

HIGH TECH HIGH TOUCH APPROACH TO COMMERCIAL REAL ESTATE

CAPABILITIES OVERVIEW – SPRING 2014

THE APPROACH

RealtyMetrix

Technology

Information

Experience



HIGH TECH HIGH TOUCH APPROACH TO REAL ESTATE

Business Units

Consulting & Brokerage

Research & Technology

Events



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CONSULTING & BROKERAGE

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Commercial Real Estate Sales

Property Acquisitions

Facility Leasing

Tenant Lease Representation

Restructuring / Asset Recovery

COMMERCIAL REAL ESTATE SALES

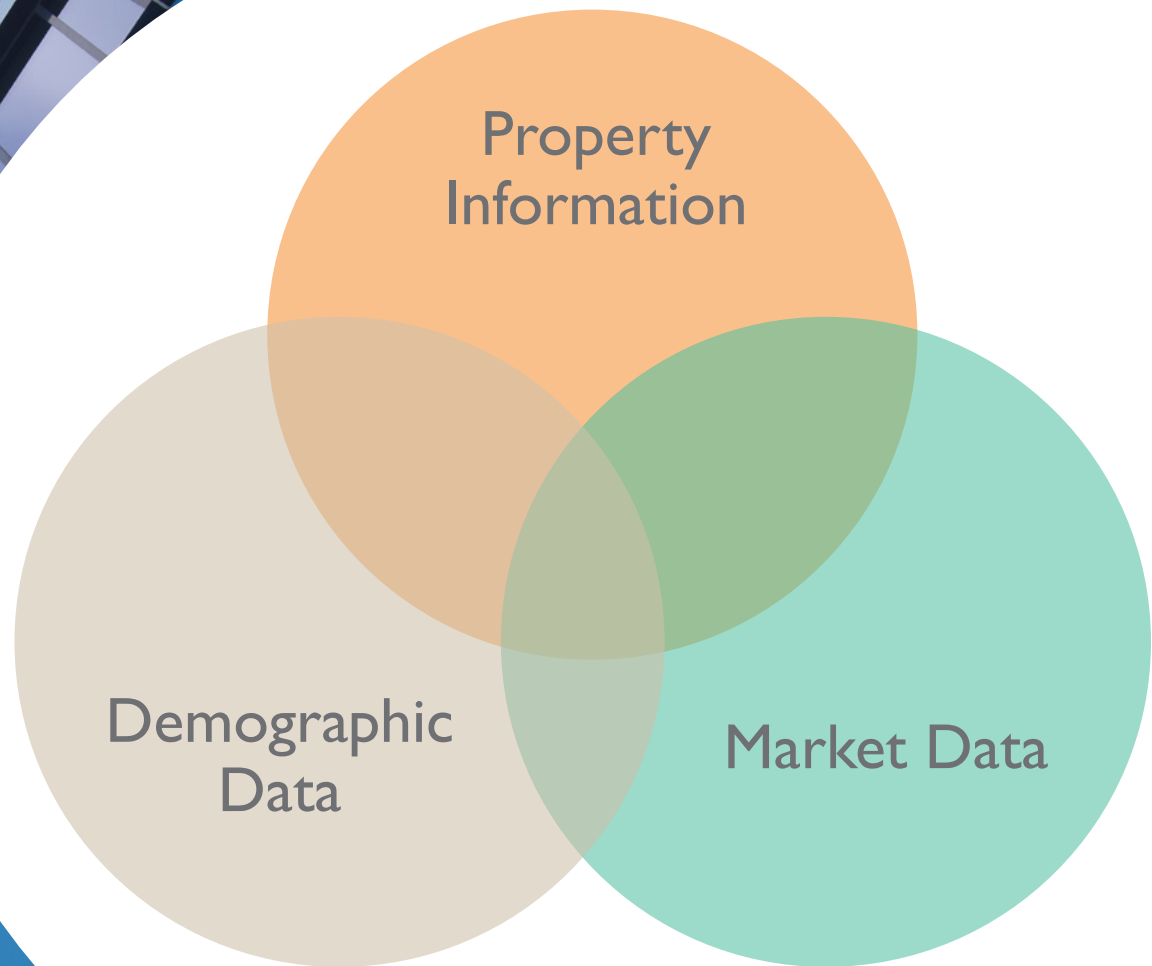
Market Intelligence

