

Case Study 12ten

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About Keyway

Keyway's platform combines market intelligence, owner insights, and real-time comp data to help real estate teams make faster and more informed investment decisions. With tools like KeyBrain and KeyComps, Acquisition teams can identify high-probability opportunities, evaluate market conditions, and validate deals with precision — before ever stepping on-site.

KeyBrain

AI-powered deal sourcing and owner intelligence

KeyComps

Custom comp analysis and pricing validation

Meet 12ten 12ten

12ten is a real estate investment firm focused on acquiring multifamily properties. Their team actively sources opportunities across markets and relies on strong data-driven investment decision making to prioritize deals with the highest likelihood of closing.

Given the competitive nature of Acquisitions, 12ten needed a way to quickly identify the right opportunities and focus their time only on deals with real potential.

The Challenge

- Identify properties with a high probability of transacting
- Provide reliable owner and portfolio insights
- Deliver accurate and customizable comp analysis
- Help prioritize which deals were worth visiting in person

What They Needed

- A faster way to identify high-potential opportunities
- Better tools to evaluate deals with confidence
- Clear data to support smarter acquisition decisions
- A way to focus time only on the most promising deals

The Solution: KeyBrain + KeyComps

After implementing Keyway's platform, 12ten transformed how they identify and evaluate acquisition opportunities.



High-Probability Sourcing

KeyBrain analyzes owner behavior, portfolio patterns, and market signals to surface the right deals first.



Owner Intelligence

Detailed owner profiles reveal historical activity and potential motivations to sell at the asset level.



Custom Comp Analysis

KeyComps builds tailored comp sets configured to 12ten's strategy, validating pricing and rent positioning.



Data-Driven Visits

Armed with KeyBrain and KeyComps data, the team travels only to high-conviction deals.

A Platform Built for Acquisitions

KeyBrain

Enables 12ten to identify properties with a high likelihood of transacting by analyzing owner behavior, portfolio patterns, and market signals. Their team can focus on the right opportunities from the very start — not after hours of manual research.

- Owner behavior analysis
- Portfolio pattern recognition
- Market signal detection

KeyComps

12ten leverages KeyComps to build tailored comp sets for each target property. By configuring similarity based on their specific investment strategy and market dynamics, they can accurately assess pricing, rent positioning, and overall deal viability.

- Configurable similarity parameters
- Rent positioning analysis
- Deal viability validation

In Their Own Words

"Keyway has completely changed how we approach acquisitions. We are now able to identify the right opportunities faster, understand the owners behind them, and validate deals before ever stepping on-site. It allows us to focus our time on the deals that truly matter." — Luis Felipe San Martin, Managing Partner, 12ten.



Identify Faster

Surface high-probability deals earlier in the cycle

Understand Owners

Deep intelligence on who owns each asset and why they might sell

Validate Before Visiting

Confirm deal quality with data before committing time on-site

The Results

With Keyway, 12ten has built a more focused and efficient acquisition process — identifying high-probability deals earlier, validating opportunities with stronger comp data, and prioritizing site visits with confidence.

30–50%

Time Reduction

In identifying and qualifying opportunities

2–5 hrs

Saved Per Property

In underwriting and research workflows

1–2 wks

Faster Evaluation

Cut per deal in early-stage evaluation cycles

2–3x

More Qualified Deals

Increase in high-conviction deals identified per market

By leveraging KeyBrain and KeyComps, 12ten has reduced time spent on low-conviction opportunities and reallocated resources toward deals with real potential — resulting in a faster and more scalable acquisition strategy without increasing team size.

Ready to Improve Your Acquisition Strategy?

[Request a Demo at keyway.ai](https://keyway.ai)