# **GIS Solutions for Commercial Real Estate**

Map Your Way To Business Success

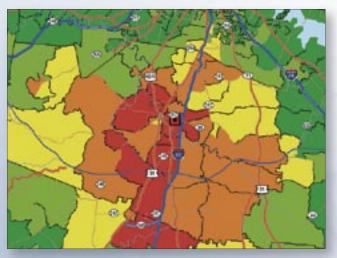




### **GIS: Tools to Visualize, Analyze, and Select Better Performing Properties**



Site Map



Retail Sales Potential Map

#### GIS by $\mathbf{ESRI}^{\mathsf{m}}$

Since 1969, ESRI has been helping people solve real-world geographic and business problems. Today more than 100,000 organizations around the world use ESRI's GIS technology to manage location-relevant information. By displaying information in maps and by leveraging the power of a GIS, businesses and government agencies have a better way to organize and visualize data for improved communications and enhanced decision making.

#### GIS, a Tool That Means Business

Approximately 80 percent of all business data is at least in part location-relevant data such as sales, customers, inventory, demographic profiles, mailing lists, and much more. Success in commercial real estate means making better decisions faster than your competition. It is key that you understand the market and obtain information quickly so you can act promptly. The intuitive power of maps, combined with the analytical power of a GIS, often reveals trends, patterns, and opportunities that may not be detected in tabular data alone and can help provide a competitive edge.

#### Why Geography Matters to Commercial Real Estate

Advances in technology are rewriting the rules of the game in increasingly rapid cycles. ESRI believes that the future success of retail, real estate, and restaurants will be determined to a large degree by the competitive advantages of implementing smart technologies. GIS is one of the smart technologies that will give you this competitive advantage. It is encouraging to see our users take the lead in implementing smart GIS technology on projects that will bring value to their organization and improve their bottom line. GIS adds spatial intelligence, a true source of sustainable competitive advantage, to your organization.

In today's fiercely competitive environment, commercial real estate professionals must efficiently locate profitable sites, match tenants to available properties, plan market expansion and contraction, stay abreast of changing consumer tastes, and act more quickly than the competition. To help companies achieve these goals, ESRI believes in a basic principle that has guided our company for more than 30 years—Geography Matters<sup>™</sup>.

Geography fundamentally influences and connects culture, business, society, and lifestyle. Geography answers many business and marketing queries. We are committed to the idea that tools capable of leveraging geography are smart for business and should become as common in business as back-office accounting systems. ESRI can show you how your company can achieve even greater productivity through the implementation of these tools.





Retail Sales Surplus and Leakage Map

## Data and Services to Help Implement Solutions for Growth

ESRI has the data, technology, Web services, and infrastructure to support real estate companies in the implementation of solutions that foster growth. We develop applications for clients that will precisely mine customer information, ESRI Business Information Solutions (ESRI BIS<sup>™</sup>) demographic, segmentation, and third party data sets to reveal trends and untapped opportunities; then integrate these sources into an enterprise platform consisting of mobile, desktop, and Web services technology. Our solutions are affordable and scalable and can reduce costs by enabling departments to share data and applications. IT departments will save time and increase productivity by maintaining a single software platform and one set of data. Our software technology also reaches across your organization to embed real-time, live transactional data stored in your data warehouse or in a Microsoft<sup>®</sup> Access database. Our solutions grow as your business grows.

ESRI's teams of dedicated experts carefully guide our clients through every stage of systems creation—from inspiration, invention, integration, and implementation to a successful conclusion. We take great pride in fostering long-term relationships with our clients. Our staff members always go the extra mile to resolve issues, answer questions, or just be there for our clients. Your success is our success.

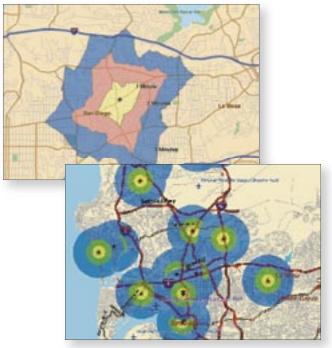
### **Map Your Way to Better Sites and Tenants**

#### Site Selection/Strategic Planning

GIS can help you find the right site for your next store, distribution center, or shopping center. With a GIS, you can combine aerial photos, competitor locations, planned residential subdivisions, customer surveys, and census data to visualize market penetration, market share, and trade areas. When markets change, GIS can help you better understand existing locations and identify new markets to penetrate.

