



Location Analytics for Real Estate

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Make the most of every location



- **Turn location into action:**
Transform spreadsheets into interactive maps enabling data-driven decisions maximising the return from every site.
- **Find and understand the best opportunities:**
Quickly understand market opportunities and capitalise on them. Maps and spatial analysis supplement experience and intuition with powerful decision-making insight.
- **Produce professional marketing material quickly and easily:**
Create beautiful and compelling maps, infographics, reports and interactive websites that show off your sites and differentiate you from the competition.
- **Improve collaboration across the business:**
Open the door for everyone to make the best and most profitable business decisions.



“With the evidence we provide from location analytics, our clients can have greater confidence in their decisions and can pick the locations that will offer the least risk and greatest potential profitability”

James Nolan – Commercial Research Department, Knight Frank

[Read more about our Knight Frank Success Story](#)

Real Estate Agencies world-wide are using Esri's Location Analytics to gain the competitive edge

Successful real estate companies know that opportunity comes from detailed understanding and insight. Esri's world leading mapping platform amplifies market knowledge with the best location-based data to help real estate organisations better understand factors that drive growth and uncover hidden opportunities for competitive advantage.



Market Research

Quickly identify ideal sites for clients. Maps, data and spatial analysis provide genuine insight into the factors at work in an area. From income and spending trends to employment, education, crime and demographic shifts, uncover the secrets hidden in your data. Identify patterns and use them for a better competitive advantage.

Brokerage

To identify the best deals and maximise the chance of success, turning understanding of competition, supply and demand and market demographics into profit and opportunity with maps and spatial analysis. We can help real estate brokers identify market gaps and investment properties that bring the best returns.

Corporate Services

Maps and spatial analysis uncover market drivers and patterns that will help improve your execution strategy. We can help find insights that aren't always obvious and use that new knowledge to open new opportunities.

Marketing

Showcase your best properties with rich map visualisations, persuasive location-based collateral and interactive websites to stand out from the crowd. Create compelling interactive marketing materials to help win new business.



Real Estate Agencies in Ireland and Northern Ireland are using Location Analytics for evidence-based decision making



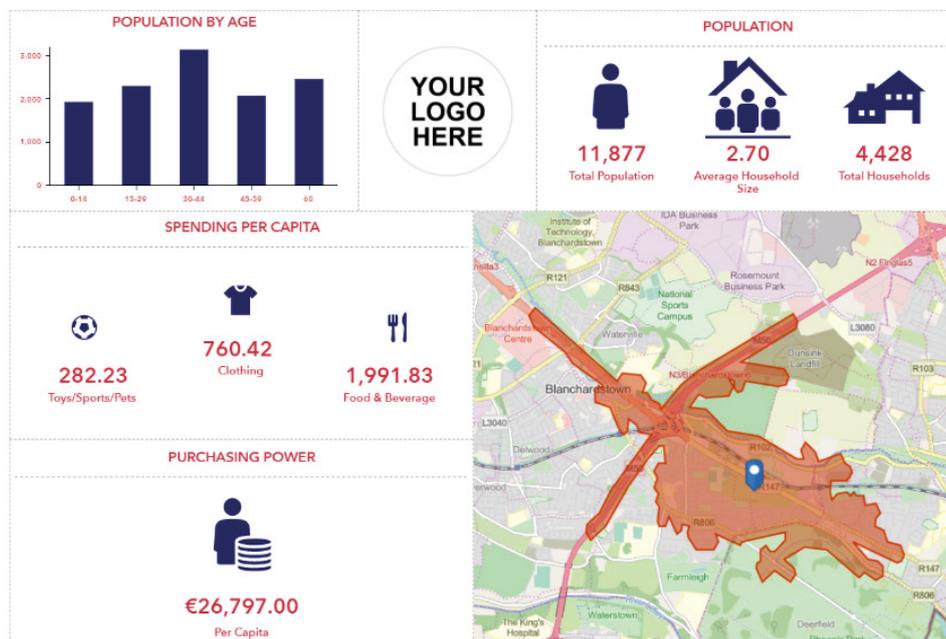
Understanding local markets and being able to convey information about them to clients are what makes the difference between a commercial or residential space being a boon or a bust.

Esri provide a digital mapping platform and solutions for every size of real estate organisation. Leading real estate organisations in Ireland and Northern Ireland are using Esri solutions to not only gain a foothold in the competitive property market but also to run more profitable businesses.

3 Key Ways Real Estate Agencies are using Location Analytics to gain competitive advantage

1. Enrich Business Insight to Drive Success

Location analytics leverages and enhances your data and systems to gain insight more quickly. Interactive maps incorporated into analyses and dashboards simplify the complex. These maps are a powerful platform for collaboration on key business issues.

