

# SIMPLI PROVIDES LANDLORDS EXPERIENCE MANAGEMENT, TECH AND MORE ALONGSIDE REBRAND

*Former concierge service provider reimagines the workplace experience*



**WASHINGTON, DC (MAY 19TH, 2020)**—Simpli, evolved from Charm City Concierge, has provided commercial real estate owners and their tenants an integrated workplace experience that includes concierge services, wellness, experiences, amenity management, and technology for over 25 years. The rebrand to Simpli better reflects the firm's geographic reach and expertise in commercial real estate workplace experience.

"Our shift to Simpli is an exciting one—it not only enhances our identity and moves us beyond our beginnings in Baltimore, but also embodies the streamlined simplicity we're bringing to tenants both in and out of the workplace," explained CEO and Founder Christina Urquhart. "We have motivated building owners to stand out by curating custom experiences and an engaged, active community for their tenants, and now we are highlighting the evolution of our own services, purpose and footprint."

## **Elevating the workplace - wherever that may be**

"The future of work remains in question, but social connection, wellbeing, appreciation and culture will always be part of the workplace experience," added Urquhart. "Our pivot reflects today's remote working environment, and that will continue as the workplace experience evolves to the new normal. However, what will remain the same is our ability to elevate the workplace, develop tenant experiences, manage amenities and create custom programming that supports our clients in the ongoing battle in tenant recruitment and retention.

The name change comes on the heels of the firm's launch of their proprietary workplace experience app, also called Simpli. The app connects tenants to their building community, enabling them to access everything from wellness programs, concierge services, building amenities, curated experiences and neighborhood perks while also allowing building owners and property managers to streamline communication.

"We are at the helm of the 'Experience Movement' where the entire workplace experience and employee engagement are front and center," said Urquhart. "Our team is building and launching new technology, breaking barriers in the real estate industry and tech space, and we are continuing to grow our portfolio and expand with current clients in new markets."

To learn more about Simpli and to request a demo of the firm's workplace experience app, email [solutions@simpliengage.com](mailto:solutions@simpliengage.com).

## **ABOUT SIMPLI**

Simpli, evolved from Charm City Concierge, enhances the workplace through onsite and virtual platforms that blend concierge services, experience management and technology. We amplify building amenities, create memorable experiences, increase tenant well-being, and build lasting relationships for our partners. We serve more than 45 million square feet of space that ranges from commercial office buildings to mixed-use properties, private corporations and corporate campuses. For more information, visit [www.simpliengage.com](http://www.simpliengage.com).

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