



Last Updated: February 28, 2013

Southeast Financial Debuts Mobile App

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Donald Cartwright

MIAMI—The Southeast Financial Center just rolled out a tenant-focused app for the iPhone and iPad. Florida's tallest building, then, becomes the first Miami office property to launch a mobile app for smartphones and tablets.

"We believe technology is becoming a focal point in many business sectors, including the real estate industry," **Donald Cartwright**, senior vice president at **Jones Lang LaSalle**, which handles the exclusive leasing agreement for the tower, tells GlobeSt.com. "The creation of our app is not

intended to replace on-site property management, however, our primary goal was to enhance the overall tenant experience and ultimately further establish our position as the premier office tower in South Florida."

The app is designed to respond to the building's audiences and schedule tasks such as providing access to tenant's HVAC after hours and creating service work orders. The app also aims to serve as a user-friendly tool for brokers to show available space through a virtual "visit" of an existing space, enabling prospective tenants to envision how their space will look like prior to a site visit or construction.

"Our expectation is that these features of the app will improve efficiency from both the tenant and landlord's perspective," Cartwright says. "The virtual tours feature gives us a unique market advantage, as it is a key component in reaching new to market national and international tenants that are interested in establishing a Miami presence."

With the app, users can also access local news and weather, information on building events, a camera located on the roof, and the Southeast Financial Center's Facebook page. Cartwright says the global use of apps will allow his team to showcase the tower to international and new-to-market tenants seeking a footprint in Miami.