#### Portfolio Analysis

GIS helps you better understand and know how well all store locations are performing in a market. Instead of just looking at one store location at a time, GIS can assist you in evaluating the whole store network in a market. Are stores underperforming? Why? Should I relocate or remodel stores? What demographics are characteristic to my highest performing stores? If I were to locate new stores, what areas in the market match the demographics of my best performing stores? What is the cannibalization effect on existing stores when new stores open? Drive-Time Trade Area Map



*Radius Ring Analysis of Existing and Target Store Locations* 

#### Shopping Center Locations



Retail Sales Potential Map

#### **Competitive Market Analysis**

Losing customers to the competition costs you money. Knowing the types of products, promotions, and services that will attract profitable customers in your trade area can help create customer loyalty and prevent cannibalization. Where are my competitors located and where do they plan to locate in the future?

#### Demographic Mapping and Reporting

Demographic maps and reports are the basis for many other business functions: site analysis, sales, and marketing. Understanding your customers and their socioeconomic and purchasing behavior is essential to making good business decisions. Where are the sites with the highest population and income?

#### Site Assessment

Understanding and knowing all the specifics about an existing or potential site are key to successful site location and planning. Is the site's ingress and egress acceptable? Do traffic counts and flow meet your minimum criteria for success? Are there significant environmental hazards near or on the site? Are there new residential subdivisions planned nearby?

#### Site Potential Analysis

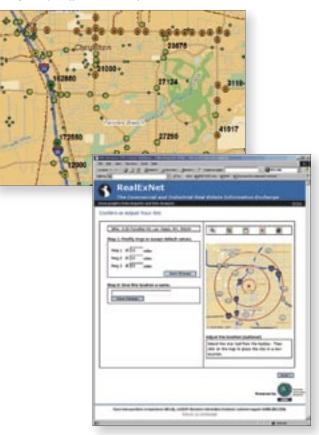
GIS can help you better understand your new site's potential in relation to the overall market. Is the population growing or has it flattened? Understanding the major demographic drivers for success and the potential in new markets is key to your market entry strategy.





Retail Sales Surplus and Leakage Map

Average Daily Traffic Count Analysis



Custom and Private Label Web Site

#### Market Research

Solid local information about your new market is key to your market entry strategy. Understanding the zoning and planning requirements in local markets can make or break a site's potential long-term return on investment. What are the local tax incentives? Should you build or lease?

#### Marketing and Sales

Providing timely information to your existing and potential customers is integral to your success. High-quality maps can be imported into print marketing materials. Map production time is decreased, and the accuracy of locations is increased. Your commercial property portfolio information can be made available on your company Web site along with maps, demographic reports, and directions.

### **Tools and Applications for**

#### Site Selection/ Strategic Planning



**Portfolio Analysis** 



### Trade Area Analysis Radius Rings

- Drive Time
- Custom Trade Area
- Percent Occupancy
  Calculation
- Demographic Market/ Site Analysis
- Tenant Mix
- Merchandise Mix
- Long-Term Population Trends
- Economic Outlook

Competitive Market Analysis



• Proximity to Competition

Market Influencers

• GLA of Competitors

• Understanding Trade

• Cannibalization Analysis

• Distance to Competitors

Area Dynamics

#### Demographic Mapping and Reporting



- Demographic Reports by - Radius Ring
  - Drive Time
  - Custom Trade Area
  - Standard Geography
- Map Output
  - Site
  - Topography
  - Aerial/Imagery
  - Competitor Locations
  - Demographic Attributes



#### GIS Helps Bring Edens & Avant Into the E-Commerce Age

"Our overarching goal was to create a program that would enable our retailers to quickly locate and assess the viability of a particular location according to their spatial needs," says David Z. Beitz, geographic and marketing information systems manager, Edens & Avant. "The input we received from retailers in our test phase enabled us to tailor the program's functionality to the way they do business." Edens & Avant now uses GIS and the Web for E&A OnSite, its proprietary retail property search program. E&A OnSite streamlines the process of site location for retailers by giving them a quick and easy-to-use solution for evaluating Edens & Avant properties.

