



# RealityMetrix



# RealtyMetrix

Market Intelligence Modules

Reporting Capabilities Overview - 2014

Where Big Data Meets Commercial Real Estate  
**to Business/Client**



# The Zettabyte Era

## What is a zettabyte?

- One zettabyte of data allows you to stack books from Earth to Pluto 20 times (72 billion miles)
- If one gigabyte of data were a cup of coffee a zettabyte would equal the Great Wall of China
- In 2015 all internet traffic will exceed one zettabyte of data - 540,000 time increase from 2003

WHAT'S A	
1 kilobyte	1,000,000,000,000,000,000,000
1 megabyte	1,000,000,000,000,000,000,000
1 gigabyte	1,000,000,000,000,000,000,000
1 terabyte	1,000,000,000,000,000,000,000
1 petabyte	1,000,000,000,000,000,000,000
1 exabyte	1,000,000,000,000,000,000,000
1 zettabyte	1,000,000,000,000,000,000,000

The  
zettabyte  
= 1 billion terabytes

1 exabyte  
= 1 million terabytes

1 petabyte  
= 1 thousand terabytes



# Real World Data Environment

- Overload
- Unorganized
- Disperse
- Quantitative
- Qualitative
- Relevance
- Trends
- Timeliness





# The Interpretation Process





# Index / Report Objectives

- Consolidating information in formats that are understandable, meaningful and actionable