Customized Marketing

Tailored Solution



MARKET INTELLIGENCE



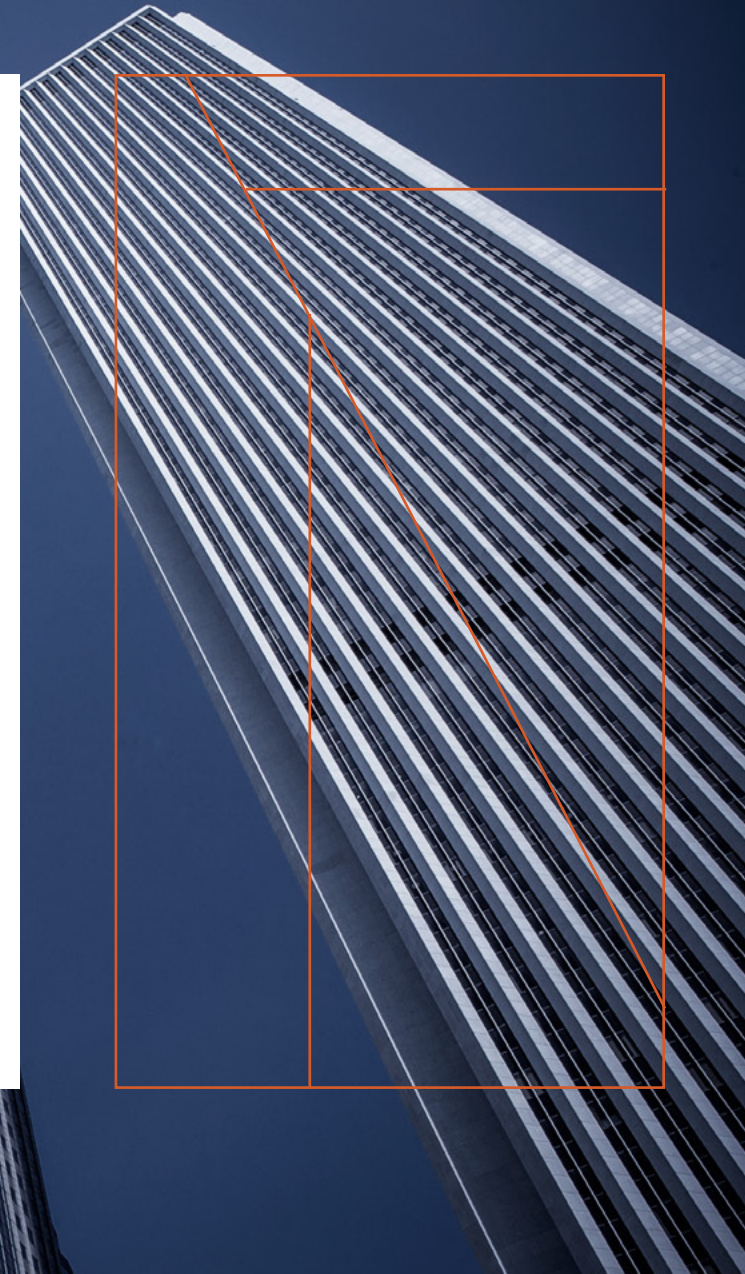
CUSTOMIZED MARKETING

RealtyMetrix



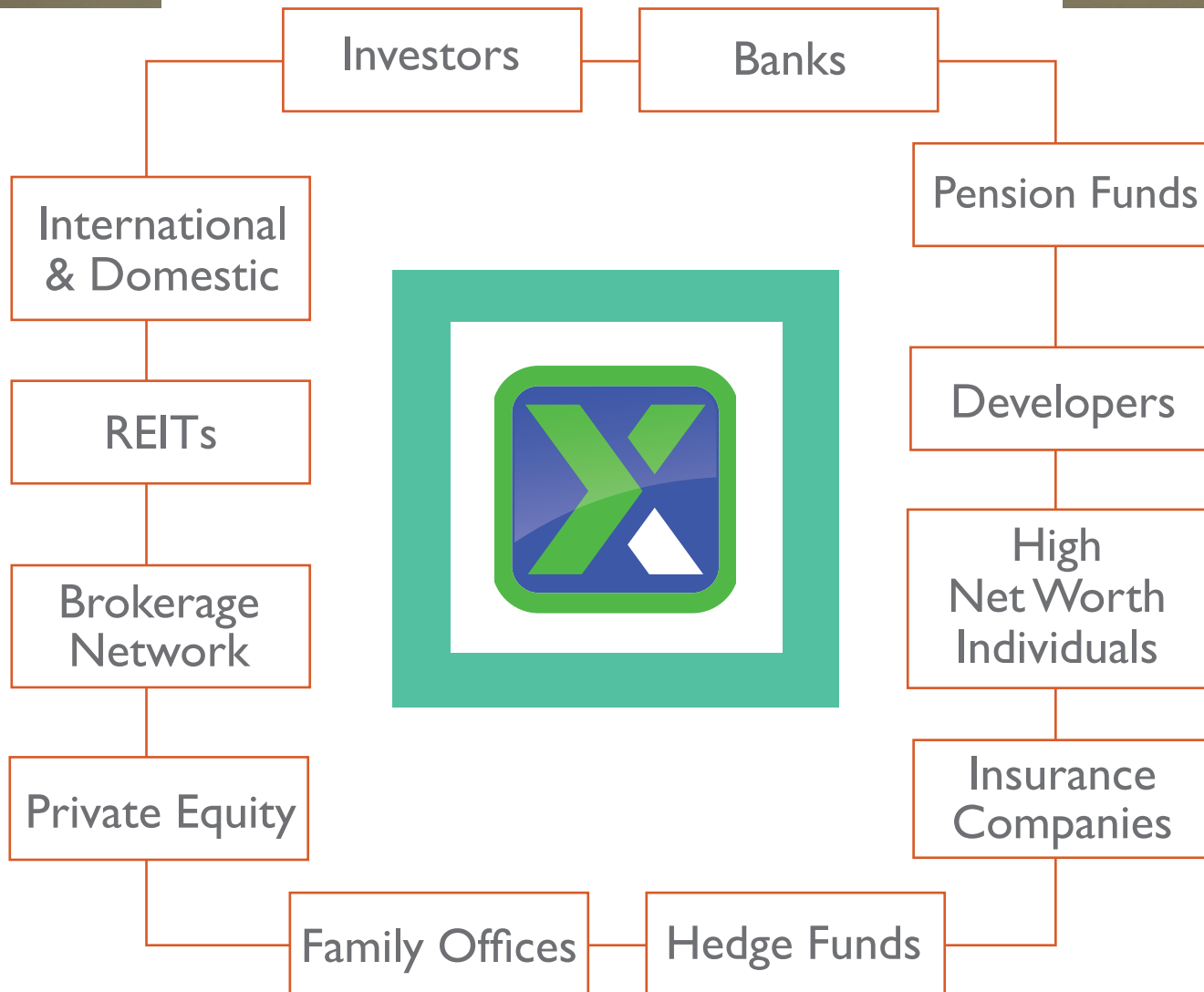
CUSTOMIZED MARKETING: LISTING SERVICES

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REALTYMETRIX DATABASE COMPONENTS

