

Image is everything.

HFF builds client confidence and drives business with high-quality marketing materials for commercial real estate properties.

HFF[®]

"Adobe Creative Cloud for enterprise and Adobe Marketing Cloud solutions enable us to present properties in a way that makes them real, tangible, and attractive to the investment community."

Christy Grenga, Director, HFF

SOLUTION

Adobe Creative Cloud for enterprise, Adobe Stock for enterprise, Adobe Document Cloud, and Adobe Marketing Cloud including the Adobe Experience Manager and Adobe Analytics solutions

RESULTS



Collaborate with **SHAREABLE** asset libraries



REDUCE costs and effort with stock photos



CENTRALLY MANAGE licenses for 200 designers



REUSE assets across web and mobile sites and apps



HFF, LP

Established in 1998

Employees: More than 850

United States

hfflp.com

CHALLENGES

- Collaborate with employees across offices on design projects
- Develop creative materials that capture the unique appeal of each real estate property
- Manage software licenses for 23 offices nationwide
- Maintain consistency across web and mobile channels

“With Adobe Creative Cloud Libraries, designers don’t have to guess whether they have the right asset. They can easily create consistent, professional designs that help draw in buyers and close deals.”

Christy Grenga, Director, HFF

Making an impact

First impressions count. For a business, the look and feel of its office can go a long way towards making a positive, lasting impression for its customers or clients. A medical office may want an office with a clean, modern design that demonstrates a commitment to the latest advances, while an established legal firm may want a turn-of-the-century brick building to express its history of excellence.

HFF is one of the largest and most successful commercial real estate intermediaries in the United States, handling real estate transactions for all types of properties, from offices and retail spaces to healthcare facilities and industrial locations. With 23 offices across the country, HFF lists and sells clients’ properties, finding the perfect buyer for every location. The firm also arranges financing for commercial real estate owners.

“Commercial buyers will generally see a property for the first time through a webpage, flyer, or brochure created by one of our graphic designers,” says Christy Grenga, Director at HFF. “It’s our job to make sure that first impression is positive.”

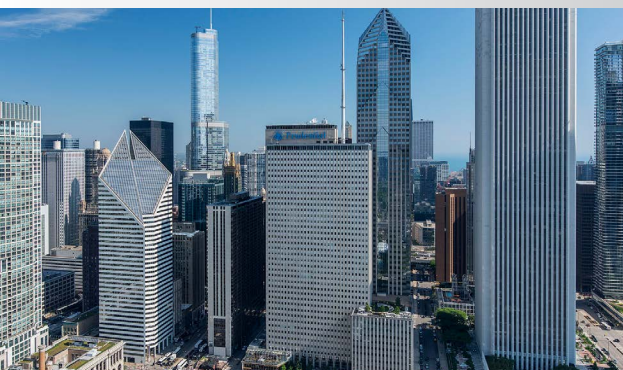
HFF employs nearly 200 Creative Cloud users who support more than \$76 billion in annual transaction volume by showing properties in professional and polished, yet exciting ways. The materials they create can range from single-page fliers and web pages to 50-page brochures and videos. The high-quality images, text, and design not only pique buyers’ interest in a property, they also give them confidence that they selected the right company to handle their commercial real estate needs. Adobe Creative Cloud for enterprise gives designers across HFF offices the latest apps and services so they can work together on materials that help every property shine.

Creating consistency through collaboration

Every property is unique, requiring extensive knowledge of the physical space, market, and location to figure out the best price and sales strategy. Rather than simply assigning one person per property, HFF pulls together the best talent and knowledge from its team of professionals. Someone who frequently sells medical facilities, for example, might be asked to advise on other medical properties, even if it’s a property across the country. Portfolios and complex projects often involve people from multiple offices working together.

Brochures and other sales collateral must remain consistent, no matter how many people are supporting a transaction. Adobe Creative Cloud Libraries allows designers to collect all images, color palettes, logos, and text in one location. The library can then be shared and managed centrally to keep everyone on track.

“Our designers used to manage assets individually and we couldn’t always ensure that they had the most up-to-date company standards, including our boilerplate and color palette,” says Grenga. “With Adobe Creative Cloud Libraries, designers don’t have to guess whether they have the right asset. They can easily create consistent, professional designs that help draw in buyers and close deals.”



“Adobe Creative Cloud inspires us to be passionate about our work, which helps us create sales and marketing materials that spark buyers’ interest in properties.”