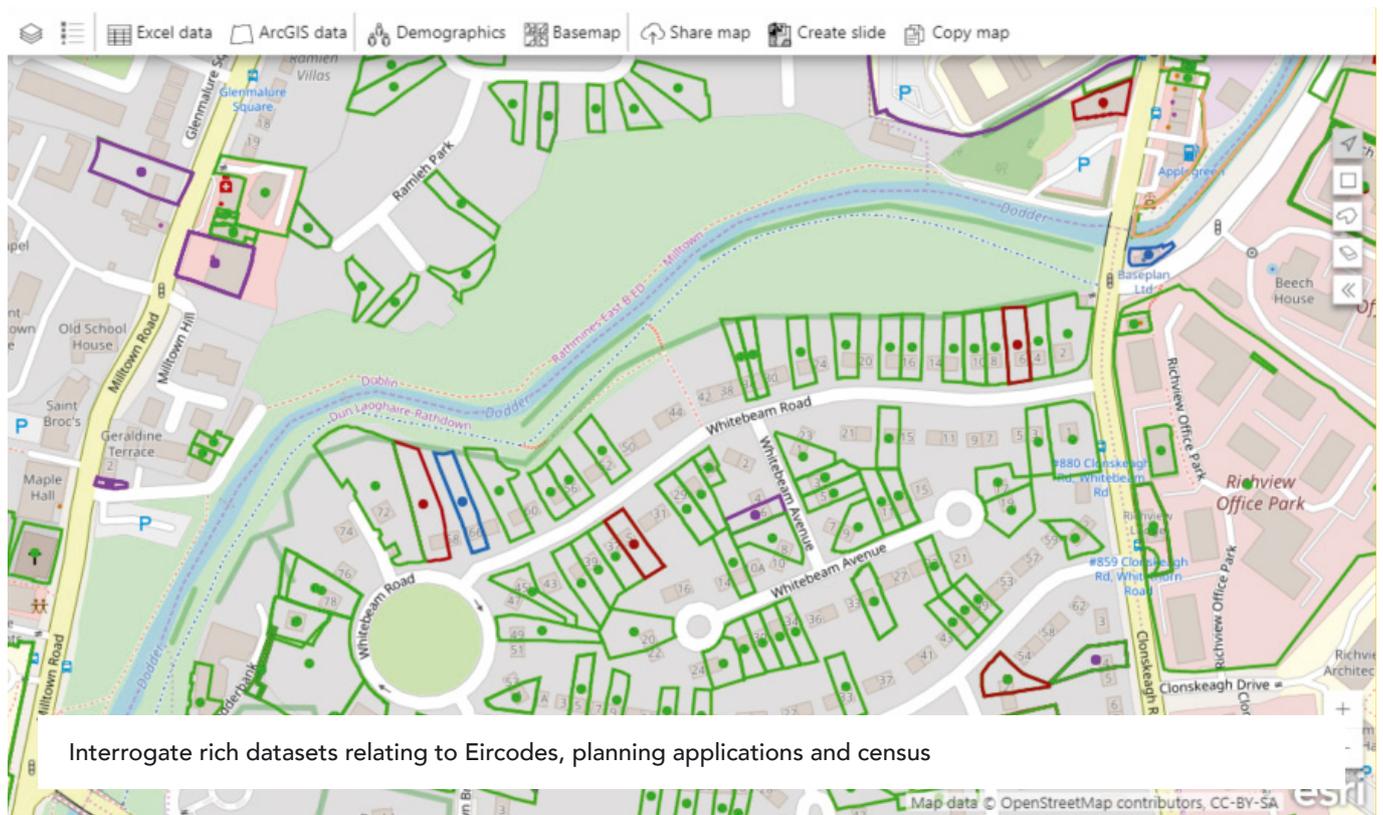


Automate area reports and infographics

Esri's Location Analytics solutions are available as tightly integrated extensions to your existing business systems through add-ins for many BI, ERM, ERP, and CRM platforms:

- [Enrich your IBM Cognos reports with live maps](#)
- [ArcGIS Maps for Office](#)
- [GeoTag your SharePoint Documents for better insights](#)

Better still, static screenshots and paper reports are converted into interactive PowerPoint presentations that combine internal and client data with authoritative maps and data.



Our customers leverage data relating to planning, flooding and property prices. For example all National Planning Applications are updated weekly and provide a live link to every planning application.

Key Census data such as median household income and principal economic status for any given area, can also be determined quickly and easily within our mapping platform.



This data transforms the way market insight is created and shared between stakeholders. Factors driving success can be easily identified. When new data is required, it can be quickly gathered and analysed within a collaborative framework that leverages the experience, insight and knowledge of different personnel.

