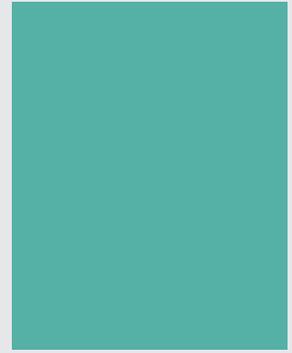


# Case Study

Residential/Commercial High Rise



*RM Bradley Property Management*



*Streamlined structure for success in a high-rise community.*

## Challenge

**For over 10 years, Securitas USA has provided security coverage for three of RM Bradley's residential properties in Hartford, CT. Each property has unique security needs and requires a nuanced approach to customer service.**

Bushnell Tower is a 27-floor high-rise in downtown Hartford with 176 units, an attached underground garage and scenic views that include neighboring Bushnell Plaza. Securitas USA officers provide round-the-clock lobby coverage, monitor CCTV and patrol the property.

Linden Place, built in 1897 as a luxury apartment building, retail and commercial businesses occupy the first floor; residential and commercial space co-exist on floors two through five. An attached collection of brownstones brings the total residential units to 59. The property retains an old-world charm and security also reflects an old-school approach. A reception booth in the lobby is manned 24/7 and the officers' role is closer to that of a doorman. At the same time, these officers have also been essential to helping keep the property secure when the commercial spaces have been vacant.

Woodland House is a 12-story brick face building in Hartford's West End. The 237-unit property is home to a diverse population. Securitas USA officers at this property are on duty 24 hours, and handle access control and patrols. A particular challenge at Woodland House has been the great number of capital improvements, undertaken by both RM Bradley and individual owners.

While Securitas USA has the resources and expertise to do everything possible to help promote a good personality match between each officer and their assignment, on occasion, officers have been injected into conflicts between residents and facility employees. Simply replacing or rotating an officer wouldn't solve the problem and would mean the property would lose a well-loved, deeply knowledgeable officer.

## Solutions

To solve such issues, the Securitas USA branch office assigned a dedicated account manager to RM Bradley. Based in their corporate office, he has taken these properties under his wing and provides an onsite resource for the parent company. Changes under his watch included:

- Developing consistent and uniform schedules, procedures and post orders, taking into account each property's different needs and issues.
- RM Bradley and facility employees, as well as each condo association's Board of Directors, now deal directly with the Securitas USA account manager. He checks in with the RM Bradley CEO and attends condo board meetings, so he is always abreast of client and resident issues. With one point of contact, solving issues is now a smooth operation.
- An active, individual approach to conflict management. Drawing on his extensive experience and the wealth of Securitas USA training resources, the account manager handles any conflicts or concerns personally, working with the officers, facility staff, management company and the residents.

## Results

"I judge success in two ways," notes RM Bradley Property Manager Patty Scanlon. "I have to set a goal because I need to answer to people and I need to set goals for my team. The successful teammate keeps me informed about any challenges or impediments that help me reach a goal. As long as they are working towards that goal, that is successful. If challenges are not brought up and thus not met, that is my definition of failure."

By bringing in an account manager, Securitas USA has streamlined and simplified communication for such challenges and impediments.



***"Both the Securitas branch and account managers have met with me when there are concerns and implemented measures to solve problems. The account manager has been a great success and very thorough."***

*- Patty Scanlon, RM Bradley Property Manager*