



For Immediate Release

## REAL ESTATE EXECUTIVE AND PROPTech VETERAN MITCHELL SCHEAR JOINS PLENTIFIC ADVISORY BOARD

### Schear's Experience at Vornado/Charles E. Smith and Camber Creek Will Help Plentific Enhance its SaaS Platform and Achieve Growth Ambitions

(New York, NY – December 12, 2023) – [Plentific](#), the innovative, real-time property operations platform, announced that Mitchell Schear has joined its Strategic Advisory Board.

With nearly four decades of leadership experience in commercial real estate development, proptech, property management and other verticals, Schear will activate his depth of knowledge and networks to collaborate and provide guidance to Plentific as it builds on strong progress and expands its reach in the U.S.



Plentific is a preferred supplier to the public and affordable housing sectors in the U.K., U.S. and Germany, with demonstrated results in helping clients to operate more efficiently, remain compliant, and increase resident satisfaction. The firm is poised to bring landlords a holistic platform based on years of experience across more than 1.5 million multifamily and affordable housing units.

The firm's global advisory board consists of real estate industry experts who share their skills, guidance, and knowledge to help Plentific continuously enhance its pioneering property operations Software as a Service (SaaS) platform and achieve its growth ambitions.

*"Mitchell has been a value-add member of numerous private and public boards, task forces and advisory committees, and we are thrilled to welcome him as the newest member of our Strategic Advisory Board,"* **said Cem Savas, CEO of Plentific.**

Schear is the second U.S. member of Plentific's Strategic Advisory Board. He spent more than 15 years as president of Vornado/Charles E. Smith and four years as executive partner at Camber Creek, a technology venture capital firm.

*"Keeping multifamily buildings running efficiently and smoothly through seamless coordination is the key to resident satisfaction,"* **said Mitchell Schear.** *"I'm excited to be*



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*the newest member of Plentific's Strategic Advisory Board and offer my expertise in the multifamily, real estate and technology sectors as the firm pursues new business goals."*

U.K. multifamily landlords using Plentific's centralized platform have reported a 54 percent reduction in apartment turn times, 91 percent of repairs completed the first time, 92 percent resident satisfaction, 99 percent compliance ratings, and a 2.5 percent annual increase in rental income. The company was named "Fastest-Growing Prop-Tech Company" in the U.K. and Germany in 2023 by *Financial Times*.

Plentific's mission is to create exceptional experiences by offering the most connected real estate platform in the industry. By digitizing operations in the multifamily housing industry, Plentific can provide a higher quality and safer experience for residents, savings to operators, and streamlined repairs, compliance, and maintenance operations for property managers.

### **About Plentific**

Plentific is a Software as a Service (SaaS) platform and Marketplace developed to connect owners, operators, service providers, and residents in a single place, facilitating real-time property operations. Recognised for its award-winning solutions, Plentific helps streamline operations, unlock resources, enhance resident satisfaction, and ensure asset safety. Users benefit from data-driven insights that prompt action, resulting in tangible impact.

Plentific's solutions include Work Order Management, Resident Engagement, Supply Chain Management, Inspections and Compliance Management.

Committed to building stronger communities where people can thrive, Plentific leverages technology to enhance the lives of 3M+ residents and businesses of 25,000+ service providers worldwide.

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