LandVision™ Best Practice Article:
Leveraging Technology to Better Market Your Listing

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The commercial real estate market is competitive and fast-paced; as a listing agent you need to do all you can to stay ahead of the competition. You need access to up-to-date, accurate information in order to successfully cross-analyze your market and you need the skills, knowledge and tools to effectively market your listing. Additionally, after you have gathered all critical information, you need to be able to present it in a customized, professional collateral piece. Finding a solution to help you meet all of these needs can be a challenge, however, revolutionary advances in spatial technology are making it easier than ever to gain ready access to the resources you need to stay ahead of the competition.

LandVision™, a real estate research, analysis and collaboration tool, helps you leverage spatial technology to capitalize on opportunities. The following best practice article will walk you through how you can take advantage of the resources and tools available in the LandVision™ application to better market and present your listing.

Overview: Industrial Property in Prime Location
The examples used in this article are for a commercial listing for an industrial property located in a prime area in Houston, Texas. Using LandVision™ you will learn how to identify potential buyers and develop custom collateral to tell the story of your listing.

Best Practice: Search for Potential Buyers
After finalizing negotiations with the seller, it is important to assemble a prospect list and hone your knowledge of the surrounding area, as quickly as possible.

Often, a property's next buyer owns existing properties in the immediate vicinity of the listing. You can capitalize on this trend by leveraging the interactive parcel data in LandVision™. The most straightforward way to do this is to click on properties to access the names of nearby property owners (displayed in the Parcel Details information balloon), which will help you build a list of potential buyers in the area.

Other key information such as property sales information, property use, and building characteristics, is also displayed in the information balloon of LandVision™. Armed with this information, you can quickly assess a current owner's situation and determine if they are a potential target. These basic features of LandVision™ let you quickly identify adjacent parcels to ascertain further insights and clues about how to best market the property and target potential buyers. The image to the right shows information about a parcel adjacent to your industrial property listing (highlighted in green).

Features of LandVision™

- ✓ Parcel Boundaries
- ✓ Ownership Info.
- ✓ Site Characteristics
- ✓ Export to Excel
- ✓ Buffer Search
- ✓ User Drawings
- ✓ Address Labels
- ✓ Create a Layer
- ✓ Measure Tool
- ✓ Data Loader
- ✓ Projects
- ✓ And More

Simply clicking on properties lets you easily identify neighboring parcels to compare, research, and provide further insight about your listing.

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Alternatively, you can retrieve information for all property owners in the area surrounding your listing by using the Buffer Search feature. For instance, you can use the Buffer Search feature to build a list of property owners in the local market area, and to analyze which owners have multiple holdings in the area. The Buffer Search is performed by identifying the listing and choosing the Buffer option from under the Add as Inclusion command (see image below). A simple sort of the results list allows you to quickly spot owners who hold multiple properties and who may be active players in the area. Drilling into their properties' details offers valuable insights into how to strategically approach them.

A zoomed in view of the output and analysis options for your search results list.
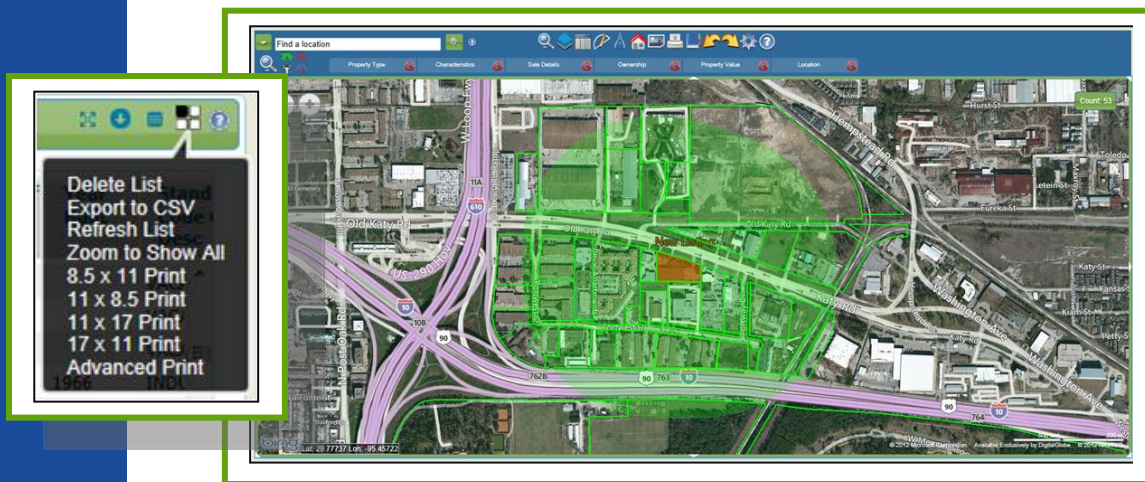
Use Buffer Search to analyze which owners have multiple holdings in your listings area.

