A RACE WITHOUT A COURSE

Newmark Grubb
Knight Frank

Presented by:

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Comprehensive real estate solutions through:

- Tenant and Landlord Representation
- Global Corporate Services
- Investment Sales and Capital Markets
- Property Management
- Facilities Management
- Project Management
- Appraisal

GIS Services:

- National Strategy Analysis
- Trade Area Analysis
- Site Prospecting
- Strip Mapping
National at the Start

… With Appropriate National Data

- Macro Issue, Macro Data
- Credible Consistent Sources
- Using Data Correctly – Normalizing
National Directions

Incorporating Data Leads to a Data Driven Course

- Builds Consensus
- Removes Bias
- Scientific i.e. Reproducible

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Market

Multivariable Thematic based on customer profile
- Tapestry Data
- Retail Density
- Education
- Daytime Population
- Income etc...

Plot Co-tenants
- Competitors
- Retail Centers
- Other Places of Interest

Determine Targets
- Heat Strength
- Mall Strength if applicable
- Co-tenancy
Local

Key Research
- Traffic
- Strip Mapping
- Ridership
- Proximity
- Office Density
- Mall Quality (if applicable)

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Local Specificity

Local Specific Data to Finish
- Neighborhood Information
- Regional Differences
- Intimate Knowledge

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