

The background of the top half of the page is a dark blue field filled with a complex, glowing network of white and light blue lines and dots, resembling a digital or molecular structure. The lines form a series of interconnected triangles and polygons, creating a sense of depth and movement.

Case Study

Boxer Property and Brava Systems

Boxer Property has become a dynamic, award-winning, high-tech commercial real estate company by leveraging advanced technologies and integrating AI into their everyday work. What's their secret sauce? Brava Systems.

**BOXER
PROPERTY**





What prompted the development of Brava Systems for Boxer Property?

In 2010, Boxer Property faced a pivotal moment in its growth trajectory. With significant capital on hand and once-in-a-lifetime deal flow, the company needed to scale operations rapidly while preserving quality services and operational excellence. At that time, Boxer's operational tools were a patchwork of siloed software solutions, spreadsheets, and institutional knowledge held by key individuals. This fragmentation jeopardized the ability to scale efficiently across departments.

Rather than doubling down on disparate systems, Boxer founders Andrew and Justin Segal made a strategic call to find a flexible, overarching platform. "We wanted something that would unify the company rather than divide it, and that would give us an edge by using our data effectively." After considering options such as SAP, Salesforce, SharePoint, and Yardi (Boxer's trusted accounting engine), Boxer decided instead to develop a universal, highly adaptable platform in-house.

This created a single source of enterprise data, connected all departments, and enabled seamless interoperability using internal and external data. Boxer processes and institutional knowledge became true enterprise assets, reducing reliance on personal memory or experience, and creating a foundation for sustainable growth and operational excellence. The resulting product – initially called Stemmons Enterprise, now rebranded as Brava Systems – is now available commercially to real estate and other companies.

Key Points:

- Existing systems were siloed and fragmented
- Decision to build a flexible, universal platform for data normalization in-house
- Need to institutionalize enterprise knowledge beyond individual memory



Boxer's vision for operational excellence and hyper-scalability drove the creation of a powerful, adaptable solution that has become the leading AI-enabled platform for commercial real estate.

Justin Segal, President, Boxer Property

How did artificial intelligence impact the evolution of Brava Systems?

In 2018, Brava added AI agents to its platform, starting the integration of artificial intelligence into Boxer Property's operations. At that time, AI technologies still required specialized expertise to be used effectively. Brava's early adoption of AI focused on automating routine tasks and enhancing data accuracy, providing Boxer with impactful tools without overhauling existing workflows.

As AI tools became more accessible and capable, Brava expanded its AI delivery capabilities to support gradual and flexible integration into Boxer's daily operations. The Brava platform, known internally as "Boxer Central," introduced configurable AI features that could be added incrementally, allowing teams to adopt new functionalities at a manageable pace. The structured enterprise data already contained in Brava massively improved the power of these AI-based tools.

This approach helped Boxer incorporate predictive analytics and automation to complement existing systems and support ongoing operational improvements. Boxer Property employees now use AI in their daily workflows and activate AI more than 100,000 times per month.

Example uses include:

- Deal screening and scoring
- Lead processing
- Employee coaching
- Construction project operations
- Customer request processing
- On-demand, contextual S.O.P.
- Departmental expert agents
- Lease language generation
- Document summary and abstracting
- Find similar / duplicate tasks
- HR operations functions
- General content to create tasks
- Workflow augmentation



The embedded AI functionality in Brava gives us access to institutional data and automated manual activities, so our teams work way more efficiently.

Marc Vecchio, Chief Operating Officer



What operational challenges was Boxer trying to solve?

Before Brava Systems, Boxer's operations relied heavily on fragmented workflows, manual processes, and individual experiences. Each department had its own systems, terminology, and specialized knowledge -- which hindered the flow of data across the organization. At that time, duplicated efforts, disjointed activities, project delays, and slow turnaround times were common.

Recognizing these operational inefficiencies, Boxer sought a solution to support process automation and data-driven workflows, reduce manual intervention, and streamline business operations. At the same time, the rapidly evolving commercial real estate industry called for an agile platform to keep pace with change.

Boxer Property needed a unified, flexible system to let employees across departments access and update information without extensive training.

Embedding artificial intelligence and advanced analytics into everyday workflows was a natural extension. With AI, Boxer could predict trends, automate routine tasks, respond quickly, and optimize operations. In this way Brava Systems transformed Boxer into a hyper-efficient, responsive, and scalable organization.



The way we work today is incredibly different than before we implemented Brava Systems. Giving it up would be like losing my cell phone. I literally couldn't do my job without it.

Jeremy Dobbins,
Senior Construction Supervisor

How has Brava Systems impacted Boxer's day-to-day efficiency and performance?

Since implementing Brava Systems as "Boxer Central," Boxer has realized significant efficiency and performance improvements. The platform has reduced operating and capital expenses, streamlined prospecting and lead generation, compressed the leasing cycle, enhanced customer service and support, and reduced issue resolution times. By automating routine and repetitive tasks, Brava has freed up team members to focus on higher-value activities. Boxer estimates that these efficiencies translate into approximately \$15 million in annual savings for the company.

