ESRI Brings The Geographic Advantage™ to Real Estate

ESRI

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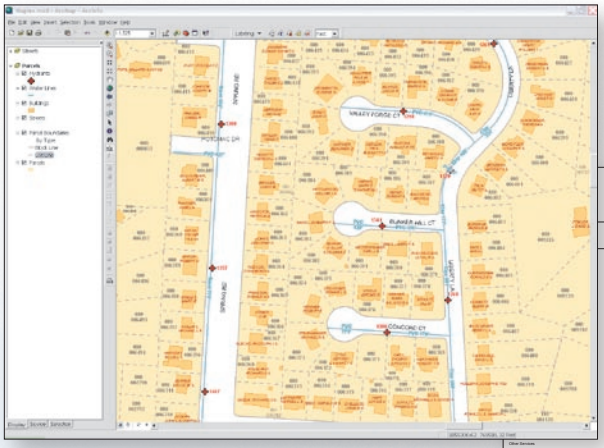
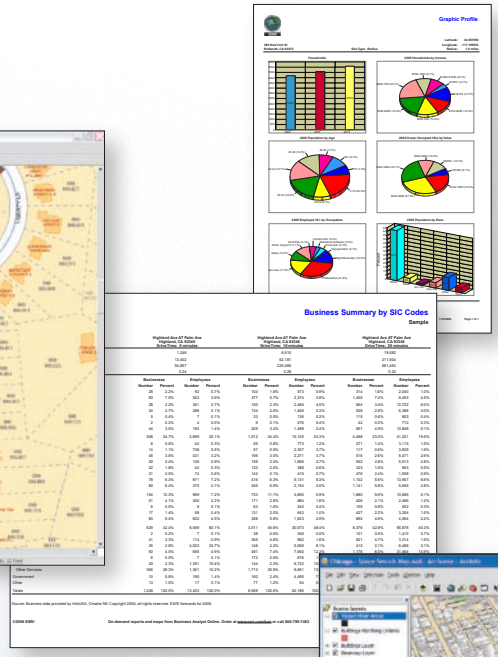
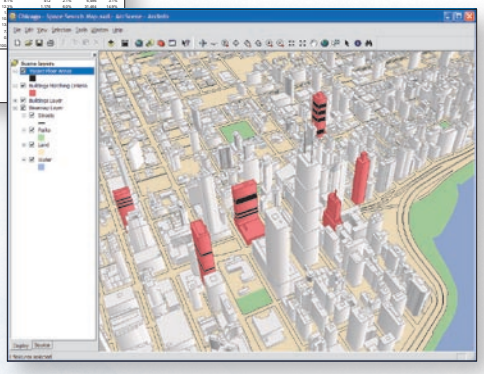
Whether you are a commercial real estate agency, multiple listing service, home builder, or commercial property management firm, ESRI brings the geographic advantage to you.



GIS can find the best site for residential or commercial development by integrating all the necessary information.



GIS brings together information to help you make better decisions and be more informed, whether it is for a new home or business.



GIS provides powerful visualization tools that improve understanding and enhance strategic planning.

Location drives the real estate industry. It's not just about finding any site but finding the best site. Real estate companies count on geographic information system (GIS) technology to deliver the results they need. By analyzing data around locations—demographics, aerial photographs, traffic counts, shopping center usage, merchandise potential data, and competitive influences—they can find ideal locations for property.

GIS helps the real estate industry analyze, report, map, and model the merits of one site or location over another. From identifying the best site for purchase for new commercial development to matching a home buyer's decision criteria to managing a property portfolio, ESRI® GIS delivers the answers Realtors need to make the best choice.

GIS makes finding a home easier.

ESRI's combination of software, data, and industry expertise allows real estate companies to meet the diverse and evolving needs of both their customers and their internal organization. ESRI GIS provides solutions and capabilities that range from ad hoc, occasional, or specialized projects to Internet publishing and home finder services to dedicated applications across the enterprise.

