

Professional Real Estate and Site Selection Research



The same research tools offered by
commercial real estate brokers,
available at affordable prices.

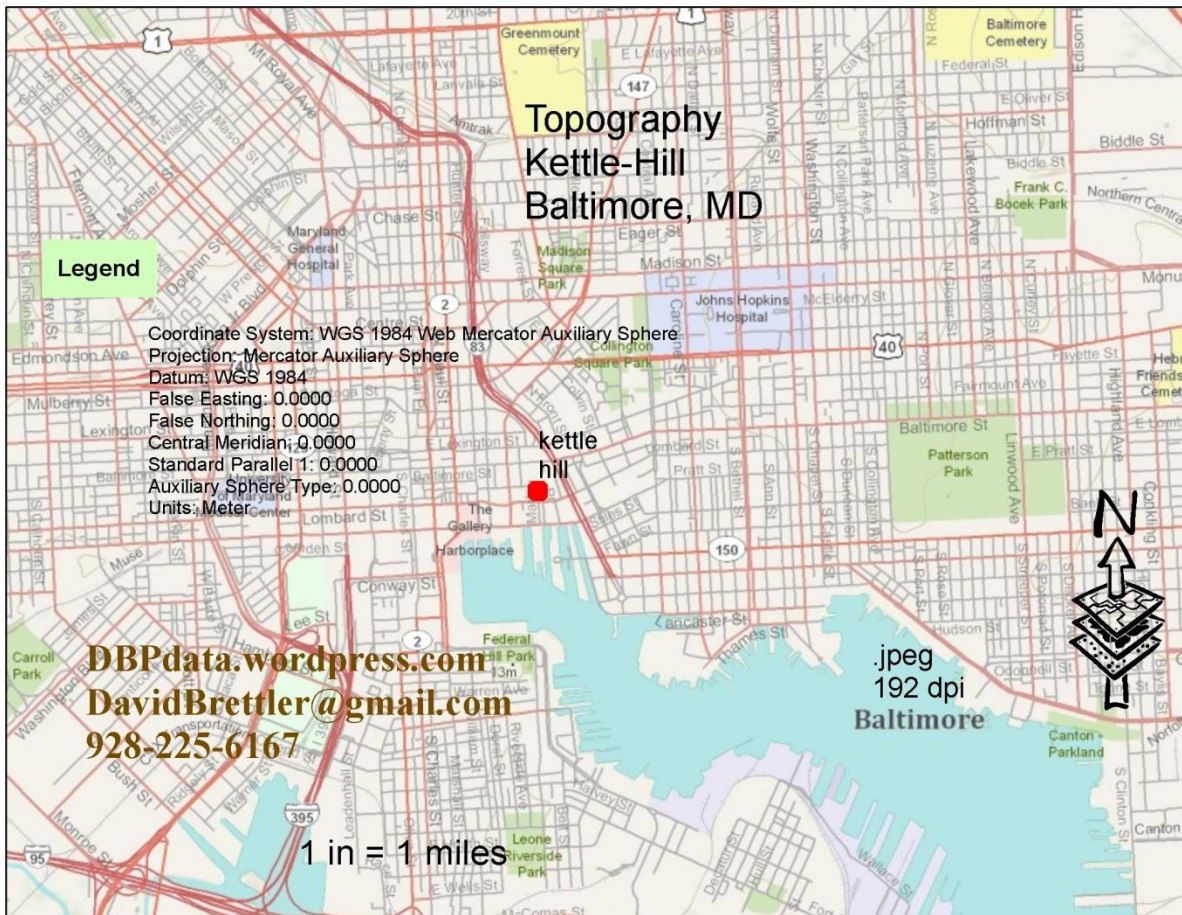
Dbpdata.wordpress.com

Dbrett45@gmail.com

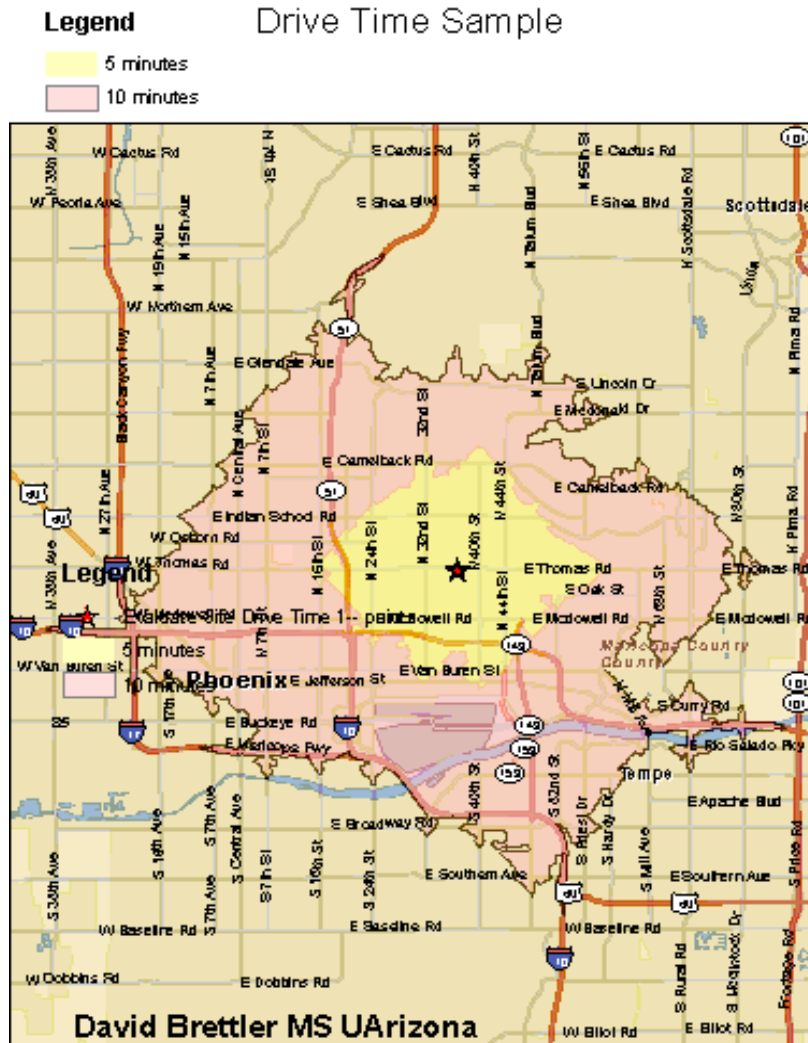
623-850-3559

MAP BASED REPORTS HELP YOU SEE THE MEANING OF THE INFORMATION. THE LARGE COMMERCIAL FIRMS HAVE GIS DEPARTMENTS FOR GOOD REASON. IT HELPS THEM SELL. IT HELPS THEM COMMUNICATE. WE BRING THESE CAPABILITIES TO FIRMS LIKE YOURS.

There are over 1700 Census American Fact Finder Variables, best seen in an easily readable map format. You have seen this kind of work before. We develop these maps to your specifications.

