

LandVision™ helps EdR find profitable development opportunities faster



Success Story

Memphis, Tennessee



BUILDING

! PROBLEM

EdR's process for finding land and new development opportunities was time-consuming and inefficient

💡 SOLUTION

LandVision moves projects forward faster by helping EdR find land they would have otherwise missed, along with instant access to owner information

☰ BENEFITS

- **Access to landowner information:** Instant access to owner information makes it easier to initiate conversations and close deals
- **Uncover hidden opportunities:** Powerful filtering options reveal potential development opportunities on a digital map
- **Saves time:** All the information EdR needs to generate leads is on one platform

LandVision Helps EdR, a Leader in Collegiate Housing, Uncover Hidden Land Opportunities and Generate More Deals

A Streamlined Approach to Finding Development Sites

EdR is a leading developer, owner, and manager of collegiate housing communities. Development Analyst Boone Blackburn uses LandVision to streamline prospecting for new opportunities.

"We use LandVision to find land for new development, including parcels that are linked together that we wouldn't have found without it. We can also see who the owners are and how to contact them."

LandVision is an easy to use solution that has allowed EdR to make better use of their time by eliminating the effort that is required for a staff member to manually search and gather information through the state and county websites or the state secretary office. LandVision also offers a book-marking feature that makes it easy for land developers to flag and track new sites and opportunities so that crucial information is kept top of mind.

"I can filter for type of land zoning and look for the acres I want, along with the owner's full portfolio. When I see landowners own multiple parcels on LandVision, that gives us an idea of sites owners might want to sell."

A User-Friendly Platform for Lead Generation

Boone appreciates that LandVision is user-friendly and that it is able to help EdR generate value. With LandVision, EdR can conduct data-backed research that helps them discover new leads.

"LandVision has a user-friendly interface. A lot of our users are self-taught and they've become pretty efficient. It only takes a few times to get on and dig around to understand how to use it. LandVision has been very helpful, and it's all we need."



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