# Market Intelligence Modules - Indices & Reports



Indices

Reports



# Indices



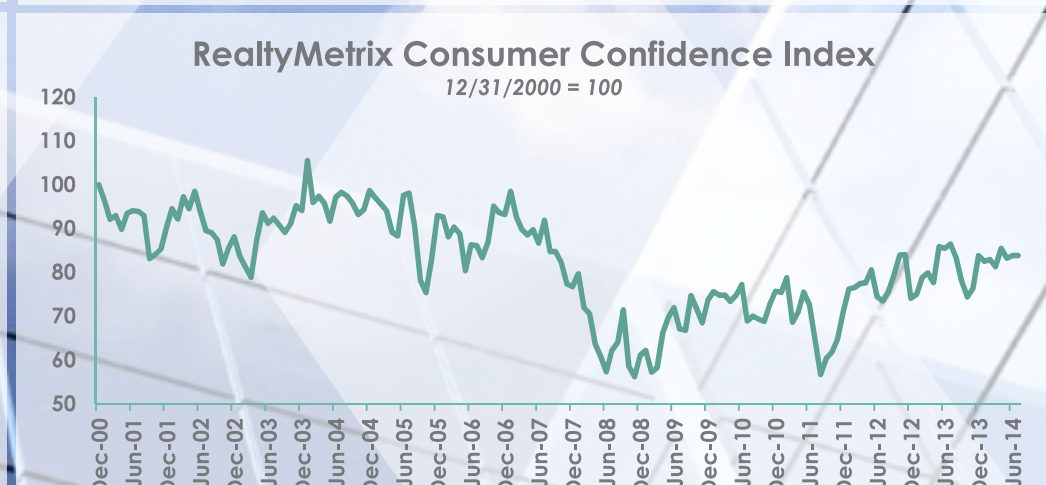
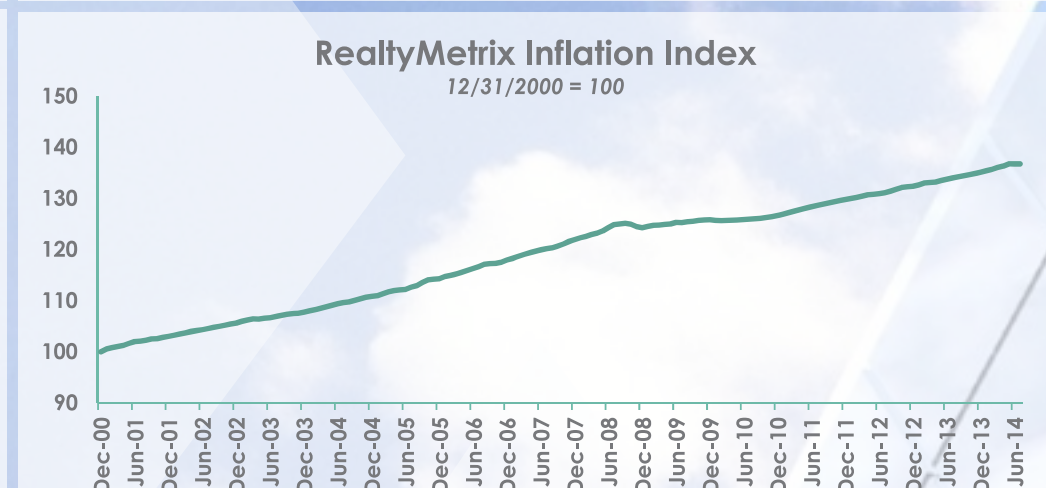