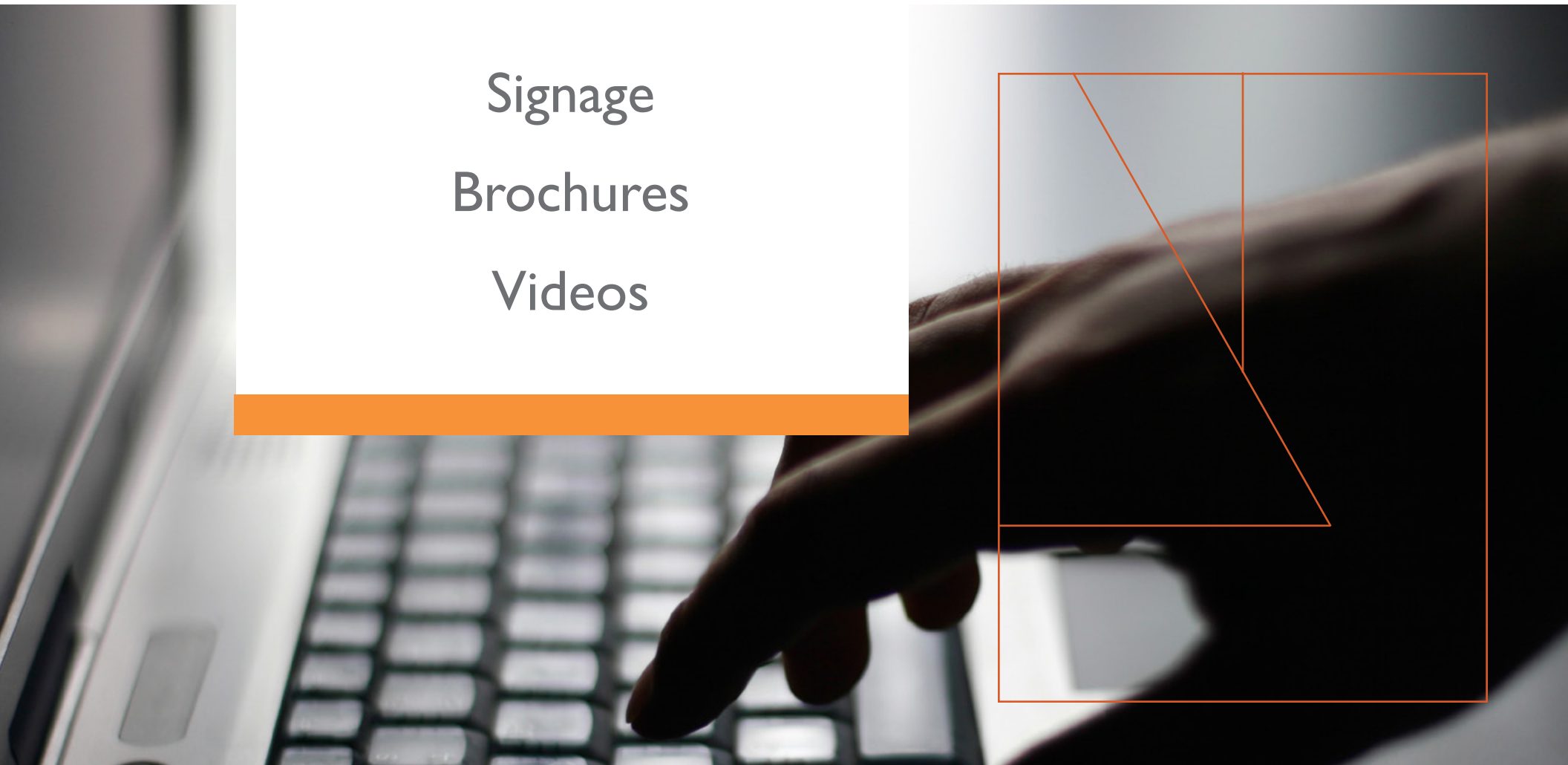
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CUSTOMIZED MARKETING

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Signage
Brochures
Videos



A low-angle photograph of a modern glass skyscraper with a grid-like window pattern, reflecting the sky. The building is the background for the top and bottom sections of the slide.

BUYER SERVICES

Portfolio Objectives

Amount
Property type
Asset class

Economic Data

Location
Demographics
Leading & Trailing indicators
(local & national)
Comprehensive data
integration

Pre /Post Transaction

Acquisition targets
Negotiating data
Post sale monitoring

TENANT REPRESENTATION

Strategy Development

Demographic Analyses

Logistics / distribution

Market Analyses

Planning

Build to Suite

Cost of Occupancy

Negotiations

Lease renewal

Competitive
environment – bidding

Favorable lease terms

PROJECT REPRESENTATION

Demographic Analysis

How does your property look to the tenant from a demographic perspective?

Does it meet demographic requirements?

Tenant Requirements

What are the tenant requirements?

Is the tenant “right” for the property?

Proprietary “matching” database

Target Tenants

Identify target tenants that are a “match”

Established relationships

Experienced representation

Property Types

Office

Retail

Industrial

RESTRUCTURING / ASSET DISPOSITION / ACQUISITION

Project Assessment

- Strategic planning
- Asset repositioning
- Equity and Lending Sources
- Capital restructuring
- Asset sales or acquisitions
- Strategic partnerships

Implementation

- Sale
- Acquisition
- Securing funding
- Restructuring



RESEARCH & TECHNOLOGY

FLASH Reports –
Indices & Barometers

Market Intelligence Reporting

Monitoring
(Markets – Portfolios – Assets)

Drone Technology

Research Advisory Board

REALTYMETRIX – FLASH RESEARCH REPORT

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Weekly market research

Subscription based

Research data

Market Intelligence

MARKET INTELLIGENCE REPORTING

DATA RESEARCH

RealtyMetrix
Database

Historic &
Updated
Economic
Data

MLS

Co-Star

LoopNet

International
Services

Trepp

Reis

DATA SEARCHES / CROSS REFERENCES

Standardized Searches

Customized Searches

DATA SEARCHES / CROSS REFERENCES

Standardized Reports

Customized Reports

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MONITORING – LEVEL OF REPORTING

Weekly, monthly, quarterly, semi – annual or annual reporting
Standardized or customized monitoring

Market - broader economic factors relevant to real estate

Portfolio – specific economic factors relevant to specific area or areas

Asset – able to monitor area specifically surrounding a specific property



DRONE TECHNOLOGY



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DRONE TECHNOLOGY CAPABILITIES

Aerial Property Overview Video

Provide a general aerial video of the property from approx. 100ft including a view of the surrounding neighborhood.

