



Case Study

Organization

Coldwell Banker Commercial
Saunders Ralston Dantzler
Realty, LLC

Location

Florida

Industry

Real Estate

Matching Location to the Right Customer

Gary M. Ralston is a managing partner with Coldwell Banker Commercial Saunders Ralston Dantzler Realty, LLC, the premier commercial services provider in central Florida (Polk County). As a senior instructor for the CCIM Institute, director of the CCIM Institute and CCIM Technologies, an educator, and a published author, Ralston is a globally recognized expert on retail real estate development, using both financial and location analysis.

What did they do?

Ralston is one of 13,000 CCIM commercial real estate professionals who have access to Esri® Business Analyst OnlineSM (BAOSM). Armed with the up-to-date population, expenditure, and market potential data available through BAO, Ralston approached Manny's Original Chophouse with a site he envisioned as being a potential new restaurant location. The site he had in mind looked like a losing proposition on paper—three restaurants previously located there had failed. Using comparison analysis in BAO, Ralston determined that there were challenges due to site characteristics. The proposed plan included a reconfigured site and building redesign.

Do I need this?

Success in real estate means being able to apply both financial and geographic expertise. The right tools allow you to use insight, creativity, and objectivity to work out the best deal for yourself and your clients. Apply the right information about particular locations and bring your vision to reality. Esri's ArcGIS® platform provides the tools and data you need to move on a decision quickly and reap the benefits.

For more information, visit esri.com/realestate.

"In theory, you have a location, a site, and a building. You have to work through these filters to make a concept a success. Esri makes it easy for Certified Commercial Investment Members (CCIMs) to do this."

Gary M. Ralston

CCIM, SIOR, CPM, CRE, CLS,
CDP, CRX

Managing partner with Coldwell
Banker Commercial Saunders
Ralston Dantzler Realty, LLC



Understanding our world.

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