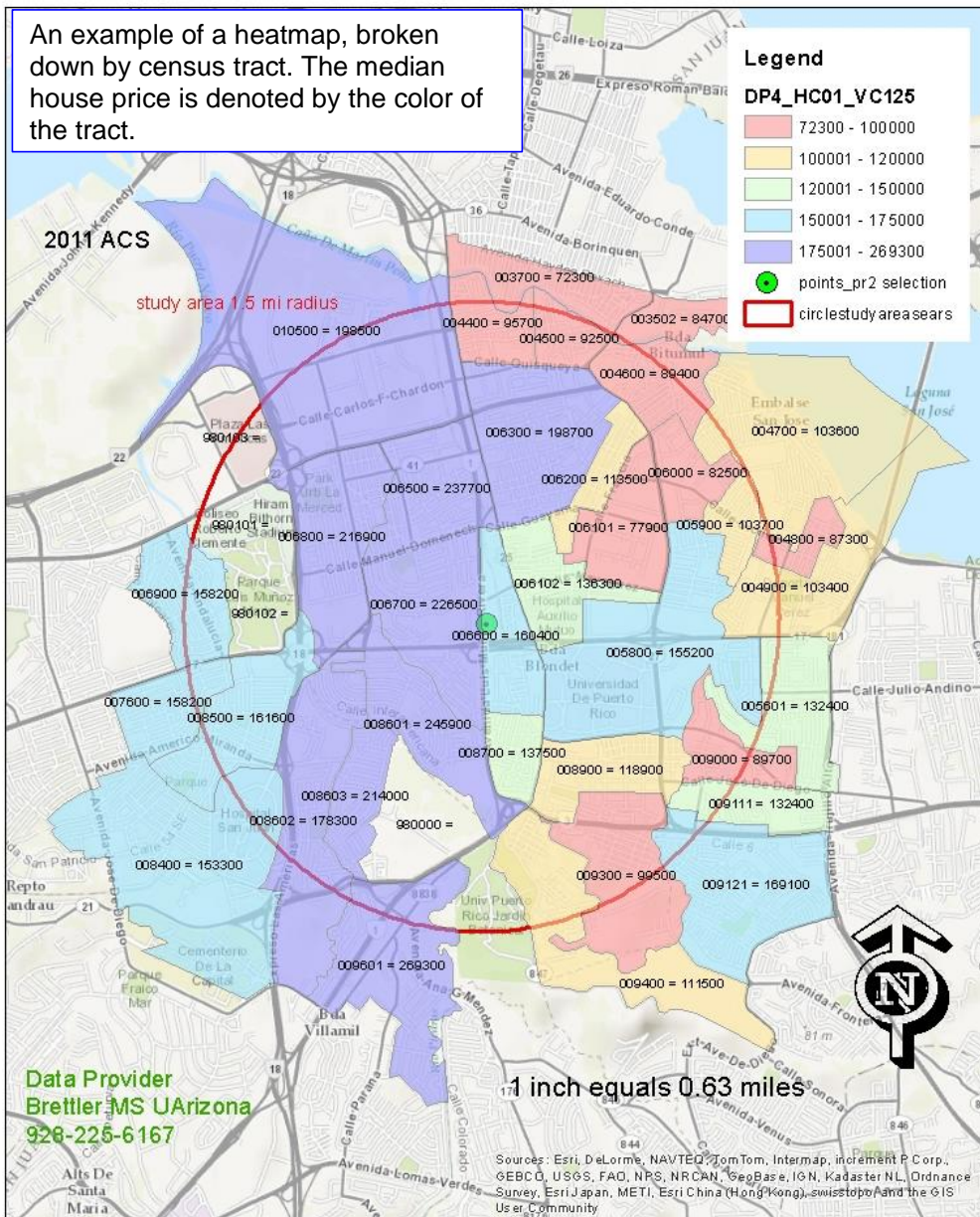


A map like this will produce a statistic such as population by heavy consumption in the outlined driving range:

