



CenterPoint Properties uses Inventory AI and drone imagery to deliver data that improves on-site decision-making, helping verify and document property-level details, saving hours of manual site work while improving accuracy in marketing and leasing materials.

"SITE's Inventory AI is a revolutionary tool that saves me valuable time by providing high-resolution images and enabling quick and accurate inventory assessments portfolio-wide." – Sara Creech, Property Manager, CenterPoint Properties

The Problem

CenterPoint recognized that legacy inventory tracking methods—handwritten notes, visual estimates, and unstructured photo documentation—were slowing down workflows and creating inconsistencies across a growing portfolio. They needed a tool to improve accuracy and support more effective site visits.

These legacy processes, while once effective, no longer met the speed and accuracy demands of today's leasing environment.

The team needed a modern solution that would enable them to access accurate, high-resolution property data remotely, reduce administrative burden, and support the development of timely, trustworthy marketing materials.



The Solution

SITE's Inventory AI delivered high-resolution drone imagery and AI-assisted identification of critical industrial property features, Car Parking Spaces (Including ADA Compliant Spaces), Trailer/Truck Parking Stalls, and Safety Infrastructure Placement. This allowed the CenterPoint team to accurately verify these counts remotely, saving significant time and reducing the need for manual site visits.

The Navigate by Time feature also helped the team visualize historical changes, building greater confidence in how properties have evolved over time.

While some manual input is still required for final counts, SITE is actively working with CenterPoint to enhance future functionality—such as automated directional breakdowns (north, south, east, west) and dock door segmentation—to further streamline leasing workflows and marketing preparation.

The platform equips property managers with detailed, up-to-date visuals to support their routine visits, making each trip more focused and productive. Most importantly, CenterPoint can now provide accurate, up-to-date inventory information in their marketing materials, improving credibility and transparency with prospects. This shift from reactive, manual work to proactive digital workflows marks a major improvement in operational efficiency.



Smarter Planning

Reduces the time spent before a visit by surfacing key asset data in advance and automating post-visit reporting. Property managers can save 3–4 hours per property.

Streamlines property data collection reduces burden during manual site visits, and eliminates pen-and-paper inventory tracking, and scattered photo documentation with centralized, image-based data and digital property records.

Supports up-to-date, real-time data that enables accurate asset counts (e.g. parking spots) using up-to-date imagery to support more reliable and professional marketing and leasing materials.

“The SITE platform saves me time because I can access everything right from my desk—giving me the information I need before heading onsite. These efficiencies help me focus on revenue-generating activities like Capital Improvements and Asset Optimization.”

– Sara Creech | Property Manager



Impact on the Business

SITE helped improve efficiency and reduce time on crucial tasks

Sara Creech, a Property Manager at CenterPoint Properties, oversees over 16 million square feet of industrial space across 40 sites. One of the main responsibilities for her team is to maintain accurate, up-to-date property data—including dock doors, parking spaces, and other inventory metrics critical to leasing and marketing efforts. As part of their commitment to operational efficiency and accuracy, CenterPoint began evaluating solutions that could enhance how property data was collected and verified—especially as traditional, manual workflows became increasingly time-consuming at scale.

See more with SITE

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www.sitetechnologies.io

● Request a live demo:
www.sitetechnologies.io/intro

● Watch a quick demo:
<https://bit.ly/SITE-overview>

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