### **Commercial Real Estate**

#### Site Assessment



- Site Accessibility
- Traffic Counts
- Proximity to Police/ Fire/Security
- Proximity to Freeway/Transit
- Number of Parking Spaces
- Visibility Analysis

#### **Site Potential Analysis**

- Surplus/Leakage Analysis
- Consumer Expenditure
  Analysis
- Demographics by
- Age
- Income - Household
- Education Level

Market Research



#### Marketing and Sales



- Zoning
- Local Incentives
  Tax
  - Economic
- Lease Versus Build
- Labor Force Availability
- Targeting Prospective Tenants
- Market Need/Draw
- Internet Marketing
- E-Commerce
- Enhance Site Brochure and Advertising Materials



#### Westerville, Ohio, Enjoys the Rewards of Enterprise GIS

"Currently we are working with ESRI BIS to integrate its new economic development reporting Web services," says Todd Jackson, GIS manager, city of Westerville, Ohio. "Initially, we are using a version of Business Analyst Online that has been customized for Westerville to obtain reports and maps for properties in Westerville." The service will allow the city to respond to information requests efficiently, demonstrating interest, technological capabilities, and the level of service companies or businesses can expect from the city of Westerville if they were to choose to locate within the city. "We anticipate the service will enable us to serve the community more effectively and provide the city of Westerville with a competitive edge in the highly competitive central Ohio economic development market," says Jackson.

### **Business Softw**

ESRF GIS solutions can belp you make better decisions, save money, and provide better customer service. No other company offers a complete suite of software programs that meets the needs of all departments within your organization. ESRI has combined its GIS software with industry specific data and functionality to create a complete solution for your business needs.

#### ArcGIS Business Analyst

ArcGIS<sup>®</sup> Business Analyst is a unique set of tools and data designed specifically for business applications. It allows you to analyze markets and customers, see trends and patterns on maps, and generate comprehensive demographic reports. The software has an easy-to-use wizard interface that guides you through complex business tasks. Because the data and analysis procedures are built in, you can focus on results rather than the details of the underlying technology.

#### **Community Coder**

This geocoding software appends geographic coordinates and data variables to each record in a customer file singly or in batch mode for more targeted messaging and better customer and prospect identification.



#### Portfolio

ESRI BIS Portfolio software combines the most current ESRI BIS data with Allocate data compression and/or Solocast segmentation to help you run reports, make maps, build customer profiles, and perform other marketing applications right from your PC desktop.

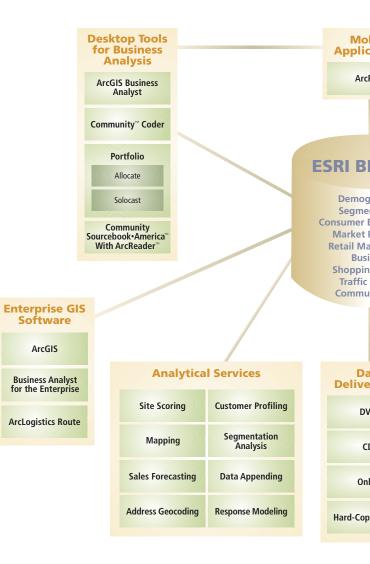
The seamless integration of Allocate and Solocast software and data components permits them to be used together or separately.

#### **ArcLogistics Route**



ArcLogistics<sup>™</sup> Route is a stand-alone end user application designed to solve vehicle routing and scheduling problems, enabling you to create and

manage sets of routes for your fleets of vehicles. Logistics professionals use ArcLogistics Route to geocode stops; optimize routes and schedules; and output maps, directions, and reports. ArcLogistics Route assigns customers to vehicles and determines the optimal stop sequences to minimize costs and honor time windows. Routes are built based on actual network drive times (not straight-line distances).



### vare Solutions



y Reports

#### The following industries benefit from ESRI BIS products, services, and solutions.

- Retail
- Real Estate
- Restaurants
- Media and Agencies
- Financial and Insurance
- Utilities and Telecommunications
- Health Care
- Nonprofits
- Entertainment
- Federal, State, and Local Government

ESRI BIS software and Web services solutions—from desktop to enterprise—let you barness the power of accurate, comprehensive data for reports, maps, and analyses that solve your research and marketing needs.

#### **Business Analyst Online**

Access ESRI BIS data and mapping instantly from Business Analyst Online either à la carte or via flexible subscription plans. Interactive features, such as project saving, thematic mapping, hand drawn polygons, and presentation quality output, will increase your organization's efficiencies.

#### My Business Analyst Online

My Business Analyst Online allows you to use the ESRI BIS Web site data reporting and mapping capabilities, customized with your organization's look and feel, across your organization.