Property Detailed Video Survey

Provide a detailed aerial video of the property with a special focus on the features best seen from a aerial viewpoint.

Aerial Video inside large buildings

Provide a detailed video/photographs focusing on the inside of large building where it is difficult to see details from the ground level.

Aerial Detailed Inspection of High Buildings

Provide a detailed video/photographs focusing on the outside of large building where it is difficult to see details from the ground level. (roof details, chimney condition, higher level structural details.)



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FORMULATING RESEARCH ADVISORY BOARD

Leading real estate researchers

Identify existing and future
“hot” topics

Candidate researchers from the
following universities



NEW YORK UNIVERSITY



UNIVERSITY of
FLORIDA



THE UNIVERSITY OF
TEXAS
AT AUSTIN



DEPAUL
UNIVERSITY



Berkeley
UNIVERSITY OF CALIFORNIA



USC University of
Southern California



University of
Connecticut



The University of Georgia



WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON





EVENTS – REALTYMETRIX SUMMIT

January 2015

Phoenix, Arizona

Invitation Only

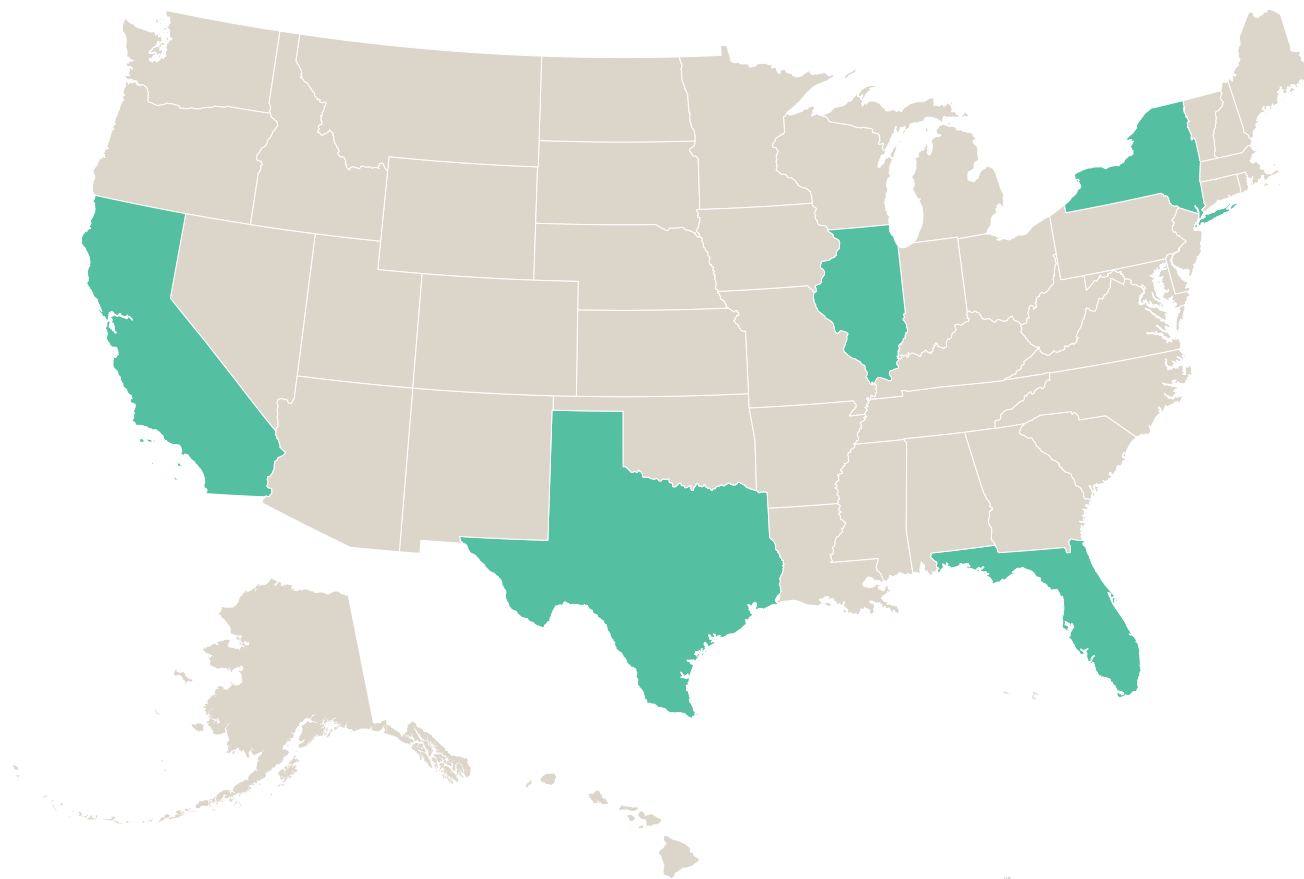
One-on-One / Buyer Seller

Meetings

“Matching” technology



2014 EXPANSION



Illinois

New York

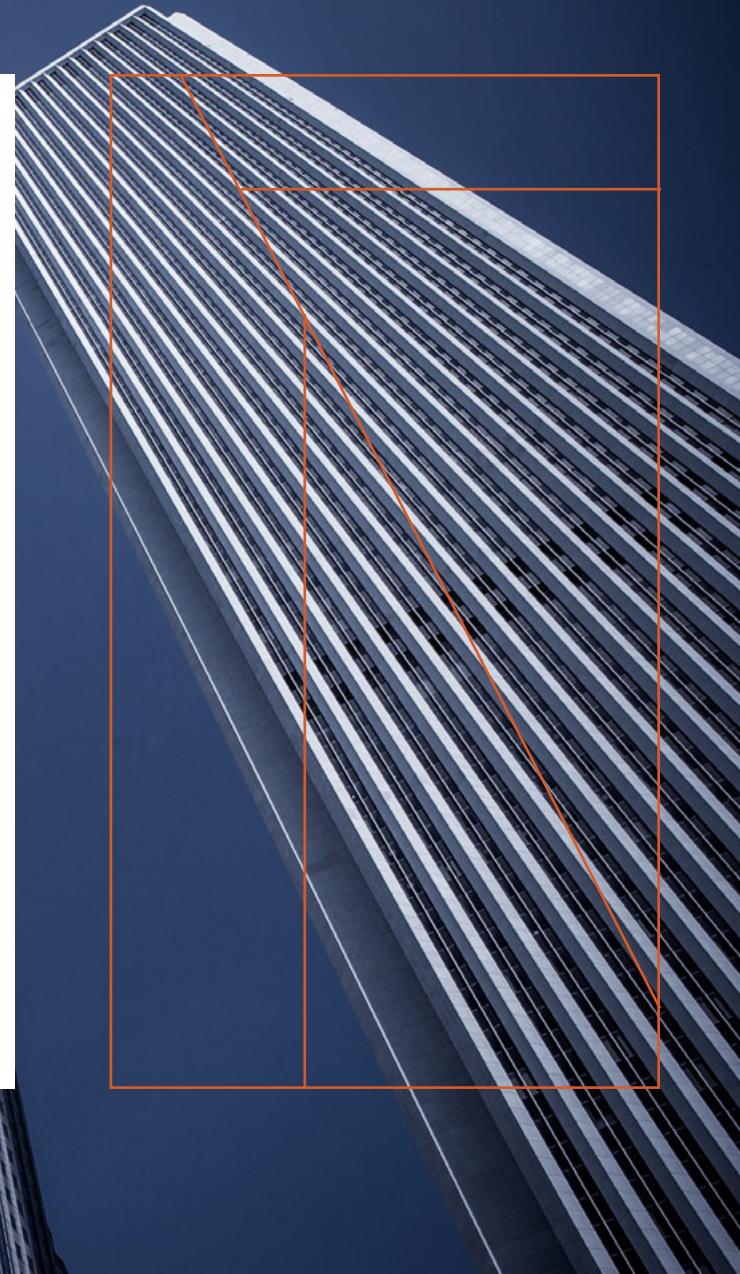
California

Florida

Texas

REALTYMETRIX – PROFESSIONAL MEMBERSHIPS

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