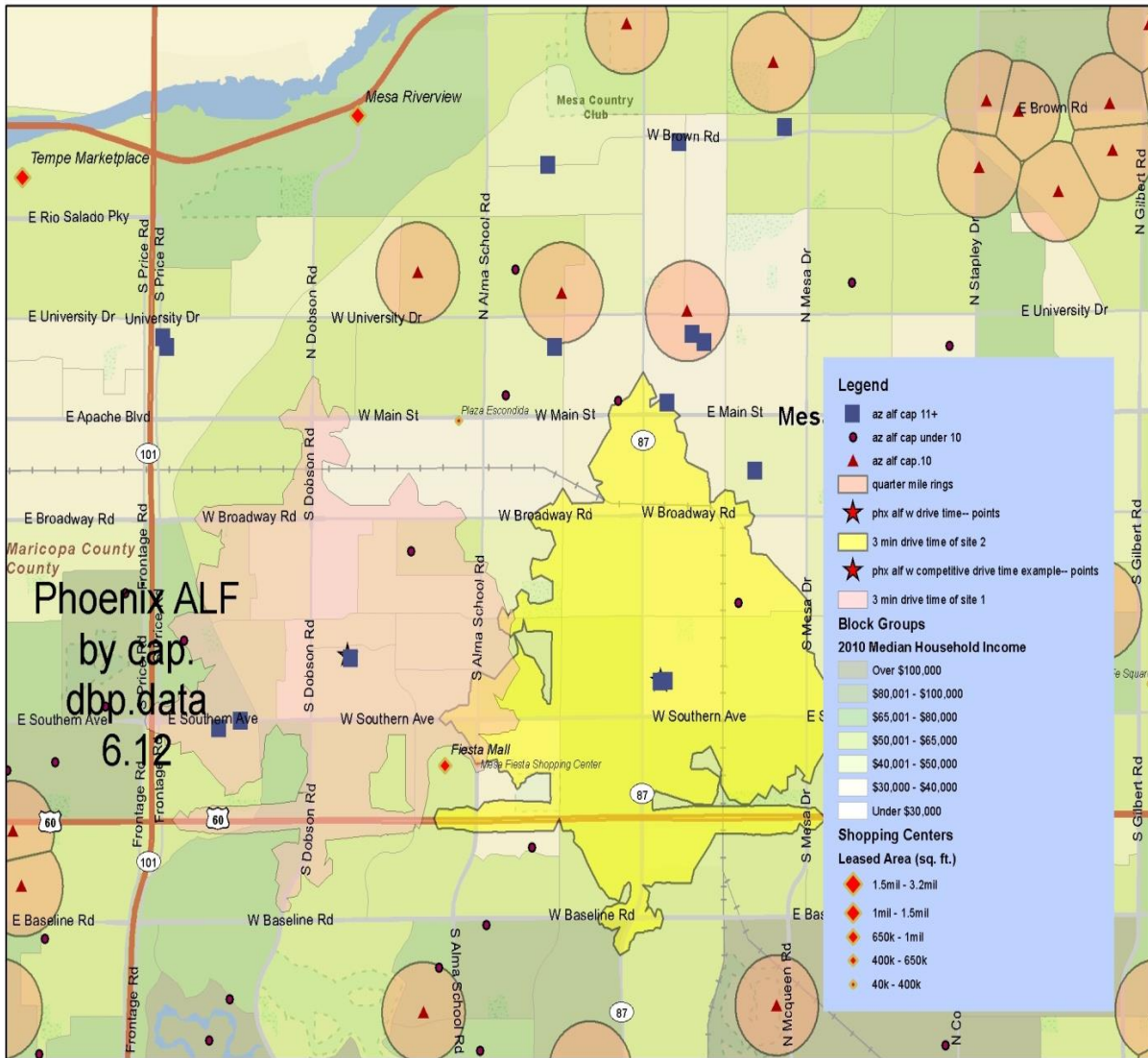


Heatmap with summary data. Heatmaps are much more easily readable than reports.

Former Sears Study Area, Median House Price



More than analysis, an interesting story.



**from esri.com*



Market Planning and Site Selection

Improve your success at determining where to build, expand, close, or reduce your footprint.

- Perform analyses on parameters critical to your business and view them on a map.
- Generate models to evaluate and compare locations



Territory Design

Optimize success of every location, franchise, sales agent, and service or delivery route with balanced territories.