#### ArcWeb Services

Use Business Analyst Web services to empower your desktop and Web applications with leading edge GIS technology and extensive business, demographic, and consumer household data.

#### **RouteMAP IMS**



RouteMAP<sup>\*\*</sup> IMS is an affordable out-of-the-box Internet map server that helps companies add mapping and routing capabilities to their Web

sites. RouteMAP IMS is software that resides on your server, allowing you to change, edit, and serve an unlimited number of maps and routes while giving you total control of content and the user interface. RouteMAP IMS enables you to generate more business activity for your company by allowing prospective customers visiting your Web site to display maps and get driving directions to your various business locations.

#### Community Sourcebook • America With ArcReader

This CD–ROM combines demographic data from the *Community Sourcebook* of *ZIP Code Demographics* and the *Community Sourcebook of County Demographics* with proprietary query, sort, and report software. ESRI's ArcReader<sup>™</sup> software allows you to easily view, explore, display, and print maps.



### **ESRI BIS Data**

The ESRI BIS team of expert data developers uses proven methodologies to carefully review and verify all data products. Users can depend on accurate and timely data updates and delivery from ESRI BIS. Data is available in a variety of deliverables including DVD, CD, bard-copy reports, printed books, and online. ESRI BIS data seamlessly integrates into software products and is available through project work, by license, and on the ESRI BIS Web site.

#### Databases

ESRI BIS provides an extensive range of data to fit the needs of users in any organization.

**Demographics:** ESRI BIS demographic data includes current-year estimates and five-year forecasts. For a complete list of the ESRI BIS demographic variables, please refer to Electronic America, the online data catalog, at www.esribis.com/data.

**Segmentation:** The Community Tapestry<sup>™</sup> segmentation system provides an accurate, detailed description of America's neighborhoods. U.S. residential areas are divided into 65 segments based on their socioeconomic and demographic composition. With Tapestry you can profile consumers based on standard geographic areas, user-defined areas, customer addresses, or site locations.

**Consumer Expenditure:** This comprehensive database, developed by ESRI BIS, is based on a combination of the latest Consumer Expenditure Surveys (CEX) from the Bureau of Labor Statistics. Data is reported by product or service and includes total expenditures, average spending per household, and a Spending Potential Index (SPI).

**Market Potential:** The ESRI BIS Market Potential database includes data for goods, services, attitudes, and activities collected from Mediamark Research, Inc. The database projects the expected number of consumers and provides Market Potential Indices (MPI).

**Retail MarketPlace:** This database enables businesses to analyze both supply (retail sales) and demand (consumer spending or retail potential) for retail trade and food services and drinking establishments. In addition, the leakage/surplus estimate in this database allows users to compare consumer spending by house-holds to retail sales by businesses and quickly analyze the potential of future sites.

**Business:** ESRI BIS business data is extracted from a comprehensive list of businesses licensed from infoUSA, Inc. The business list contains data on more than 11 million U.S. businesses including name and location, franchise code, industrial classification code, number of employees, and sales.

**Shopping Center:** ESRI BIS offers two options for shopping center information—National Research Bureau (NRB) and Directory of Major Malls (DMM). The NRB database provides accurate, complete, and current data for all shopping centers with three or more stores regardless of gross leasable area (GLA). The database includes more than 40,000 centers of every size and type. The DMM database includes information about shopping centers with a GLA of 250,000 square feet or more.

**Traffic Counts:** ESRI BIS' traffic count data comes from MPSI/DataMetrix and provides the most current and extensive U.S. traffic data for trade analysis, routing, or mathematical modeling.

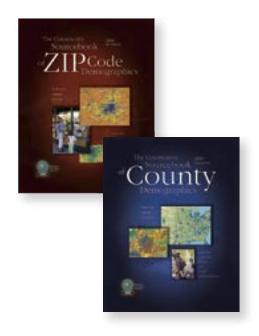
### www.esribis.com/data

#### **Data Packages**

Industry specific data packages from ESRI BIS help businesses and agencies better understand their markets and constituencies.