GIS Empowers Residential Real Estate

GIS brings together the information necessary for buying a house in an easy-to-understand format accessible by anyone via the Internet.

Analyze Data

GIS is a powerful, intuitive medium through which to visualize and analyze data about residential locations. ESRI GIS brings together the essential information layers in a powerful yet easy-to-use set of business applications dedicated to the needs of real estate professionals and their clients. Many low-cost solutions can be delivered without the headache of large overhead, system upkeep, or data maintenance.

Companies and associations, like www.realtor.com, make finding a home easier by integrating GIS as part of their search tools.

ESRI provides more than 100 standard online reports, maps, and market summaries for real estate professionals.

Anytime, Anywhere

The Internet has become an indispensable resource for home buyers, renters, real estate companies, and multiple listing service (MLS) agents. A National Association of Realtors survey in 2005 found that 77 percent of home buyers used the Internet to search for homes, and of these, more than 80 percent used a real estate agent for the purchase.

Having the right services and information available via the Internet is an important differentiator for real estate companies. ESRI software, data, and Web services help bring buyers and sellers together using map-based viewers, finders, and site selection. Home buyers can look for a house in San Francisco, California, from Seattle, Washington; Sydney, Australia; or Seoul, Korea, and compare homes for sale and real estate agent services online at their leisure. Those companies showing where the house is and displaying other important data, such as school districts, social amenities, shops, crime data, or transportation links, will be far ahead of those that don't.

GIS Helps Home Builders

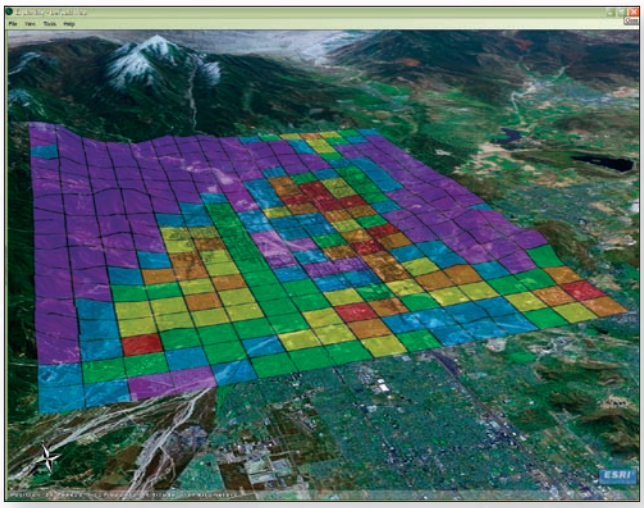
Case Study: Baynet World Bringing the House to You

Baynet World, Inc., is a leader and pioneer in real estate software solutions. Available on any Windows® Mobile-, Blackberry®-, or Palm-enabled handheld device, the company's PocketMLS provides essential productivity tools for the mobile real estate agent. It allows Realtors to search listings wirelessly, e-mail listings to clients, and perform vital operations while out of the office. PocketMLS was developed as a branded solution for distribution throughout a real estate company.

PocketMLS lets an agent become more efficient by delivering key services directly to the wireless device. When out of the office with a client, a Realtor can display directions to specific properties, view an area-of-interest map down to the street level, and optimize driving times and directions between properties. These tools maximize the time a client has to view properties of interest and help provide a more productive buyer experience. Realtors can also enter a street name and immediately identify it in the client's area of interest without returning to the office. Client preferences and requirements can be captured on site with a real impression of the market and stored for later use when new properties become available or are listed. By doing so, the agent is able to provide a better, more informed, and personalized experience for the client.

"ESRI GIS was the only solution in the market that allowed us to host the application ourselves. This means we have complete control over our applications and data. We also like the fact that we pay the same software fee each year, no matter the usage. It allows us to plan and budget as we grow our business."

Sanjeev Goel
Vice President of Operations
Baynet World, Inc.