Did You Know . . .

You can sort the list of adjacent property owners by "owner name" to identify owners with more than one property in the area

To gain greater insight and further streamline the flow of initial marketing activities, you can export the entire results list to Excel for advanced tabular analysis, or to generate on-demand address labels for easy mailing. The image above shows the new listing with a 1500' buffer applied to it. Search results are shown as a list on the bottom of the map, highlighted in green on the map. You can also see an up close view of different options available to work with search results.

For a more strategic prospect search, you can expand your search to find buyers who have been actively acquiring property over a specified time period. To accomplish this, use the Property Search form. On the Property Search form you can input variables such as last sale date, sale price, estimated market value, building size, lot size, and land use. These variables are best applied to a geographic region comparable to that of your listing, so employing a spatial constraint is essential. To apply a spatial constraint to your search, use the markup polygon or circle tool to outline your area of interest. Now you can isolate your search to this specific geographic area (see image on next page).

With your research complete, you can even save researched and qualified prospects in a proprietary spatial database using the Create Layer feature. Creating a "Potential Buyers" layer lets you easily save key data and information to a location on the map, e.g. a parcel, so you can search for it and retrieve it in the future. By creating a proprietary spatial database, you can capture your knowledge, saving future research time and gaining a competitive advantage.
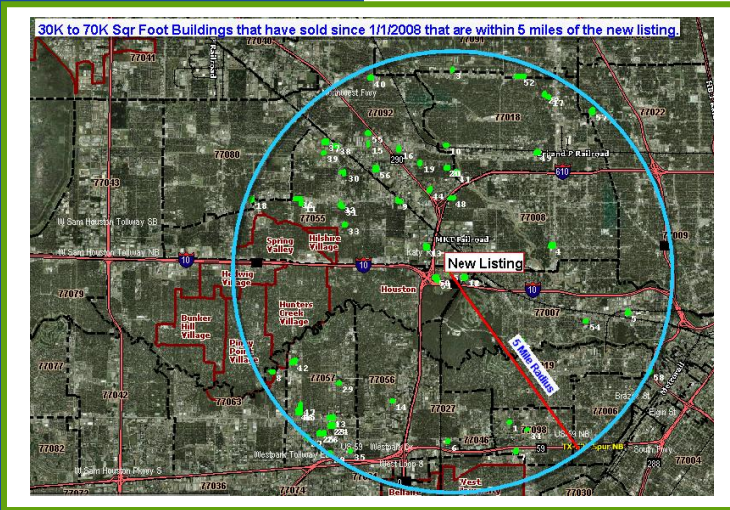
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30K to 70K Sqr Foot Buildings that have sold since 1/1/2008 that are within 5 miles of the new listing.

With the Dynamic Search feature you can expand your search area. The image above shows a 5 mile radius search around the listing. Properties highlighted in green meet the search criteria of buildings from 30,000 to 70,000 sq. ft. that have sold since 1/1/2008.

