



Case Study

Organization
CRE Tech

Location
Austin, Texas

Industry
Commercial Real Estate

Turning Location Information into Insight

CRE Tech helps commercial real estate professionals navigate technology and make their clients more successful. CRE Tech is a longtime educator and partner of The Site To Do Business (STDB), the market leading online resource helping Certified Commercial Investment Member (CCIM) Institute members. CRE Tech is recognized as an expert in making strategic real estate investment decisions.

What did they do?

CRE Tech staff use the Esri platform, including Esri® Business Analyst™, ArcGIS™ Online, and mobile applications, to provide access to and analyze geodemographic and lifestyle data as well as high-quality imagery, area research, and financial analysis. This provides dependable resources to quickly analyze, interpret, and understand the viability of real estate developments. Staff can then investigate alternative scenarios that best match the market opportunity.

Do I need this?

When CCIM members work with clients and prospects, they come ready and armed with knowledge to provide a plan of action and marketing resources to successfully execute the agreed strategy. Having access to timely location intelligence and insight allows real estate professionals, like CCIM members, to focus on the business at hand: delivering the best deals for all involved.

For more information,
visit esri.com/realestate.

"Esri provides our community with the context they need to understand property deals and people. This is indispensable information for us and our customers."

Todd A. Kuhlmann
CRE Tech, Inc.



Understanding our world.