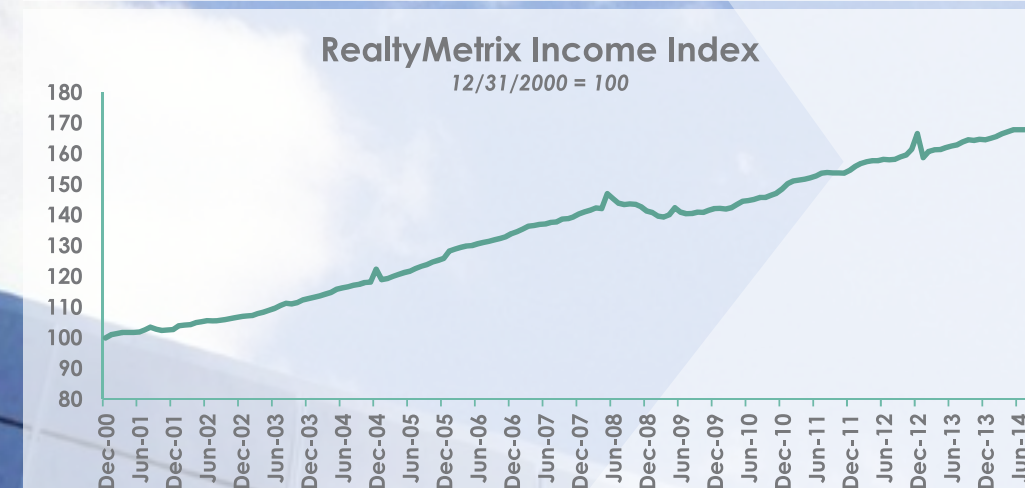
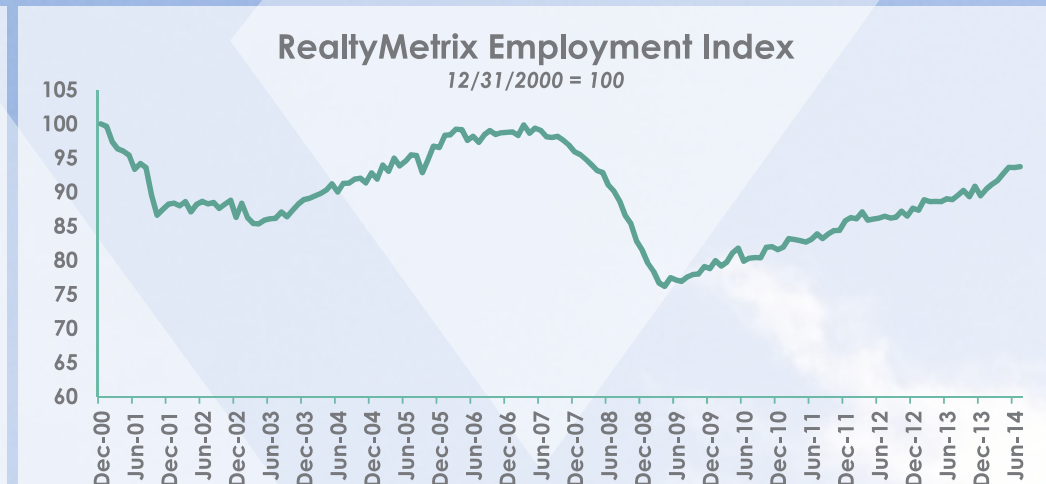
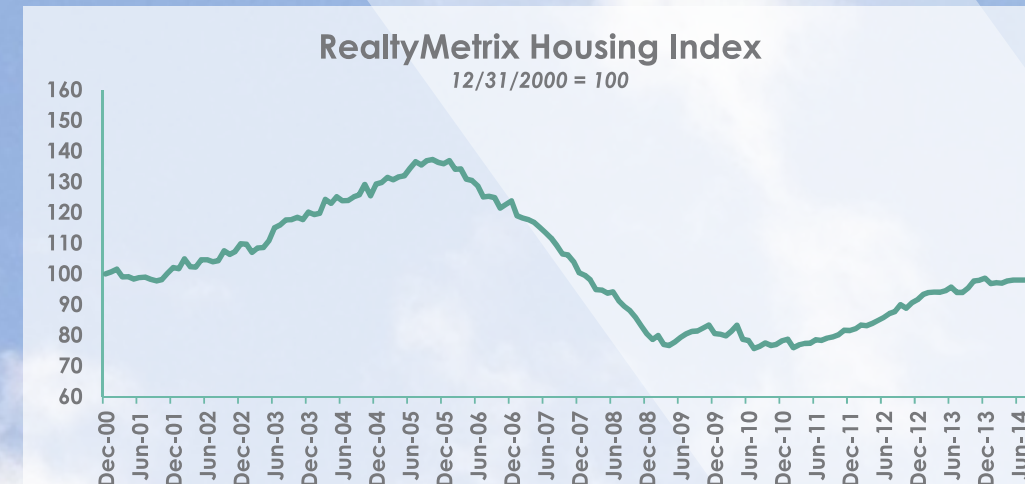
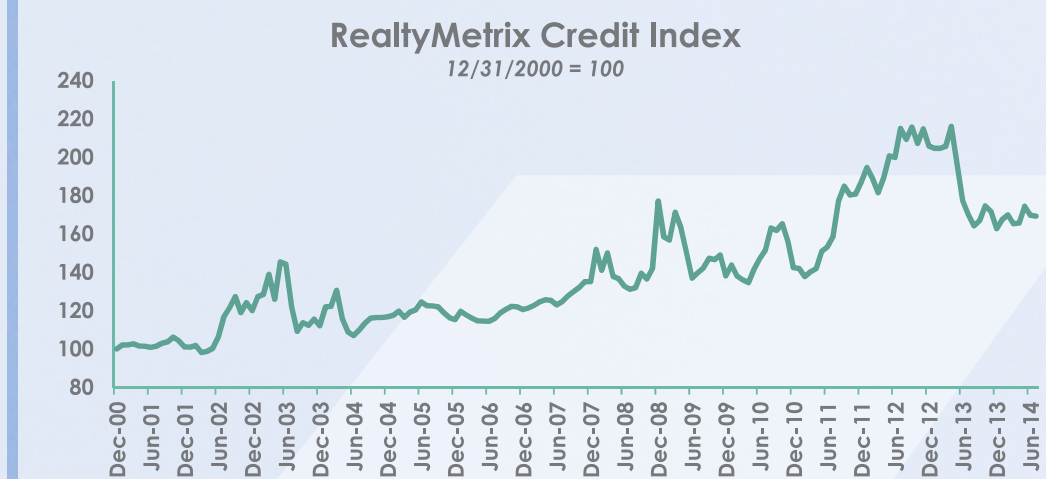
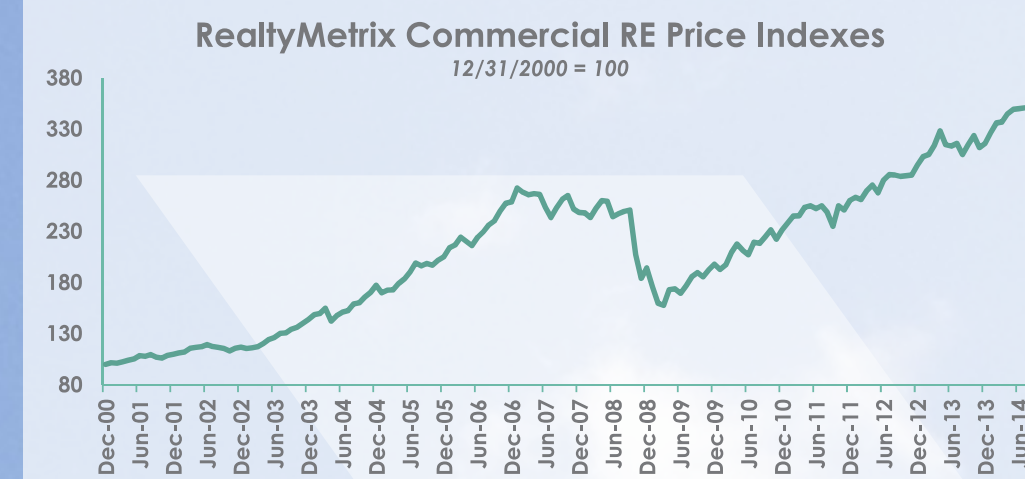


