Case Study

Organization
United Properties and
Cushman & Wakefield
NorthMarq Services

Location
United States

Industry
Commercial Real Estate

Shopping Centers Attract the Right Merchants

When a retail business is looking for a new location, United Properties agents can help by offering concise, comprehensive web-based reports that illustrate consumer spending patterns, market potential, competition, property availability, key trends, and five-year forecasts. United Properties agents say the reports, created using Esri® technology, have already lead to substantive discussions with potential merchants, greater customer engagements at company shopping centers, and increased revenues overall.

> "We had our best-ever year of shop space leasing, even in the most difficult business environment, because we are able to quickly gather and share crucial property data using Esri technology."
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> **John Breitinger**
> NorthMarq re-lytics
> Program Manager

What did they do?

United Properties teamed with sister companies Cushman & Wakefield NorthMarq Services and Intium to create a new set of analysis tools, research techniques, and business practices to support acquisitions and disposition projects. The result of this effort, a service called re-lytics, uses Esri technology to integrate and analyze complex marketing data.

Do I need this?

Esri technology provides commercial real estate experts with access to extensive data for the analysis of market potential and trends. Additionally, Esri creates the tools necessary to view, explore, and share data, making better business decisions possible.

For more information, visit esri.com/business.

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