

## Edens & Avant's E&A OnSite Powered by ESRI® ArcView® Business Analyst and RouteMAP™ IMS



### GIS Assists Site Location in the E-Commerce Age

Check Into Cash, a financial services company headquartered in Cleveland, Tennessee, was hoping to locate a new store in one of 18 states in the eastern United States.

No problem.

A real estate representative from Check Into Cash logged onto Edens & Avant's Web site at [www.edensandavant.com](http://www.edensandavant.com) and linked to that commercial real estate enterprise's interactive Web program E&A OnSite™. Using Check Into Cash's unique site location criteria, the representative searched the Edens & Avant property portfolio of more than 250 grocery-anchored shopping centers. The happy news is that Check Into Cash found a shopping center that fit its locational requirements and contacted the leasing manager at Edens & Avant. The leasing manager knew of a 2,400-square-foot space that was becoming available within the next several months. As a result, Check Into Cash signed a lease and moved into the space when it became available. Edens & Avant was able to keep the center 100 percent leased and achieved the goal of quickly helping Check Into Cash efficiently find a viable location within a target market.

### The Power of Location

No one can dispute the power of the Web. The power of e-business is redefining how retailers reach consumers. But behind the power of the Web is another driving force that is profoundly benefiting businesses and consumers alike. It is the power of location. For Edens & Avant, this could not be any truer.

"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, manager of E&A OnSite, 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 geographic information system (GIS) software and the Web for E&A OnSite, its proprietary retail property search program. The project was started in March 1999. The GIS initiative is supervised by Beitz, who oversees all aspects of the program including the ongoing field research and data management related to the online program.

"As an owner and manager of more than 250 grocery-anchored shopping centers, we needed a way for retailers to easily find properties that met their unique geographic criteria," says Beitz. "We had solid solutions in place, but the combination of GIS and the Web gave us a new standard for research, qualification, and customer service that gives us a strategic advantage. Our customers are at the center of our efforts, so the E&A OnSite interactive program makes perfect sense."

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. In the past, retailers would have had to carry out the time-consuming paper-based process of assessing data on Edens & Avant properties. E&A OnSite links Edens & Avant's retailers to shopping centers that best meet their store site location requirements. Customers simply enter in their specific location and demographic criteria and within seconds, a list of suitable shopping centers in the Edens & Avant retail portfolio is generated that meet their query.

"We use ArcView® Business Analyst and RouteMAP™ IMS as the primary drivers of the property search application E&A OnSite," says Beitz. "RouteMAP IMS provided dynamic mapping on the Web and an easy way to upload our properties since they were already in GIS. ArcView Business Analyst provided the data used for the demographic search."

What comes up is a list of Edens & Avant centers that best meet the retailers' needs. Additional information is provided to the user such as center contact information, center description and demographics, road

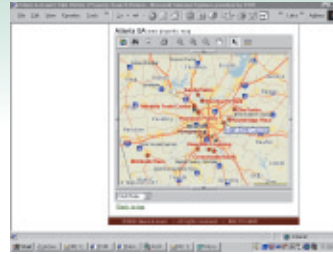
maps, and metropolitan statistical areas. The user is also given a map of the individual locations and surrounding map territory where the user can further evaluate the market area. The interactive map allows users to pan, zoom, and move around the map; identify specific locations; find the shortest routes between points; and generate drive times. Users can also locate buildings and landmarks by entering address and ZIP Code locations.



# ArcView Business Analyst and RouteMAP IMS

## E&A OnSite Beta Tests

To better develop the program, Edens & Avant selected nearly 100 retailers to beta test E&A OnSite at the annual convention of the International Council of Shopping Centers in Las Vegas last May. Beta testers navigated through the property search program, testing the sites' usability and performance, then provided valuable input to E&A OnSite developers.



