



## Case Study

### Organization

MacKenzie Commercial  
Real Estate Services

### Location

United States

### Industry

Commercial Real Estate

# Better Commercial Real Estate from Development to Management

MacKenzie uses Esri® Business Analyst™, including Business Analyst Online™ (BAO™), to understand and analyze vast amounts of data used at every stage of the commercial real estate life cycle. The software helps the company offer services to new customers by performing tenant searches and analyzing market demand.

## What did they do?

MacKenzie's brokers view, discover, and print maps when they explore new commercial locations. For more in-depth analysis, they use Business Analyst and Esri's Tapestry™ Segmentation data to characterize neighborhoods for clients. Whether the task is to simply plot a list or provide a more in-depth analysis of the market, every broker can follow replicable steps.

## Do I need this?

Esri solutions easily combine local information, such as tax maps, with commercial data (aerial and plat maps) for a more accurate, timely view of a location. Once a potential site has been identified, it can be explored more thoroughly by layering hundreds of other types of data, including nearby businesses and traffic counts. Geographic information system (GIS) technology helps the company combine authoritative data with its own local market intelligence for the best view of the commercial real estate landscape.

"GIS has definitely made our company more efficient and has been an invaluable tool for making smarter and faster decisions."

### Matt Felton

Managing Director of GIS and  
Research  
MacKenzie Commercial Real  
Estate Services



## Need more details?

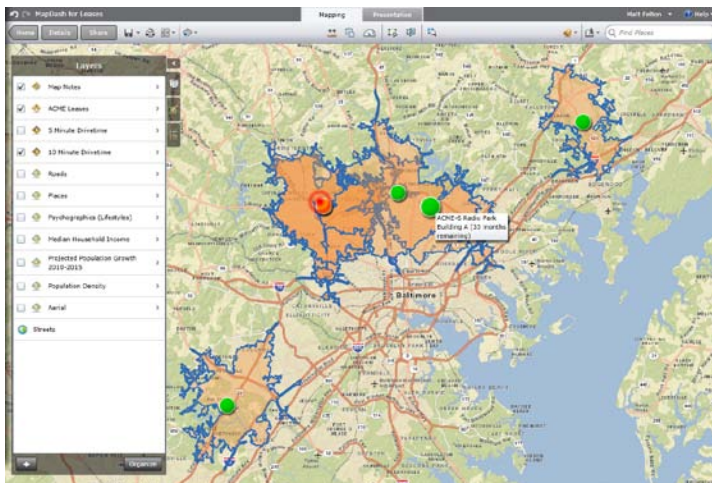
MacKenzie's GIS team supports approximately 40 brokers in the company with mapping and data discovery needs, which vary depending on the type of client being served. Decision makers gain a better understanding of overall performance of a location and how it compares to other sites. The workflow and business tools created by MacKenzie enable the broker and client to work together to craft a proactive strategy to optimize the long-term return on investment of the building asset or the whole portfolio.

**MapDash**—A business dashboard and centralized real estate portal based on Esri's ArcGIS<sup>SM</sup> Online, MapDash provides easy access for brokers to create and share lease information with their customers. With the dashboard, clients see the latest portfolio status and alerts and messages on the map, notifying them of any actions that need to be taken. This ensures that leases are renewed on time and guarantees that date-sensitive deadlines are met. Other pop-up information balloons provide ready access to retail and business reports as well as street and bird's-eye property views.

**Business Analyst Online**—As a ready-to-use Software as a Service solution, BAO is a vital part of MacKenzie's quick reports creation toolset. It provides demographic, industry, and investigative data from many real estate information data providers, such as CoStar.

**Business Analyst for Desktop**—This is a powerful tool for performing more in-depth analysis of the market and creating information products that can be used in MapDash and BAO. Business Analyst is configured with replicable steps and templates that every broker follows to evaluate market potential and access the criteria that are important to the client. Powerful analysis reveals hidden opportunities, and data mashup facilities allow MacKenzie to explore the area by layering data from hundreds of other datasets including zoning, tax incentives, floodplains, nearby businesses, and traffic counts.

**Esri Tapestry Segmentation data**—A rich set of demographic profiles and market facts that help confirm the suitability and potential performance of any site, Tapestry allows MacKenzie to match the best sites to the neighborhood needs or market opportunities, which ensures that the client gets the best return on investment.



For more information, visit [esri.com/realestate](http://esri.com/realestate).



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