# US Commercial Real Estate Indices

07-14-2014	Month to Date Change	Year to Date Change	3-Month Change	6-Month Change	12-Month Change	18-Month Change	24-Month Change	36-Month Change	60-Month Change	Change Since Jan 2008
National Index	0.29%	5.41%	1.51%	4.67%	5.82%	7.45%	10.56%	25.02%	50.72%	24.88%
National Sub-Indices										
Commercial RE Index	0.21%	10.99%	1.65%	7.45%	10.99%	15.66%	22.81%	37.50%	98.25%	41.41%
Credit Index	(0.24%)	3.99%	2.15%	1.06%	(0.54%)	(17.32%)	(21.27%)	6.65%	21.11%	11.40%
Housing Index		0.31%	0.31%	1.19%	4.31%	5.02%	12.59%	25.08%	21.80%	(1.54%)
Employment Index	0.13%	4.77%	1.10%	3.64%	5.43%	7.33%	8.43%	11.76%	21.89%	(1.85%)
Income Index		2.00%	0.42%	1.68%	3.05%	5.75%	6.21%	9.22%	19.53%	18.93%
Inflation Index		1.20%	0.31%	0.96%	2.08%	3.13%	4.33%	6.35%	9.18%	11.82%
Retail Index	1.18%	7.86%	3.66%	9.54%	10.64%	20.47%	29.92%	51.44%	141.35%	62.42%
Consumer Confidence Index		0.00%	(1.90%)	1.60%	(3.06%)	11.79%	14.11%	29.51%	25.00%	5.23%



