

## Real estate innovator TheSquareFoot finds mobility with RingCentral

### TheSquareFoot—disrupting commercial real estate

Houston-based start-up TheSquareFoot aims to make the commercial real estate industry more navigable and easier to understand. The company's commercial property search engine, which enables users to customize and save their searches, is designed to improve both the search process (for prospective lessees) and the listing process (for property owners). TheSquareFoot's goal is to modernize commercial real estate by migrating lessor-lessee interaction to the web.

### Launching a company from multiple locations

TheSquareFoot's three founders have been working nonstop to prepare for their formal launch—and that means they're networking in cities across the country. In addition, the company has a footprint in two cities other than Houston: Austin, Texas and New York, New York. With the founders and their CTO constantly on the move, co-founder Aron Susman says, keeping on top of TheSquareFoot's operations can be a challenge.

That's why the company relies on cloud technology to stay plugged in. It uses Amazon S3 for file storage, Google Docs for collaboration—and RingCentral for office communications.

### Mobile call management connects busy executives on the go

RingCentral is an essential piece of how TheSquareFoot operates, Susman notes. Particularly valuable are RingCentral's mobile call management features.

"Having the ability to know what's going on with landlords, property managers and vendors—to track their calls as they come in—is a big plus," he says.

And, since RingCentral enables full control of TheSquareFoot's phone system from any mobile device, it's easy for the company's founders to adjust their call forwarding settings when they're on the road.

"We try to spend as much time networking, as much time in the field, as possible," Susman states. "RingCentral is key in keeping us connected."

RingCentral's Cloud Touch platform—which lets users change their system settings and add new lines from any smartphone or tablet—is particularly useful for TheSquareFoot. Susman, for his part, says he's excited to be using RingCentral.

"RingCentral allows us to be on the go, yet in constant contact with one another and our customers," he says. "It has been great for us as a start-up."

### Cloud phone system enables easy expansion

At its launch, TheSquareFoot's search engine only covers properties in Houston and New York. But Susman and his partners expect the firm to expand quickly in the coming months and years—and that means RingCentral's mobile features will remain valuable.

"RingCentral has been great for us as a start-up. We have the ability to have the telecom infrastructure of a large corporation on a start-up budget. Our entire business is in the cloud, from Google Apps /Docs to hosting, and Ring Central is a big part of that mix"

— Aron Susman, Co-founder

"It is vital to show the landlords the value we are providing and RingCentral call data allows us to do that easily"

— Justin Lee, Co-founder

## Company profile

### TheSquareFoot

TheSquareFoot's goal is to modernize commercial real estate and make it easier for lessees to understand using the web.

**Year founded**  
2011

**Website**  
[www.thesquarefoot.com](http://www.thesquarefoot.com)

**Headquarters**  
Houston, TX

**Size**  
3 employees and hiring

**RingCentral customer since**  
2011

For more information visit [www.ringcentral.com](http://www.ringcentral.com) or contact our sales department today at **855-774-2503**.

