

CRE Technology Platform

Get ready to rethink the way you approach tenant recruitment, development planning, acquisition evaluation, and much more.

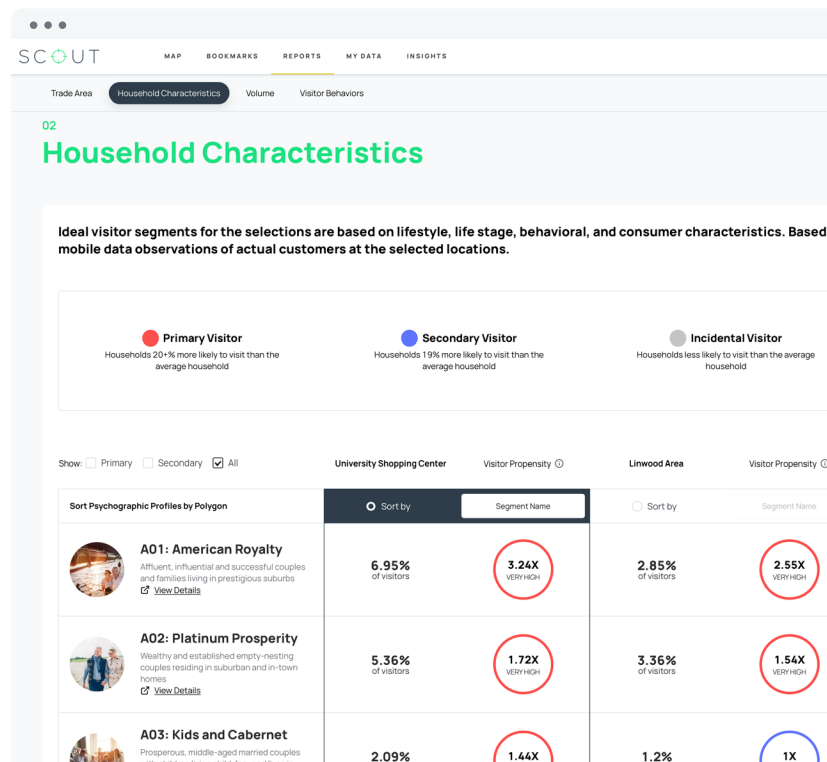
We've distilled our decades of market research experience, retail site selection expertise, robust consumer and mobile device datasets, and powerful technology into a platform designed to make brokers, developers, and property owners more competitive and effective. Empower your organization with the insights you need to make smart development decisions and land your next deal faster.

ABOUT THE PLATFORM

Our CRE Technology Platform comes with three powerful tools: SCOUT + Match + Mobilytics.

SCOUT

SCOUT is Buxton's proprietary analytics technology application. It is a web-based system that gives you access to the modules in the CRE Technology Platform plus standard, out-of-the-box features.



- **Visualize** the locations of your current or pipeline properties on SCOUT's user-friendly map interface
- **Store** files associated with each property for easy organization
- **Access** Buxton's map layers on points of interest, boundaries, demographics, businesses, and household-level psychographics to better understand markets
- **Interact** with your Match and Mobilytics modules
- **Enhance** your SCOUT application further through the optional SCOUT Reporting Package for CRE or CRE Healthcare Analytics Package

Match and Mobilytics round out the CRE Technology Platform with tools to help you answer critical questions.

match[®]

The Match module allows you to select from thousands of retail, restaurant, and consumer services brands and assess whether that brand is a good fit for a potential site. Match uses Buxton's proprietary mobile device data processes to compare visitors at the brand's current locations to the potential customers in your proposed site's trade area. Present a compelling case for your site by providing prospective tenants with data driven metrics around the most important success variable, customers.

- Make a data-driven, compelling case to a prospective tenant to close deals faster
- Understand how the customer potential of your site compares to a brand's existing locations in terms of quantity, concentration, and household mix
- Select the time period to use when analyzing the brand's locations and customers
- Identify the performance "strength" of the brand's locations you are comparing your site to, based on mobile device volume
- Stand out from competing properties by providing unbiased, third-party validation of your site's potential
- Assess new match possibilities anytime with on-demand reporting
- Share the reports in your real estate listings or with decision makers through interactive links and exportable summaries

mobilytics[™]

Mobilytics gives your users the ability to analyze actual consumer behavior using mobile datasets for any place, see how those results have changed over time, and determine how places compare to one another. The module uses household-level data and Buxton's proprietary data methodologies to provide the most accurate, granular, and detailed view of visitors possible while protecting consumer privacy.

- Define the consumer dynamics and trends for your properties, competitor locations, prospective real estate investments, and more
- Understand who visits your study areas, where visitors live and work, where they frequently visit, and trends in visitor volume for date ranges or dayparts you select
- Remove the lag in data collection and analysis by running reports based on data that's updated daily and as recent as 72 hours ago
- Use consumer insights on actual visitors to evaluate whether a property's amenities and tenants align with visitor lifestyles
- Define your own custom study areas or select pre-defined areas to tailor the reports to your business questions while still receiving answers in seconds
- Visualize the results of your visitor study as a shareable report or on the SCOUT map

OPTIONAL ENHANCEMENTS

Add optional reporting packages to your SCOUT application to gain consumer intelligence and healthcare insights.

SCOUT Reporting Package for CRE

This reporting package gives you access to reports in SCOUT, allowing you to understand and quantify consumer propensities and preferences, as well as understand demand, leakage, and expenditures for retail, restaurant, healthcare, and other services.

This package also includes psychographics, demographics, population patterns, available workforce, housing, business landscape, and even COVID-19's impact and risk to a population. Develop data-backed business strategies and empower your organization with in-depth insights about consumers and markets.

- Understand the consumers in your selected markets from a demographic and psychographic standpoint
- Understand the business landscape and available workforce
- Make relative comparisons to your existing properties to make faster and more confident real estate investments and minimize risk
- Identify the risks of COVID-19 in a selected geography and assess the relevant policies affecting your properties
- Communicate with your team through on-demand reports and powerful data visualization
- Support your current tenants by providing them with important intelligence regarding consumers in their trade areas

CRE Healthcare Analytics Package

The healthcare analytics package gives you access to healthcare-specific reports and data visualization features, such as payor mix insights, healthcare supply, and healthcare demand. Additionally, it includes on-demand site scoring through Buxton's automated site score models for all available healthcare service lines and facility types. Dive deeper into the market factors that are important for healthcare real estate decisions.

- Determine which service lines or facility types are best suited for any existing or potential property in the United States to recruit and retain best fit tenants, optimize your return on investment and reduce risk
- Understand inpatient and outpatient demand for the current year or five years in the future
- Compare patient demand and payor data at the county, state, and national level
- Visualize the number of healthcare providers and facilities in a selected geography
- Estimate how many people are covered by insurance type in a selected geography and see how projected population changes could impact insurance coverage in the future