Improve and enhance reporting of territory performance with charts and maps



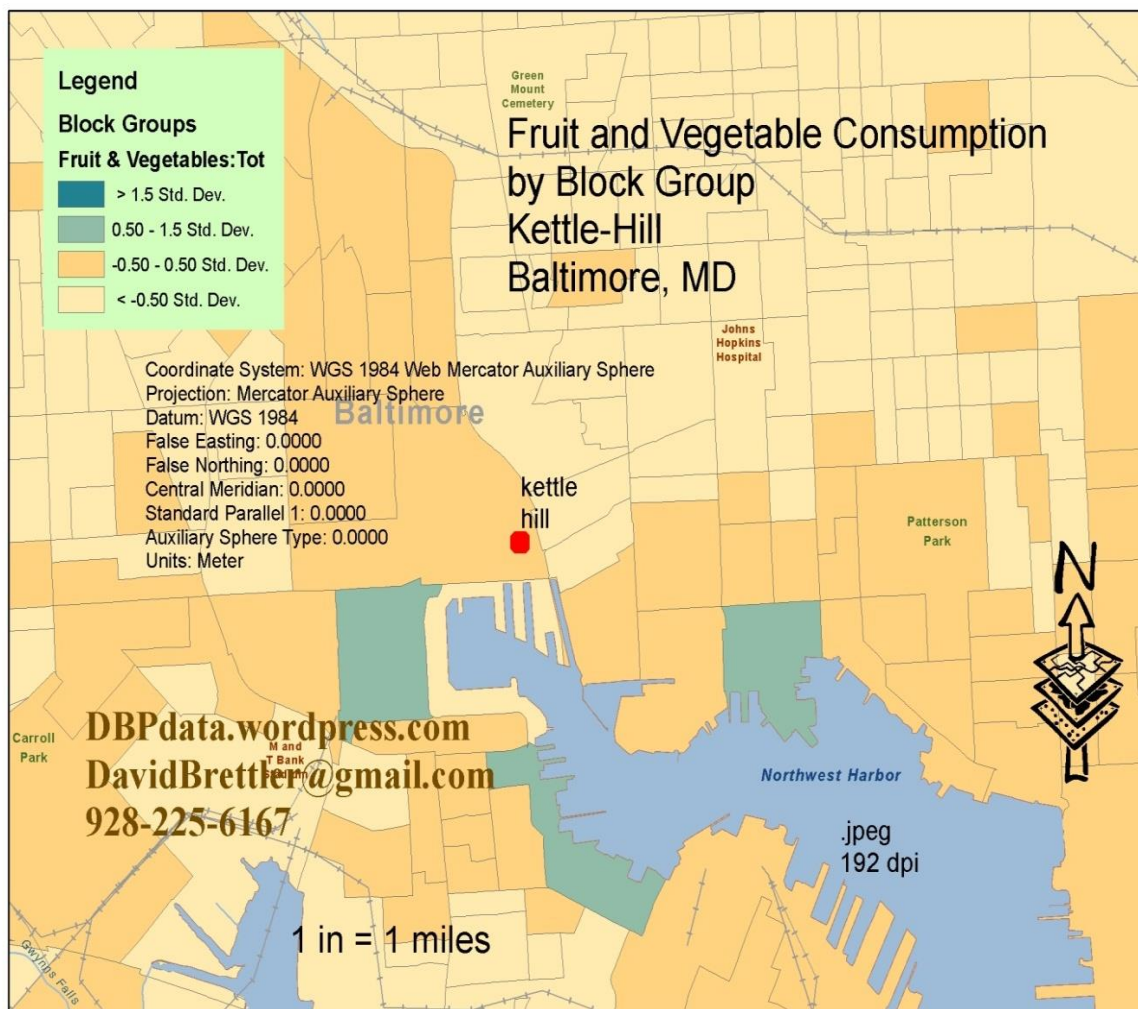
Marketing

Analyzing sales, competition, and market penetration by location drives decisions about geographically targeted

marketing efforts. Concentrate marketing spend where it will yield the best results

How will the demographics of the area change over the next 5 years?

How much can I learn about my target families?