The integration of AI and predictive analytics compounds these gains, enabling Boxer to eliminate material work and resolve issues to avoid costly problems. Additionally, consolidating multiple software tools into a single platform reduced licensing, training, and maintenance costs, improving the bottom line. As a result, Boxer has become a recognized thought-leader for the application of AI in business and maintains a competitive advantage in the market.

Boxer and its leadership have been recognized by Realcomm for more than a decade for their innovative and industry-advancing use of technology.



I use Brava everyday for pretty much everything! The new AI tools provide a level of transparency and efficiency we've never seen before.

Jennifer Brooks, Regional Property Manager Supervisor





What business benefits has Brava delivered for Boxer?

Brava Systems allowed Boxer to innovate and adapt to the evolving commercial real estate market. The platform supports flexible space management, allowing Boxer to work effectively with shorter-term and smaller tenants. In addition, powered by Brava, Boxer launched Workstyle Spaces, a national flexible workspace platform administered and managed directly by Boxer. This initiative bypasses traditional corporate intermediaries, providing coworking spaces directly to customers and enhancing Boxer's market agility. Brava also uses Brava to automate leasing pipelines and facilitate entry into new asset classes and investment strategies. With Brava's support, Boxer added hotels, retail, land, lending, restaurants, multifamily, and golf to diversify their portfolio beyond commercial office space.

These capabilities have given Boxer remarkable resilience during periods of market turbulence, allowing the company to pivot quickly and capitalize on emerging opportunities. Brava's flexibility and configurability have made it a critical enabler of Boxer's strategic growth, and of the company's remarkable rollout of AI.



Brava's support is critical to Boxer's ability to manage costs, allocate resources, and adapt quickly give it resilience and competitive advantage in an ever-changing market.

Blake Morris, CFO

How has Brava improved the experience for Boxer's customers?

While customers may not directly see Brava Systems operating behind the scenes, they benefit significantly from the platform's capabilities. The system provides immediate access to information, enabling Boxer to anticipate and proactively address customer needs and requests. This results in faster response times and a more seamless experience throughout the leasing and tenant experience, from space discovery to lease execution and ongoing service requests.

Boxer uses Brava to elevate the customer experience through:

- Processing customer requests
- Effective inventory management
- Dynamic pricing / revenue management
- Automated electronic lease and lease renewals
- Real-time employee access to company information

Boxer's operational cost savings are passed on to customers via competitive pricing without compromising service quality. The integrated, data-driven approach ensures that customers receive consistent, high-quality service, strengthening tenant satisfaction and loyalty.



Brava powers the leasing process at Boxer, from pricing to lease generation to onboarding -- massively shortening the lease signing process, reducing time to revenue recognition, and improving customer experience.

Alex Kakhnovets,
Vice President of Leasing





How has Boxer's Use of Brava evolved over time?

Boxer first used Brava to organize tasks such as leasing, helpdesk, acquisitions, HR, and construction, eventually extending to tasks in all areas of the company. Incoming requests, invoices, and other documents were added for processing, reporting, and management by Brava. These activities were significantly improved once Boxer added an enterprise taxonomy and brought in all their data to form a single source of truth. Checklists, smart recurring activities, more documents, and workflows soon followed, bringing entire company processes into the platform.

As users became more familiar with the platform, they identified additional opportunities for use cases and applications tailored to their workflows. This organic growth expanded across departments and business functions without disrupting existing processes. Eventually, Brava was involved in literally everything -- including construction, leasing, property and asset management, human resources, acquisition, marketing, finance, legal, and more.

Examples of Boxer's "pre-AI" uses of Brava's core system include:

- Acquisitions, deal flow, and due diligence
- Leasing process
- Property inspections and quality assurance
- Helpdesks for IT, HR, Accounting, Data Governance, Legal, and more
- Onboarding of properties, vendors, employees, and tenants
- Computerized maintenance management (CMMS)
- Contact resource management (CRM)
- Learning management system (LMS)

This technological evolution accelerated greatly with Brava's embedded AI and automation capabilities. These AI enhancements enabled Boxer to implement intelligent workflows and predictive analytics into everyday operations. Their incremental approach to deployment allowed teams to adopt gradually, ensuring a smooth transition and continuous improvement. Now, these AI tools support users and processes in every department and are activated more than 100,000 times per month.



Brava's incremental roll-out of embedded AI made adoption smooth and continuous. Intelligent workflows now support every department to the point where you don't even realize you are using AI.

Ashwin Thakkar, Senior Director of Operations

Summary

Boxer Property's role as the brainchild and design partner in developing Brava Systems over the past 15 years has significantly improved Boxer's operational capabilities and fueled rapid growth. With this data-driven AI-enhanced platform, Boxer sets a high standard for transformation in commercial real estate.

This intensive design collaboration also allowed Brava to excel in real-world commercial real estate use cases, delivering significant cost savings, operational efficiency, and innovative services.

As Brava Systems continues to evolve through its partnership with Boxer Property (and dozens of other new customers), the system remains an essential tool for truly reinventing the industry and improving outcomes for all stakeholders.