# RealtyMetric National Commercial RE Index





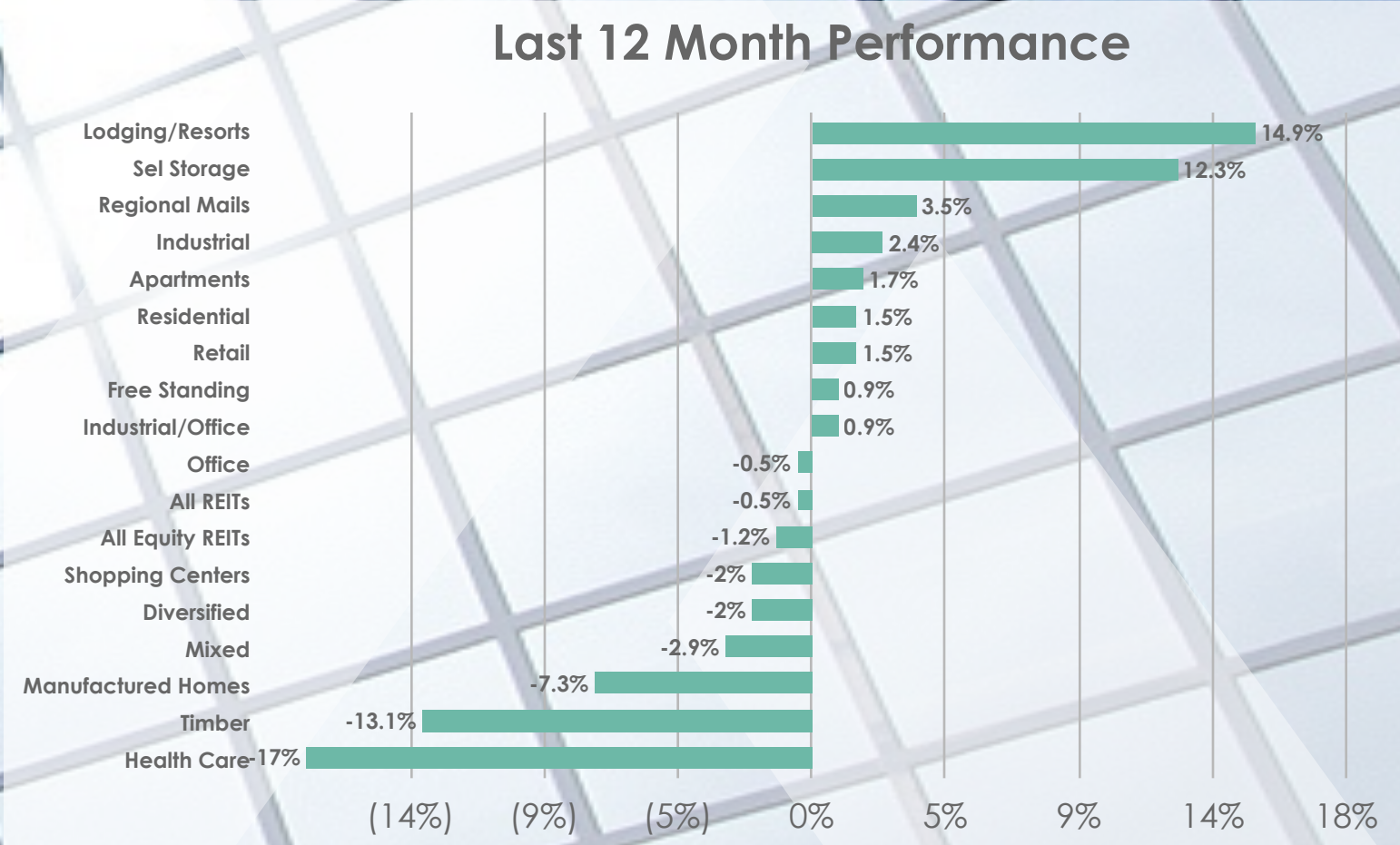
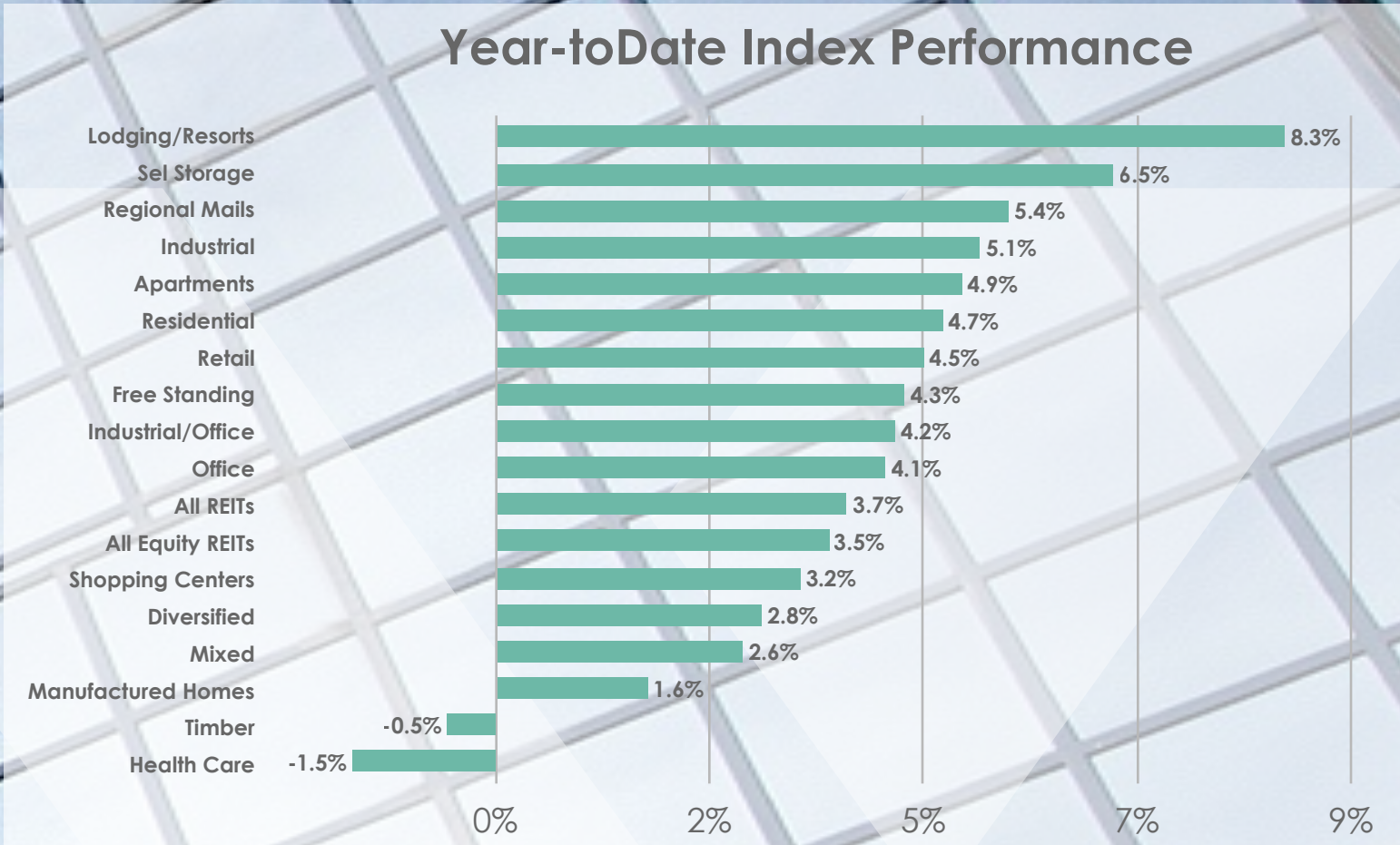
# Modules – Data Reporting Structure (DRS)