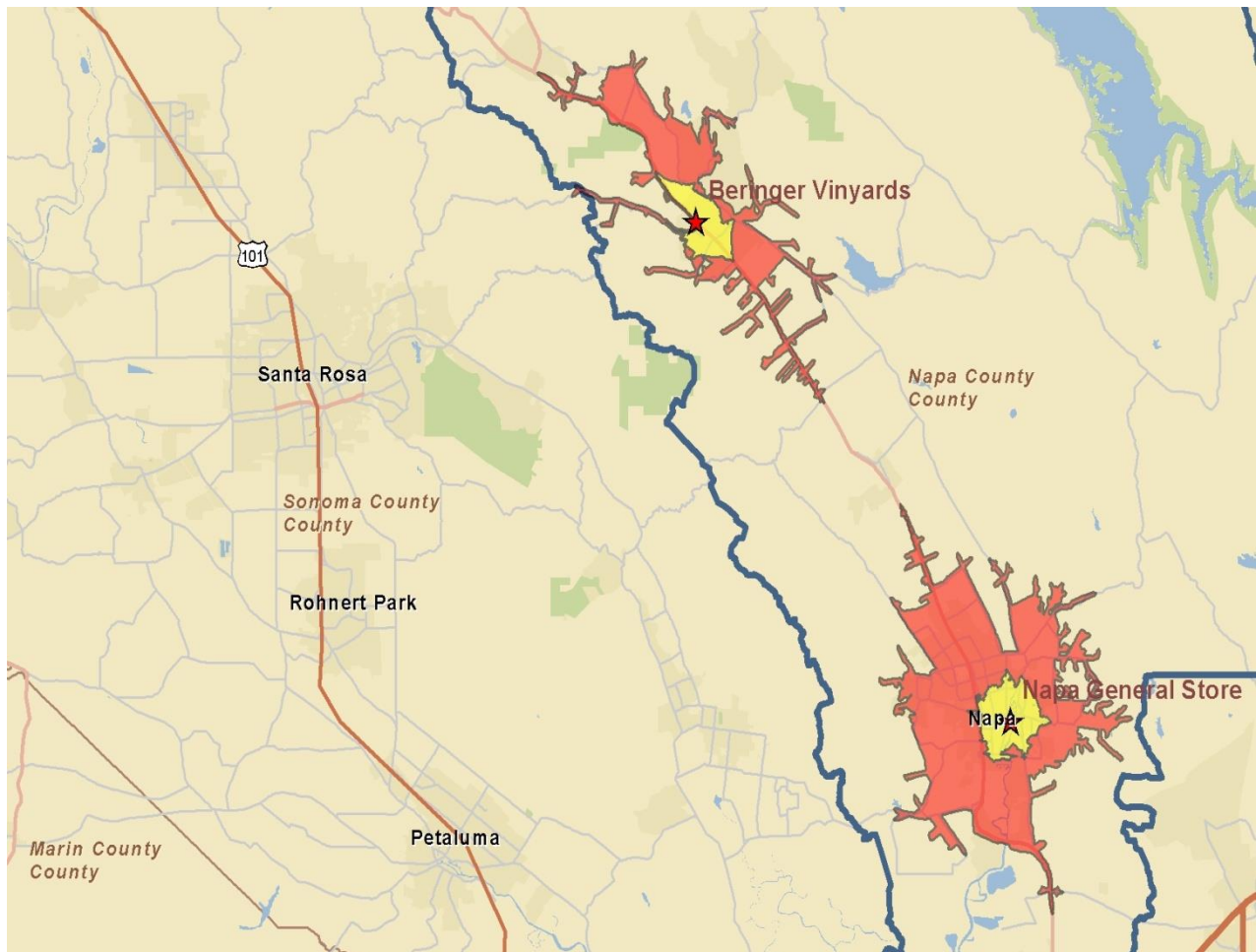


Competitive Analysis. Remember, a business owner finds stories like this to be compelling.