By overlaying numerous datasets on a single map, time spent on making decisions is dramatically reduced. The time saved can be invested in more detailed review and examination of alternative scenarios that could potentially generate greater returns with lower cost and risk.



Visualise new developments in 3D environments

2. Use Location & Demographics Data for Valuable Insights in Real Time

Based on insights gained through ArcGIS, our digital mapping platform, customers develop a range of new client services that maximise existing staff skills, experience and knowledge.

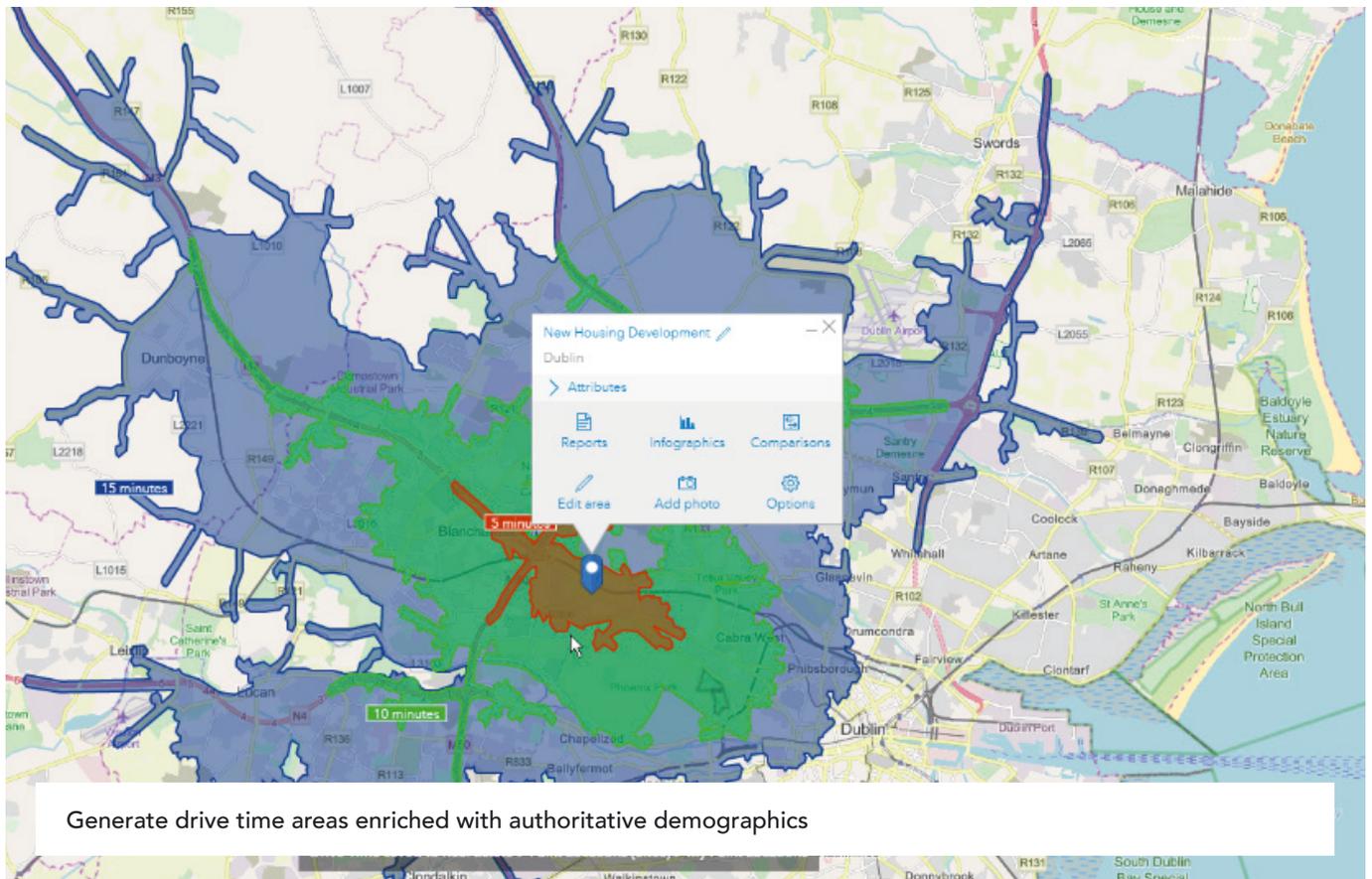
Many of our real estate clients have created unique “Information Products” that enhance their corporate brand and optimise business tools that already existed but were being underutilised.