"By organizing the information spatially on our Web site, retailers can quickly find the information that they are looking for," says Beitz. "Saving our retailers time is a great benefit, especially when a retailer needs to open many stores in a targeted geographic market within a specific amount of time. A secondary benefit of the application is that it has assisted our retail leasing representatives to start thinking more spatially. By using the site, they can take a proactive, solution-oriented approach to site selection for retail stores."

Future plans for E&A OnSite include improved legacy systems integration. They are also exploring methods to provide more of our advanced GIS analysis on E&A OnSite. Someday, users of E&A OnSite could have the ability to search demographics by drive times, view competitors, and perform trade area analysis. The goal is to utilize information technology as efficiently as possible to show retailers the best locations for their business within our portfolio. "Our company succeeds when our clients profit in markets that best meet their needs," says Beitz.

As one of the fastest growing commercial real estate enterprises in the United States, Edens & Avant has served the eastern United States for nearly 35 years. Based in Columbia, South Carolina, the company has created a successful business valued at more than \$1.8 billion in assets. In addition, E&A has regional offices in Greenville, South Carolina; Atlanta and Bainbridge, Georgia; Charlotte, North Carolina; Orlando, Florida; Jackson, Mississippi; Nashville, Tennessee; Roanoke, Virginia; Washington, D.C.; Cleveland, Ohio; and Boston, Massachusetts. Edens & Avant owns, operates, and develops Necessity Retail<sup>®</sup> Centers and leases them to national and regional retailers. The company's current portfolio comprises more than 250 shopping centers in 18 states. The company also provides a full complement of corporate and third party commercial real estate services including commercial brokerage, office and industrial leasing and management, health care, retail leasing and management, and development.



**For more information, please contact**  
**David Beitz, Edens & Avant**  
**1901 Main St., Suite 900, Columbia, SC 29201**  
**Telephone: 803-779-4420**  
**Fax: 803-765-0684**  
**davidb@edensandavant.com**

## Edens & Avant's Other GIS Services

In addition to managing the E&A OnSite program, Beitz oversees GIS services to the company's retail leasing, development, expansion, and acquisition specialists who work daily with retailers with site selection needs. Internally, GIS is being used for a variety of decision-support applications. Maps and analyses are performed for presentations to retailers, investors, and decision makers. Several examples of presentations would include trade area and market penetration analysis for potential new center developments. This enables Edens & Avant to drill down further than the ring analysis and find opportunities that might have been traditionally overlooked. By showing a retailer map information from the GIS, such as drive times, population density, average household income, competition, and potential customer locations, the retailer has a better understanding of the market it is dealing with. GIS is the foundation for building the data, providing the analysis, and distributing the knowledge as tools for a better understanding of Edens & Avant centers and markets.

Data for the system comes from a variety of sources. *RouteMAP* IMS comes with the U.S. street data and landmark data from Geographic Data Technology (GDT). *Business Analyst* comes with the demographic data from ESRI Business Information Solutions. Edens & Avant provides its proprietary portfolio GIS layer with MSA and state centroids derived from National Transportation Atlas Database (NTAD) data for 1999.

"We believe that the synergy of our in-house GIS with powerful Web technology provides an optimized, e-business solution for retailers looking to make the best site selection choice possible," says John Lumpkin, president and chief operating officer, Edens & Avant. "E&A OnSite allows more users to evaluate our core retail offerings, and we'll continue to refine and extend the site now and into the future."



**ESRI**

380 New York Street  
Redlands, California  
92373-8100, USA

For more information,  
call ESRI at

**1-800-447-9778**

Send e-mail inquiries to  
**info@esri.com**

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

Copyright © 2002 ESRI. All rights reserved. ESRI, the ESRI globe logo, ArcView, RouteMAP, @esri.com, and www.esri.com are trademarks, registered trademarks, or service marks of ESRI in the United States, the European Community, or certain other jurisdictions. Other companies and products mentioned herein are trademarks or registered trademarks of their respective trademark owners.

90841  
ACEP5M6/02tk