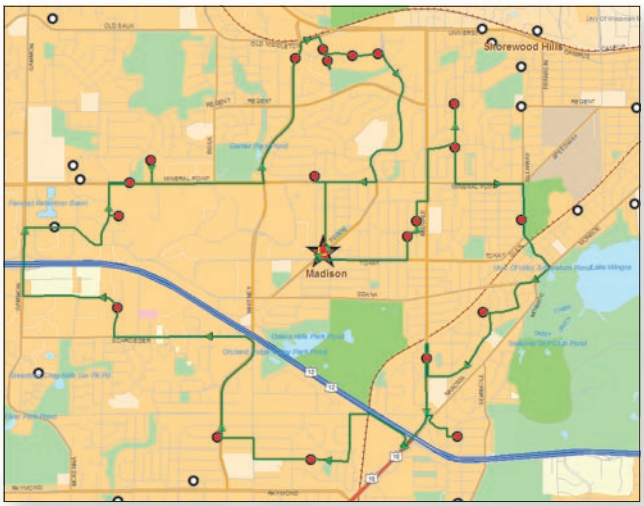
Market demand, site suitability analysis, and demographic models can be combined and visualized in many ways. Intuitive yet powerful analysis helps real estate professionals get the best answers to their pressing questions.

Site Selection

Buying a new home is the most important investment a family can make. Acquisition is one of the most critical operations as builders attempt to create profitable developments under enormous competition for land. Home builders must quantify the lifestyle and socioeconomic factors that influence the buyers' decision-making process if they are to create communities where people want to live.

ESRI GIS allows residential property developers to analyze a rich mix of information, including parcel, zoning, tax, census, flood risk, and demographic data, to create accurate business models that establish the economic potential of different sites or land units. Once provided, home builders can assess the viability of these sites. They can subsequently modify the mix, size, and nature of home construction to meet the business expectations of market or development goals.

GIS software, data, and services from ESRI let home builders create standardized business models that can be flexibly turned or modified to the local market. The influence of variations in neighborhood and structure and the distribution of malls, schools, and other social amenities can be used to create developments that appeal to different market segments or key target groups.



GIS can be used to model supply and delivery points and analyze product routing optimization.

Supply Chain Management

Home builders of all sizes need to effectively manage their inventories and gain maximum efficiency from suppliers, construction crews, and other project teams. ESRI GIS software allows companies to gain a more detailed view of the supply chain and the expected development budgets across different territories. The impact of variations in the supply of materials and labor, delays caused by weather or distribution problems, and changes to the rate of purchase or subdivision construction can be visualized across the whole business landscape. If necessary, resources can be redeployed or a project start date can be amended and inventory can be better controlled. Using GIS software and tools from ESRI, home builders can gain more detailed insight into local market factors and build more accurate, profitable, and realizable plans for regional and community-specific site development.

Pulte Homes' Web site allows visitors to drill down to neighborhoods by clicking on a map, making it easy to search areas that may not be familiar.