Best Practice: Create Custom Collateral

Once you have identified who you would like to target, you need to prepare custom collateral that best represents the listing's main draws. In a market crowded with aggressive brokers the need to differentiate is paramount and the use of custom collateral is just the way to stand out. Plus, personally reaching out with custom collateral intended for an exclusive list of potential buyers demonstrates your market expertise and helps to build trust.

Using the Markup and Presentation tools available in LandVision™, you can define the listing as a Markup to draw the potential buyer's attention directly to the listing, making it clear where it is in relation to the surrounding area and highlighting nearby points of interest. The image below shows a close up view of the new listing and the surrounding area. Major transportation arteries have been highlighted to show the listing's favorable location, and easy to read text calls out its proximity to major job and activity centers.

Additionally, you can delineate local market areas on your custom map, including text labels with key information such as the average price per square foot. This helps buyers see how the listing compares favorably to other areas, and even to properties in its same area, as shown in the example below. The visual culmination of all these factors sets the listing apart from the competition while providing potential buyers valuable information in a single, easy to understand format.
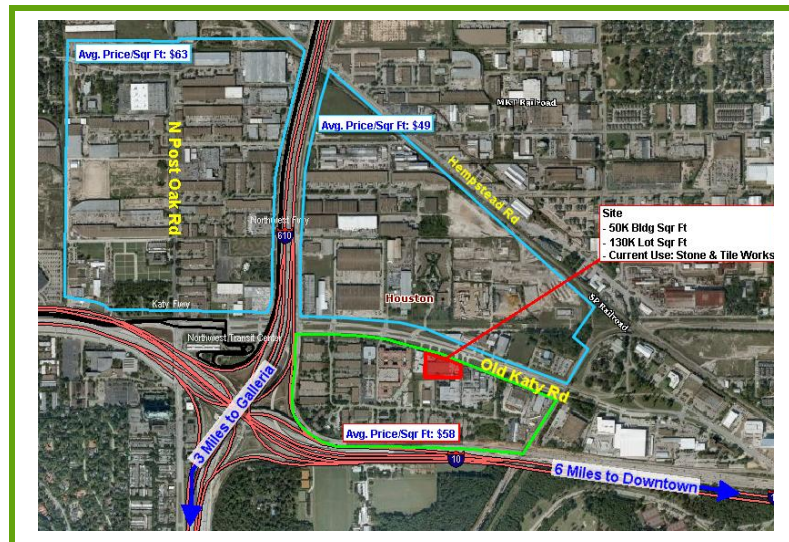
Markup and Presentation tools in LandVision™ let you call attention to your listing's attractive features such as location, amenities, freeway access, and more.

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Lastly, as your involvement with a listing or area continues, you can save your research and search efforts for future modification and/or re-use with another listing. Using the Save Drawing features within the Legend allows you to save your work for access at a later time; you can even share your work with other staff for quick and easy collaboration by saving your map to a "shared" folder. This allows other users to access the file from their personal user license, make edits, and either save a copy or save over the original file.

Summary
The numerous tools and resources available in LandVision™ can help you improve the way you market your listing so you stay ahead of the competition. Taking advantage of high-level GIS mapping can enhance the way you present your listing and provide potential buyers with increased insight about your listing. Confidently market your listing with LandVision™.

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Digital Map Products' Best Practice Series

 "LandVision™ Best Practice Article: Leveraging Technology to Better Market You Listing" is part of Digital Map Products' Best Practices Series, a collection of articles intended to share industry insight, increase product knowledge and help readers benefit from advances in spatial technology.

About LandVision™ and Digital Map Products

LandVision™ is a real estate research, analysis and collaboration tool that embeds powerful geospatial technology so builders, developers, and commercial brokers can make location-aware decisions. It facilitates the identification, qualification, acquisition and ongoing management of land and commercial real estate opportunities. With LandVision™, companies of all sizes can take advantage of spatial technology to make more informed decisions and gain competitive advantage.

Digital Map Products is a leading innovator of cloud-based spatial solutions that bring the power of spatial technology to business, government, and consumers. The company's mission is Spatial Technology Made Easy.

http://www.digmap.com/products/landvision.htm