Elizabeth Hansen, Designer, HFF

The creative teams are beginning to explore the Publish Online feature for publishing Adobe InDesign CC documents online. HFF also uses Adobe Acrobat DC in Adobe Document Cloud across the company to produce polished deliverables, internal documents, and even forms. PDF files enable designers to quickly share comments and mark up drafts for efficient collaboration.

Illustrating a new future

In addition to beautiful photographs of each property and neighborhood, HFF designers often include stock photos in marketing materials and event invitations. HFF worked with Adobe to license stock photos through Adobe Stock for enterprise.

“The best thing about Adobe Stock for enterprise is that it makes managing stock photos very easy,” says Grenga. “Designers can access Adobe Stock without leaving apps like Adobe Photoshop CC or Illustrator CC. A mark clearly shows if we’ve already licensed an image, and we can add stock photos to a library for use by everyone on a project.”

Grenga was particularly impressed with how the comp workflow allows designers to secure approvals before purchasing an image. Designers can build their designs around a watermarked photo from Adobe Stock, and once the photograph is approved they can license the image and immediately update all deliverables with the high-resolution version in just a few clicks. There’s no need to manually replace images or waste money purchasing stock images that won’t be used.

Stretching creativity

HFF has also benefitted from having access to more Creative Cloud apps through an enterprise license. Rather than hiring a third-party agency to edit a video, designers with knowledge of video editing can use Adobe Premiere Pro CC and After Effects CC to help the team complete projects.

“With Adobe Creative Cloud, designers can work with their core software—Adobe Photoshop CC, Illustrator CC, and InDesign CC—but also experiment with other apps, such as Adobe Premiere Pro CC or Dreamweaver CC,” says Grenga. “We’re keeping the costs down for our clients while challenging our designers to stretch themselves creatively.”

Adobe Creative Cloud licenses are associated with the designers’ email addresses, so if people change roles or move offices, their licenses automatically move with them. IT staff assigns and manages licenses centrally, but designers can download software and updates as needed to immediately access new tools and features.

SOLUTION AT A GLANCE

- Adobe Creative Cloud for enterprise. Apps used include:
 - Desktop: Adobe Photoshop CC, Adobe Illustrator CC, Adobe InDesign CC, Adobe Dreamweaver CC, Adobe Premiere Pro CC, Adobe After Effects CC, Adobe Acrobat DC
- Adobe Stock for enterprise
- Adobe Document Cloud
 - Adobe Acrobat DC
- Adobe Marketing Cloud, including the Adobe Experience Manager and Adobe Analytics solutions. Capabilities used include:
 - Assets
 - Mobile
 - Marketing Reports and Analytics

For more information

www.adobe.com/creativecloud.html

www.adobe.com/go/dc-enterprise

www.adobe.com/solutions/digital-marketing.html



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“The ability to get frequent software updates is exciting,” says Elizabeth Hansen, a designer at HFF. “It’s such a great feeling to work with cutting-edge tools. Adobe Creative Cloud inspires us to be passionate about our work, which helps us create sales and marketing materials that spark buyers’ interest in properties.”

Locating digital properties

As more potential buyers use websites, mobile apps, and even social media to browse for properties, HFF is using digital channels to reach them. Fast, frequent updates impress both sellers and buyers by giving them quick access to information as soon as properties hit the market.

To enhance its digital presence, HFF worked with an agency to redesign its website, but found that to manage the high volume of content while remaining consistent across web and mobile channels required a content management system with more flexibility. After several months of searching, HFF decided to switch to Adobe Marketing Cloud, using Adobe Experience Manager for content management and Adobe Analytics for in-depth analysis of clients’ online behavior.

“Adobe Marketing Cloud offers a complete set of digital and marketing tools in one package,” says Grenga. “All of the modules fit together easily, so if we update or add on any solution, everything will continue to work smoothly.”

With Adobe Experience Manager Assets, designers can quickly find and reuse assets across digital properties and use Adobe Analytics to analyze what content audiences respond to. With Adobe Experience Manager Mobile, HFF is also exploring new opportunities to reach buyers and sellers using mobile apps.

“Real estate is a business with a very human element,” says Grenga. “Adobe Creative Cloud for enterprise and Adobe Marketing Cloud solutions enable us to present properties in a way that makes them real, tangible, and attractive to the investment community.”