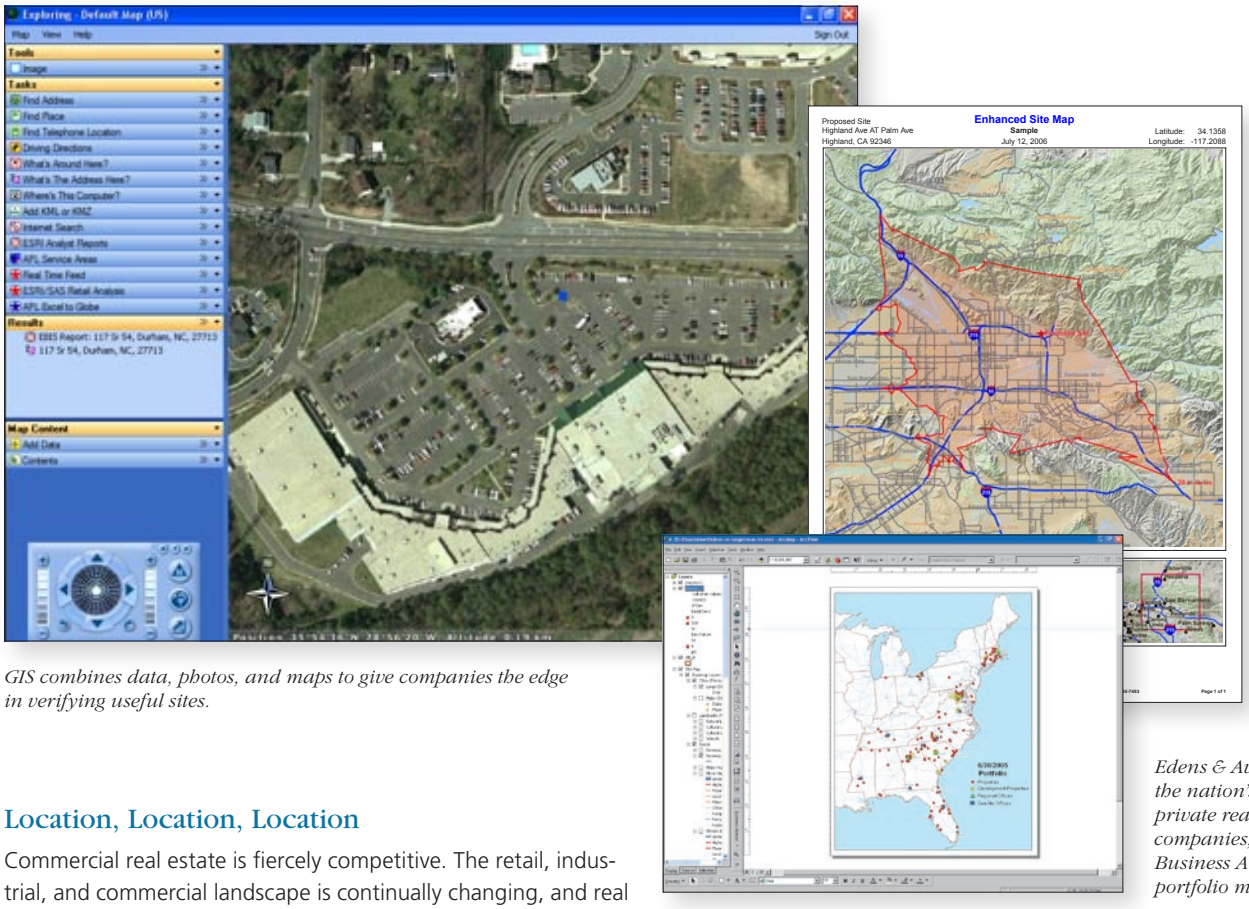
Case Study: Mousehunt for a House

ESRI and IDV Solutions implemented a tool for the second largest home builder in the United States, Pulte Homes℠. The tool lets buyers quickly and intuitively "drill down" on a map, using their mouse to point to a desired area and view properties that interest them. Visitors to Pulte's home page can select the state of their choice from the map, then visually drill down to Pulte neighborhoods in their area of interest. Using this visual search approach ensures the delivery of a pleasing, efficient interaction with a potential customer and seamlessly connects with the next step in the sales process: contacting a representative for a viewing.

"We decided to use ESRI's RouteMAP™ IMS software to support our business goals. We like the ability to add custom layers to the maps because it gave us the most realistic view of what's important for each of our developments."

Melissa Davis
National E-Commerce Manager, Sales and Marketing
Pulte Homes

GIS: Essential for Commercial Real Estate



GIS combines data, photos, and maps to give companies the edge in verifying useful sites.

Edens & Avant, one of the nation's leading private real estate companies, uses ArcGIS® Business Analyst for portfolio management.

