

Knowledge, Best Served Cold

Vancery Member Case Study

Meet Alan

Vancery member Alan Robertson is a retired former executive of a nationwide cold storage warehousing company. Uncontented with retirement life and wanting to “stay in the game,” Alan began investing in real estate in his free time. He was soon introduced to expert networks through a friend who suggested they were a good way to stay tapped into the trends that were shaping the real estate industry.

Expert networks are firms that connect companies with former executives and subject matter experts who provide their knowledge or expertise on paid consulting calls. Alan loved the idea of getting paid to share his experience and perspective with these companies while also gaining insight himself about real estate trends.

However, Alan soon found that being part of an expert network wasn’t all it was cracked up to be.

He was contacted incessantly by junior-level staffers about projects that were not relevant to his experience. And after accepting his first call he had to contend with an associate who pressured him into accepting a consulting fee that was more than 30% below the rate he was initially quoted. It took an additional two weeks for the payment to process.

Enter Vancery

Frustrated with the inefficiency of expert networks, Alan knew there had to be a better way to engage with the real estate industry. He went online and found Vancery.

Alan was drawn to the simplicity and efficiency of the platform. Because Vancery connects experts directly with clients, Alan is only ever contacted by companies who know he has the knowledge they need. And having the ability to set his own hourly rate made joining the platform a no brainer.

“

From Day 1, for the same amount of work, I was making about **50% more per call** than I did with expert networks.

And now my inbox isn’t junked up with the random emails about topics I know nothing about.

The Opportunity

In 2018, the booming popularity of grocery delivery services and online meal kit companies created a spike in demand for cold storage facilities, and savvy private equity (“PE”) investors were eager to snap up portfolios of cold storage warehouses and distribution centers across the US.

While investors understood the demand side of the cold storage business, they were less familiar with the intricacies and nuances of operating a cold storage property. They needed experts like Alan.

Knowledge Served

Using Vancery, these cold storage investors were able to find Alan’s profile and see that his extensive experience in the industry made him a perfect candidate for answering their questions. Working on his own flexible schedule, Alan has engaged in four different consulting calls and projects about cold storage on Vancery.

Most recently, Alan advised a PE firm on how to analyze a property’s suitability for serving the needs of different types of food distributors. In a second follow-up engagement, he was able to point out some aspects of operating cold storage warehouses that the firm had not considered, such as the ongoing maintenance costs for the physical walls of the warehouses.

Getting Back in the Game

Joining Vancery allowed Alan to both get paid for sharing his expertise and achieve his goal of staying tapped into the real estate industry. The conversations he has had with Vancery clients have helped give him insight into how major players are thinking about real estate in today’s market environment.

It also brought an unexpected opportunity to get back in the game. One of the firms Alan consulted with on Vancery was so impressed by his expertise that they asked him to sit on the board of their newly acquired cold storage holding company.

[Join Vancery today](#) to find opportunities like Alan did and get paid to share what you know.

**Vancery by
the numbers**

**Create your
profile in**

3mins

**Keep
50%
more fees**

**Receive
payment in**

48hours