

VTS & Hightower FAQ

Q: How do I sign up for VTS or Hightower?

A: To sign up for either product you should reach out to the vendor directly.

Hightower – cushwake@gethightower.com

VTS – cushmanwakefield@vts.com

Q: How much does each product cost?

A: The annual C&W preferred pricing for each product is outlined below.

Hightower Broker license - \$1,068, Admin license - \$468

VTS Broker license - \$1,200, Admin license - \$600

Q: What is the difference between an Admin license and a Broker license?

A: A broker license covers any user whose core responsibility involves providing brokerage services, including those with responsibilities in marketing, research and operations.

An admin license covers any user whose core responsibility involves providing support for one or more broker users.

Q: Who pays the license cost?

A: There are three pricing modules:

Broker Model (C&W Professional Paid): Broker contracts directly with the vendor on a per user basis (brokers and admins). This model allows a broker to see all of his/her agency buildings registered with the vendor, not just a single property.

Owner Model (Owner Paid): Owner enters into a separate agreement directly with the vendor for a single property/portfolio. The cost is borne directly by the owner and they can have unlimited users for each building. Whoever signs the agreement has administrative rights to give access to specific individuals on the team (internal and third-party leasing teams, analysts, marketing teams, partners, etc.).

Hybrid Model (Owner/C&W Professional Paid): Owner contracts directly with the vendor in order to have real-time access to their building information with their own unique login and password. C&W professional contracts and pays for Broker Model directly in order to have access not only to that particular property but also all of their other agency buildings.

Q: What are the reporting capabilities and how can I share reports with my owner?

A: Both VTS and Hightower offer robust, real time reporting capabilities. The level of accessibility for owners is outlined below.

VTS: Reports can be exported or shown to the owner via screen share.

Hightower: Reports can be exported or shown to the owner via screen share. **Brokers can also provide the owner with their own log on and password to view the information in real time.**

Q: I already purchased VTS or Hightower at a higher rate. Who should I reach out to for a prorated discount?

A: You should reach out to the vendor directly to obtain the C&W discounted price.

Q: Does C&W recommend VTS or Hightower?

A: Both companies offer a solution that allows Agency Leasing professionals the ability to communicate with building owners in real time. We recommend that you evaluate both products for your specific requirements and choose the solution that works best for your owner/team's needs.

Q: Are Cushman & Wakefield brokers already using either of these products?

A: Yes, there are a significant number of Cushman & Wakefield professionals currently using VTS and Hightower.

Q: Does either vendor offer a mobile app?

A: Yes, both vendors offer a mobile app for iOS and Android devices.

Q: Can VTS or Hightower be used as a CRM system?

A: No, these products do not have robust CRM capabilities like Salesforce.com and are not meant to replace any internal CRM systems.

Q: Is there training / support available for these services? If so, is there a cost associated?

A: VTS and Hightower subscriptions include upfront onboarding support, user training and ongoing customer support at no separate charge.