



# Esri® Location Analytics for Real Estate



## The Top Five Benefits Why Real Estate Professionals Need Location Analytics

We've all heard the mantra: location, location, location. But the most successful real estate companies understand real value comes from location, insight, and timing.

As a real estate professional, you already know where things are located and what's happening around the properties you manage, but are you making the most of it? What if you could apply location to understand

- What factors really lead to successful developments and why.
- Portfolio performance data across global, national, and local market levels.

Location analytics brings together dynamic, interactive mapping; sophisticated spatial analytics; and rich, complementary data to enhance your organizational performance and business readiness. Best of all, it is available to use with typical office and business software, so you can continue to use familiar tools and workflows.

Here are the top five benefits why location analytics has moved from being a nice thing to have to being an essential part of your decision-making arsenal and business tools:

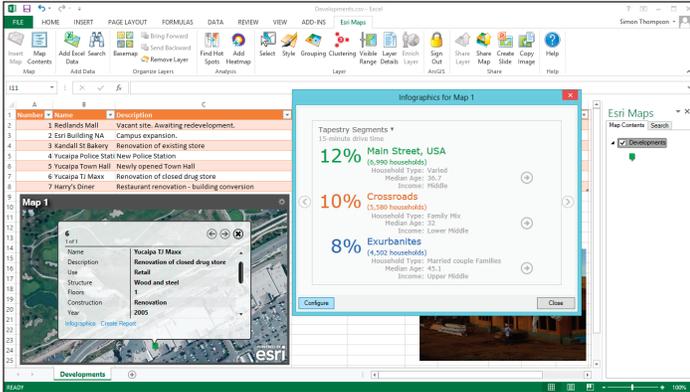
### 1: Improves Financial Performance

Reveal where you can maximize profitability and financial performance by identifying market gaps, investment properties, and underperforming assets. Understand how competition, supply and demand, or consumer demographics impact profit and performance.

### 2: Minimizes Investment Risk

Make confident decisions about what, when, and where to invest. Improve your execution and timing by viewing and analyzing different sources of information to find hidden patterns and new insights.





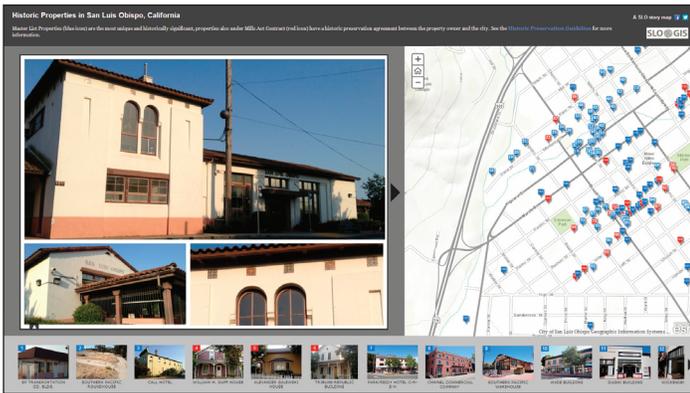
By viewing so many information sources, including Tapestry™ Segmentation data, you can get to the bottom of what type of business is best for each site.

### 3: Boosts Due Diligence Knowledge

Overlaying many different information sources allows you to sort fact from fiction and more easily share that data within your organization or with others. The best news? Spatial analytics benchmarks can be set to make sure you keep on target; understand potential delays, overruns, or deviations; and expedite the due diligence process.

### 4: Allows Better Collaboration across Organizations

Quickly bring together your own corporate insight and fuse it with authoritative industry information, public records, and other local sources. Share this with colleagues, clients, and the community via ready-made apps and templates optimized for smartphones, tablets, and your computer.



Maximize profitability and financial performance by really seeing your real estate.

### 5: Increases Marketing Response

Supplement your marketing materials with better demographics and market potential analysis. Add rich aerials, site reports, traffic maps, and 3D visualizations to help you stand out from the crowd and showcase your expertise without breaking the bank with new software and costly external consultants.

Esri® Location Analytics can help you improve your financial and portfolio performance, deliver greater return from the investments you've already made, and stand head and shoulders above your competition. What are you waiting for? Contact us, and we'll show you how.

We'll help you find the best implementation for your organization. Contact us at [esri.com/realestate](http://esri.com/realestate)



Understanding our world.