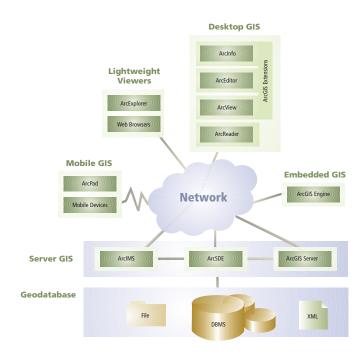
**CommunityInfo:** CommunityInfo-related data tables include current information about the people, workers, and spending patterns by community. Designed to help government agencies, organizations, and businesses better understand their market areas and constituencies, CommunityInfo's nine industry specific packages are easily integrated into ArcGIS technology. CommunityInfo data is available for economic development, education, financial services, health and human services, homeland security, insurance, retail, restaurants, and census.

**Sourcebooks:** The ESRI BIS ZIP Code and county sourcebooks are the definitive demographic data reference tools used by companies, public agencies, universities, and public libraries for quick and easy demographic research. *The Community Sourcebook of ZIP Code Demographics* and *The Community Sourcebook of County Demographics* contain four pages of demographic data for every U.S. ZIP Code and county, respectively, arranged in an easy-to-read format along with methodology statements, maps, and other important reference information.



### ESRI GIS Software

ESRI offers a range of software solutions for every company, from the one-person entrepreneur using a PC to the most advanced corporate enterprise environment. Used by more organizations than all other GIS software combined, ESRI is the world leader in GIS technology. The following ESRI software programs have been designed especially for business.





#### ArcGIS



ArcGIS is used for the creation, management, integration, analysis, display, and dissemination of spatial data. Strong visualization, editing, and analysis, along with advanced data management, distinguish the ArcGIS software family as the leading GIS software.

Users can deploy multiple ArcGIS client (ArcView®, ArcEditor™, ArcInfo<sup>™</sup>) seats, ArcGIS servers (ArcSDE<sup>®</sup> and ArcIMS<sup>®</sup>), and mobile technology (ArcPad®) to meet their needs for scalable GIS solutions.

#### ArcView, ArcEditor, and ArcInfo

ArcView, ArcEditor, and ArcInfo are collectively known as ArcGIS Desktop. ArcGIS Desktop provides a scalable system for data visualization, query, analysis, and management along with the ability to create and edit geographic data.

#### ArcIMS

ArcIMS software is the foundation for distributing GIS data and applications on the Internet. By providing a common platform for exchanging and sharing GIS resources, ArcIMS provides unique opportunities to leverage data from within the organization and to integrate information from other agencies.

#### ArcSDE

ArcSDE is an application server that facilitates storing and managing spatial data in a relational database management system. ArcSDE allows you to openly manage spatial data in one of four commercial databases (IBM® DB2®, IBM Informix®, Microsoft SQL Server<sup>™</sup>, and Oracle<sup>®</sup>) and to serve ESRI's file-based data. ArcSDE plays a fundamental role in a multiuser GIS and delivers spatial data to desktop, Web-based, and mobile client applications.

#### ArcPad

ArcPad software is a mobile geographic information system technology. ArcPad provides database access, mapping, GIS, and global positioning system (GPS) integration out in the field via handheld and mobile devices. Data collection with ArcPad is fast and easy and significantly improved with immediate data validation and availability.

#### **ArcWeb Services**

ArcWeb<sup>™</sup> Services are ESRI's family of hosted GIS Web services. They offer a way to provide GIS content and capabilities for your applications without having to host the data or develop the necessary tools. The result is significant savings of time, expense, and computer resources.



For more than 30 years ESRI has been helping people manage and analyze geographic information. ESRI offers a framework for implementing GIS technology in any organization with a seamless link from personal GIS on the desktop to enterprisewide GIS client/server and data management systems. ESRI GIS solutions are flexible and can be customized to meet the needs of our users. ESRI is a full-service GIS company, ready to help you begin, grow, and build success with GIS.

### **ESRI Corporate**

380 New York Street Redlands, California 92373-8100, USA Telephone: 909-793-2853 Fax: 909-793-5953

For more information on ESRI, call

**1-800-447-9778** (1-800-GIS-XPRT)

or contact an ESRI reseller near you.

Send e-mail inquiries to info@esri.com

Visit ESRI's Web page at **www.esri.com** 

### ESRI Business Information Solutions

For more information on ESRI BIS, call

#### 1-800-292-2224

or visit the ESRI BIS Web page at www.esribis.com

Outside the United States, contact your local ESRI distributor. For the number of your distributor, call ESRI at 909-793-2853, ext. 1235, or visit our Web site at www.esri.com/international



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