Location, Location, Location

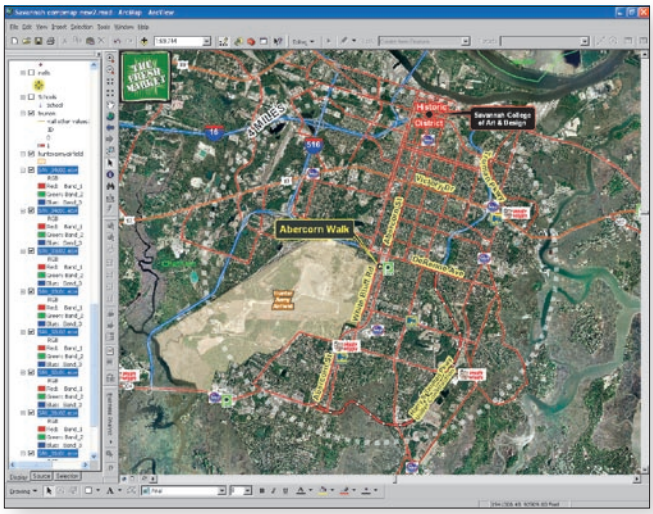
Commercial real estate is fiercely competitive. The retail, industrial, and commercial landscape is continually changing, and real estate companies must stay knowledgeable of the critical factors impacting the performance of their property portfolios.

GIS helps maximize the strengths and capabilities of a business by identifying the best location from which to operate. ESRI software and data solutions let real estate companies combine market and territorial knowledge with proven business analysis and site selection methodologies, taking the guesswork out of site analysis and providing deeper insight into the local real estate environment and market forces.

Portfolio Management

Maintaining a competitive edge is easier with the right knowledge and insight. GIS allows real estate firms to gain greater understanding of the preferred mix of tenants for any one location. The impact of changing commercial tenants; expanding retail square footage; or altering the mix of commercial, residential, and entertainment capacity can be analyzed using techniques that provide new insight into future success factors compared to traditional business reports or tabular analyses. GIS adds geographic understanding that allows market forces and motivating factors, spread across a market area or sphere of influence, to be captured and used in business insight analysis—something that cannot be done using other software products in isolation.

Learn how GIS can give your organization the geographic advantage by visiting www.esri.com/realestate or calling 1-800-447-9778

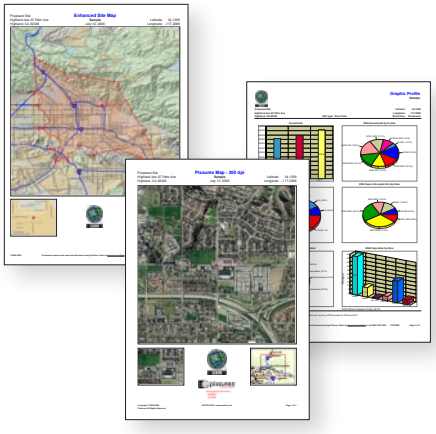


Edens & Avant creates more targeted and specialized presentations to successfully market to prospective customers.

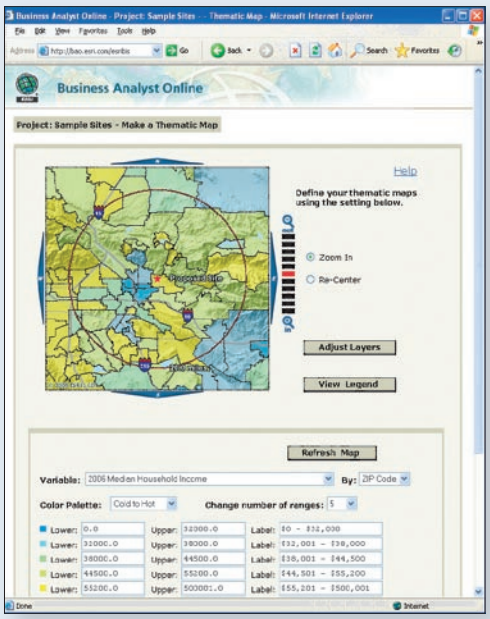
Targeted Marketing

ESRI has helped thousands of commercial organizations of all sizes pinpoint their most profitable customers and target preferred and relevant messages to this receptive audience. A wealth of data and software solutions allows commercial real estate companies to select the most appropriate target marketing strategy. Internet-based resources can be used without the need for expensive in-house expertise while server-based GIS delivers dedicated desktop software for use by industry experts and market-savvy professionals.