Real Estate Uses	Lodging/Resorts	Self Storage	Retail	Industrial	Apartments	Residential	Office	Health Care	Manufactured Homes	Timber / Farm	Mixed	Specialty
Real Estate Modules												
REIT Reports	X	X	X	X	X	X	X	X	X	X	X	X
Property Search Reports	X	X	X	X	X	X	X	X	X	X	X	X
Rental Rate Reports	X	X	X	X	X	X	X	X	X	X	X	X
Foreclosure Reports	X	X	X	X	X	X	X	X	X	X	X	X
Demographics												
Regional Employment Report	X	X	X	X	X	X	X	X	X	X	X	X
Demographics Report	X	X	X	X	X	X	X	X	X	X	X	X
Traffic Report	X	X	X	X	X	X	X	X	X	X	X	X
Crime Report	X	X	X	X	X	X	X	X	X	X	X	X
Global Currency Markets												
20 Currencies (see list)	X	X	X	X	X	X	X	X	X	X	X	X
RED Zone Reports												
Industry Reports	X	X	X	X	X	X	X	X	X	X	X	X
Competitor Analysis Report	X	X	X	X	X	X	X	X	X	X	X	X
Specialized Neighborhood Study	X	X	X	X	X	X	X	X	X	X	X	X



# REIT Report (SAMPLE)

RealtyMetrix REIT Index Summary						
CompositeIndices	Historical Return Data					
	Month-To-Date	Year-To-Date	3-Month	6-Month	12-Month	Since January 2008
FTSE All REITs Index	(0.69%)	3.71%	7.06%	6.13%	(2.04%)	7.87%
FTSE All Equity REITs Index	(0.83%)	3.50%	6.79%	5.53%	(1.21%)	13.78%
FTSE Industrial Indices						
Industrial / Office Index	(1.45%)	4.15%	8.50%	7.35%	1.68%	(20.20)
Industrial Index	(1.73%)	5.09%	9.04%	7.99%	2.37%	(48.82%)
Office Index	(1.14%)	4.13%	8.39%	8.14%	3.46%	(3.73%)
Mixed Index	(2.26%)	5.09%	7.97%	3.01%	(7.27%)	(3.49%)
FTSE Retail Indices						
Retail Index	(0.85%)	4.51%	7.36%	8.50%	(0.49%)	9.23%
Shopping Center Index	(1.22%)	3.18%	7.29%	5.78%	(2.91%)	(14.99%)
Regional Mail Index	(0.10%)	5.36%	5.61%	7.83%	(0.51%)	18.93%
Free Standing Index	(2.33%)	4.25%	12.81%	15.13%	0.88%	61.49%
Residential Indices						
Residential Index	(0.39%)	4.72%	11.31%	7.38%	1.50%	37.22%
Apartment Index	(0.45%)	4.91%	11.37%	7.01%	1.53%	35.32%
Manufactured Homes Index	0.64%	1.58%	10.33%	14.24%	0.87%	81.10%
FTSE Diversified Index						
Diversified Index	(0.91%)	2.83%	5.87%	4.57%	(1.95%)	(0.81%)
FTSE Lodging / Resorts Index						
Lodging / Resorts Index	2.40%	8.33%	5.37%	13.20%	14.93%	7.04%
FTSE Health Care Index						
Health Care Index	(1.81%)	(1.53%)	6.19%	(3.24%)	(17.00%)	30.53%
FTSE Self-Storage Index						
Self-Storage Index	(0.78%)	6.50%	11.98%	3.72%	12.26%	126.37%
FTSE Timber Index						
Timber Index	(1.06%)	(0.55%)	(4.66%)	(4.58%)	(13.08%)	N/A





