local, county, municipal, military and Federal agencies. As the largest bid opportunity database in North America, BidSync LinksPlus gives you access to over one million public sector solicitations that are posted yearly across all categories. Plus, Periscope's in-house research team and proprietary bid extraction software does all the heavy lifting

of identifying and posting the opportunities not automatically submitted to the database by Periscope's in-network government agency partners. All you have to do is set up alert profiles through the BidSync online portal, review relevant RFP information, and submit a strong proposal. In other words, the BidSync service saves you time and money and increases your growth potential while reducing the risk of missing opportunities — a common issue with manual RFP searches. For more information, visit www.periscopeholdings.com/bidsync or call 1-800-990-9339

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SYSTEM IN THE U.S.

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