For commercial real estate companies, GIS reduces the risk of targeting the wrong group of potential tenants or providing poorly qualified and inappropriate information to the right mix of prospects. ESRI GIS software ensures that commercial real estate companies can win over prospective retailers by creating informative sales tools and marketing reports that highlight the economic potential of a new location or future development.



High-quality reports and maps can be created for use in customer evaluation reports and business documents.



Case Study:
Forest City Enterprises
Saving Time and Money with GIS

Forest City Enterprises, Inc., focuses primarily on large, unique, and complex projects in high-growth urban areas such as Boston, Denver, Los Angeles, New York City, and San Francisco. The company's strategy is to diversify and capitalize on growth potential. To stay knowledgeable of market analysis trends, Forest City Enterprises wanted to implement a new system for daily in-house analyses without hiring outside consultants. Using ESRI GIS software and data, the company was able to address the analysis needs of different projects and also apply greater control over budgeting and investment risk. Forest City Enterprises realized dramatic savings of time and money by bringing this capability in-house yet still maintained flexibility in how to approach individual projects.

"The biggest advantage of using ESRI GIS technology and data has been the ability to provide better customer service to prospective retailers and successfully optimize the leasable space in our retail portfolio."

Dana Parsons
Research and Design Administrator
Forest City Enterprises, Inc.

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For more than 35 years, ESRI has been helping people make better decisions through management and analysis of geographic information. A full-service GIS company, ESRI offers a framework for implementing GIS technology and business logic in any organization from personal GIS on the desktop to enterprise-wide GIS servers (including the Web) and mobile devices. ESRI GIS solutions are flexible and can be customized to meet the needs of our users.

For More Information

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

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Outside the United States, contact your local ESRI distributor. For the number of your distributor, call ESRI at 909-793-2853, ext. 1-1235, or visit our Web site at

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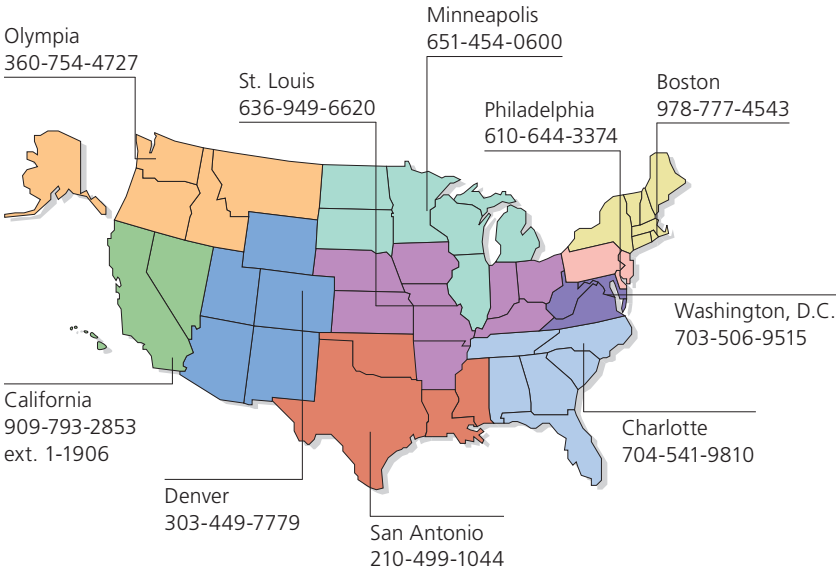

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