Real Estate organisations in Ireland and Northern Ireland are gaining value through:

- Improved ability to execute projects with reduced costs and fluctuating timelines and budgets.
- Maximised staff skills and capacity to improve business effectiveness.
- More timely decision making that differentiated the company from its competitors and allowed it to gain an advantage.
- Capitalised mobile, smartphone, and in-field analysis, leading to reinvigorated investments in data and applications.
- Increased productivity and use of corporate technology and resources without major changes to corporate structure, staff or systems.

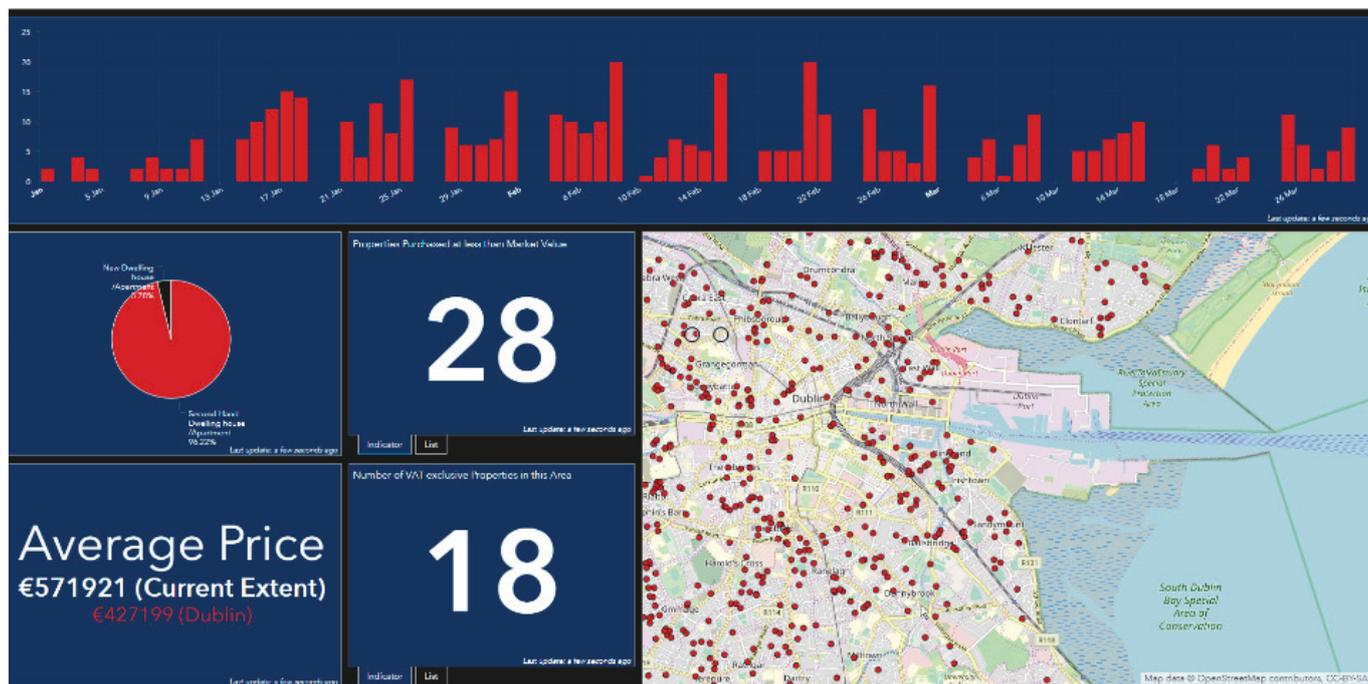
3. Make your Data & Systems benefit your business through Powerful Spatial Analytics

Our existing real estate customers have a wealth of property-specific information. They have demographic and market data together with customer-specific information on success criteria, real estate financial models and tenant mix.



By generating drive time areas and joining key demographic data to them, you can identify, analyse and visualise the key factors influencing the future viability of sites and developments.

For field workers, the ArcGIS field apps enable you to access and capture data in real time. Photos taken on smart devices can be easily mixed with any key site attributes that you need to document.



Discover new insights into datasets like the Property Price Register

In-field staff members simply open their browser to start collecting important data and performing analysis without the need for training or additional software.

We see this with our customers who are improving collaboration between their central real estate analysis teams, brokers, developers and in-field staff who can now:

- Quickly create understanding of individual sites and share that with key stakeholders.
- Analyse the portfolio based on differences in demographics, urbanicity, consumer segments and competitive locations.
- Quantify future revenues, profitability and performance against market potential.
- Test investment and development options based on best and highest use.



The Value of Location Analytics for Real Estate

Make the most of every location

Find out more on how to transform your Real Estate organisation using Location Analytics - Email Adam Corcoran : mapsmakesense@esri-ireland.ie

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