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***Real Estate Market Intelligence***

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***Thorough Research ➤ Sound Decisions ➤ Greater Profits***

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## **Location Research:**

### *Critical in Today's Real Estate Market*

Even in the best of times, real estate is a “Buyer Beware” business. In today’s uncertain economic climate, when even a slight miscalculation can mean the difference between profit and loss, location research has become more critical than ever before.

Both commercial and residential real estate professionals need comprehensive, accurate, up-to-the-minute information about every potential location in order to optimize strategic site selection and market deployment initiatives, plan market expansion / contraction, keep pace with changing consumer preferences and stay ahead of the competition.

## **Published Sources & The Information Gap**

Although there are numerous published sources of location data available (e.g., commercial market data firms, government agencies etc.), there is a significant gap in their data. Because there is an inevitable time lapse between gathering the data and publishing it, events that occur during that time do not appear in their results—**most notably information about new or planned construction.**

This missing information could have a direct impact on the viability of your property decisions.

## **An Example**

Suppose you buy commercial property adjacent to a highway two miles south of a busy urban area. Based on your research it seems like an excellent location for a shopping mall. But within a few months you learn that a large residential development is under construction just off the same highway five miles north of the city. Now retailers are interested in locations to the north because that’s where the consumers are – consumers who don’t want to drive through the city to shop.

The result? Commercial property values north of the city rise; the value of your property declines. If you had known about the new development you could have bought property to the north when it was still relatively inexpensive and turned a good profit.

***But information about this development did not appear in any of your research!***

## **DataMap Intelligence:**

### *Filling the Information Gap, Creating Your Competitive Edge*

DataMap Intelligence (DMI) collects and creates proprietary, detailed information on virtually all new residential developments across North America. DMI updates its data bi-monthly making it the most current data on new developments available on the market.

We are the only company collecting comprehensive data on new residential developments across all geographic markets and offering it in a wide range of formats.

#### **DMI's data is:**

- **UP-TO-DATE** – DMI updates its data bi-monthly; most other data sources are months or even years behind
- **UNIQUE** – Our dataset contains details about new residential developments across all geographic markets that are not available from any other source and in formats that no other provider can offer
- **ACCURATE** – DMI collects data directly from the source—the builders/developers themselves—and geo-references the streets and parcels to sub-meter accuracy
- **COMPLETE** – Our exclusive arrangements with data sources (builders) and other data aggregators provides the most complete data on new residential housing developments in North America
- **EASILY INTEGRATED WITH DATA FROM OTHER SOURCES** – Our data is available in tabular format (i.e., spreadsheets), geospatial file format (i.e., a visual format for use with mapping applications) and other formats of choice.



#### **DataMap Data**

Our data not only tells you where new developments are located, it also provides indicators (e.g., home prices, size, any age restrictions, street layouts etc.) that can alert you to potential changes in local demographics, economics, access routes, traffic and other factors that may affect your choice of location.

#### **DataMap Data gives you the following information on new residential developments:**

- Developer Data: Name, Address, Phone, Email, Rank
- Name of Development
- Street Name and Address Range
- Age of Community
- Home Type
- Average Sales Price of Homes
- Number of Homes in Community
- Average Square Feet of Home
- Parcel Area, Perimeter and Acreage
- Centroid Points of Parcels/Rooftop Geo-coding
- Lat/Long Coordinates of Development Entrance
- MSA Location
- Point Addressing
- City, State, Zip, County
- Census Block & Tract
- County Parcel PIN and/or Block & Lot

## Business Applications for DataMap Data

DataMap's data has **immediate financial value** to investors, the real estate community and other businesses that can profit by being the first to know about new housing developments, such as:

- **LAND DEVELOPERS (COMMERCIAL AND RESIDENTIAL)** – *New or planned residential developments have a direct impact on the value of surrounding property. Use DMI's data to identify locations where land prices are likely to increase and invest ahead of the curve for maximum profitability*
- **BUILDERS** – *See where your competition is investing and what kind of housing they are building, then use that information to develop a competitive marketing / development strategy*
- **REAL ESTATE COMPANIES** (e.g., brokers, analysts etc.) – *Enhance your value-added service to clients by giving them up-to-the-minute analysis on the changing real estate landscape. Information on new residential markets will help you predict the next "hotspot" for commercial development, benefiting your clients by keeping them ahead of market trends.*
- **BUILDING SUPPLIERS** (e.g., plumbing suppliers, companies that provide kitchen cabinets, countertops, etc.) **AND COMPANIES THAT PROVIDE RELATED SERVICES, SUCH AS LANDSCAPERS** – *Identify new and emerging markets for your services*
- **RETAILERS, FINANCIAL SERVICES, RESTAURANTS, FOOD CHAINS AND OTHERS PLANNING NEW SITE LOCATIONS AND MARKETING INITIATIVES** – *Use DMI's data to predict changes in local demographics, roadways, traffic patterns and other factors that affect commercial real estate prices and the market for your products / services*
- **DEMOGRAPHIC PREDICTIONS** – *Use DMI's data on the number of homes, housing size and price, as well as any age-restrictions to predict changing demographics in a given area*



## Contact Us

For more information on how DataMap's exclusive data set will give you a competitive edge and help you identify the best location for your business or real estate investment:

Call: 732.534.5458

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Visit our website:

[www.datamapintel.com](http://www.datamapintel.com)

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