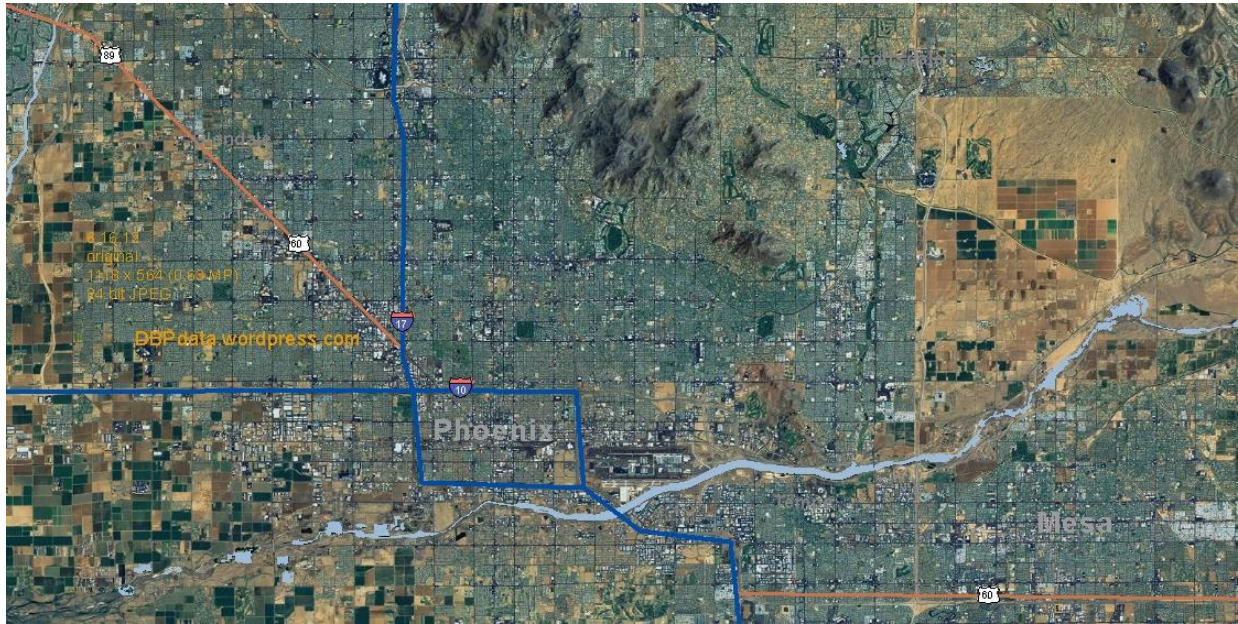


Another Competitive Drive Time View:

Note the irregular areas. Driving ranges are calculated as speed on a given road times the distance. The faster the road, the greater the driving range. This does not typically take into account side street travel.



High quality orthographics are available.



A sample of our standard reports. Reputable ESRI affiliated data. Insightful projections.

Age by Income Profile - Drive Time Sample Napa (Modern).pdf - Adobe Reader

Drive Time Sample Napa
2000 MAIN ST, ST HELENA, CA, 94574
Drive Time: 3 minutes

	Census 2000	2010	2015	201	
Population	4,189	4,265	4,239		
Households	1,693	1,685	1,666		
Median Age	40.1	41.7	41.5		
2010 Households by Income of Age of Householder					
	<25	25-34	35-44	45-54	55-64
HH Income Base	42	186	277	355	341
<\$15,000	2	17	2	7	21
\$15,000-\$24,999	1	10	20	8	8
\$25,000-\$34,999	8	15	3	7	15
\$35,000-\$49,999	6	36	74	48	39
\$50,000-\$74,999	8	33	51	82	63
\$75,000-\$99,999	8	23	53	58	44
\$100,000-\$149,999	4	39	35	65	95

Database pricing is competitive. This includes support, discussion of your project, and labor. We provide the labor. Availability is nationwide at the census tract level. Maps and concurrent reports are developed, with attendant discussion or metadata.

As you are aware, I chose these variables for brevity from over 1700 American Community Survey variables. I am happy to make any adjustments.

I am looking for a 2 business day turnaround. Please ask if you require expedited service.

Per study area:

\$75 Population map group

\$120 Income Report

\$90 housing group

Notes on these map groups:

\$75 Population Group 7 pages, A seven page presentation on the housing conditions in a 3 mile area by 2010 census tract.

Population thematic map

unemployment

college graduate

children in the home, age under 18

18-62

seniors, 62+

Drive time

\$120 Income Group 13 pages

Median household Income thematic map (3 mi perimeter)

household income by income group (4)

vehicles available (2)

occupations - business and sales

occupations - production

occupations – construction

occupations – transportation

occupations - retail

mean travel time to work

\$90 Housing group 10 pages

Median house price

House price by house group (4)

Housing by number of bedrooms (3)

owner/renter percentage

vacancy rates