# Global Currency Markets - Heat Map(SAMPLE)

As of 05-16-2014	3-Month	6-Month	12-Month	18-Month	24-Month	30-Month	36-Month	48-Month	60-Month
British Pound	1.90%	4.80%	10.30%	5.67%	5.96%	6.75%	3.31%	15.02%	9.44%
S. Korean Won	4.41%	3.46%	8.33%	5.93%	12.73%	10.47%	5.68%	13.53%	22.25%
Swiss Franc	1.19%	3.36%	8.21%	6.30%	6.24%	2.80%	-1.04%	27.89%	25.41%
Euro	1.05%	2.35%	6.35%	7.56%	7.82%	1.84%	-3.68%	9.91%	1.19%
Danish Kroner	1.01%	2.26%	6.20%	7.48%	7.40%	1.53%	-3.75%	9.61%	0.97%
New Zealand Dollar	4.33%	4.81%	4.93%	5.63%	11.72%	12.21%	8.76%	23.94%	43.93%
Swedish Kroner	-0.65%	0.78%	0.98%	2.61%	7.54%	3.10%	-4.33%	17.89%	18.74%
Hong Kong Dollar	0.08%	0.00%	0.12%	-0.02%	0.15%	0.37%	0.29%	0.43%	-0.01%
Singapore Dollar	1.26%	-0.20%	-0.12%	-2.15%	0.95%	3.08%	-0.91%	11.51%	16.88%
Japanese Yen	0.26%	-1.76%	-0.93%	-20.45%	-21.79%	-23.86%	-20.36%	-9.71%	-5.12%
Taiwan Dollar	0.58%	-2.04%	-1.18%	-3.38%	-2.21%	0.30%	-4.67%	5.65%	9.08%
Chinese Yuan	-2.48%	-2.30%	-1.52%	-0.04%	1.41%	1.93%	4.16%	9.48%	9.42%
Norwegian Kroner	3.21%	2.72%	-1.76%	-3.49%	-0.16%	-3.11%	-7.56%	6.12%	8.87%
Mexican Peso	2.49%	0.69%	-5.17%	0.73%	5.01%	5.60%	-10.14%	-1.88%	1.69%
Australian Dollar	4.07%	0.16%	-5.85%	-10.25%	-6.42%	-7.64%	-12.52%	7.18%	22.11%
Canadian Dollar	1.36%	-3.85%	-6.51%	-8.58%	-7.42%	-6.03%	-11.24%	-4.61%	5.70%
Indian Rupee	4.07%	4.66%	-7.95%	-8.28%	-9.04%	-15.16%	-24.83%	-23.38%	-18.79%
Brazilian Real	7.24%	3.48%	-8.21%	-6.87%	-10.71%	-19.48%	-27.27%	-18.23%	-6.75%
Thai Baht	0.48%	-2.58%	-8.31%	-5.44%	-3.62%	-4.71%	-6.90%	-0.30%	6.66%
South African Rand	5.25%	-1.96%	-10.14%	-15.43%	-21.66%	-21.68%	-34.11%	-26.46%	-19.51%

Investors whose currencies have appreciated versus the US Dollar might be interested in buying US Real Estate.

If you are a Japanese investor that bought property in the US 3 years ago, you have seen over 20% return due to the decline in the Yen versus the dollar.

Investors whose currencies have lost value versus the US Dollar might be interested in selling property they currently hold in the US due the appreciation of their investments versus their home currency.



# Source Synopsis







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