



ANYSITE® ONLINE RM

AnySite Online RM provides real estate developers, leasing agents and REITs with a powerful tool to use to identify and recruit the best retail tenants for their properties.



Using AnySite Online RM, the commercial real estate developer can dramatically increase the productivity and effectiveness of its retail recruitment efforts.

Overview

FEATURES

Identify and attract the optimal mix of retail and restaurant tenants for your properties:

- Market/trade area analysis to help you profile your properties and identify the best retail tenants
- Specific contact information for each retailer
- Presentation quality Retail Attraction Reports that speak the retailer's language

MapInfo's Predictive Analytics group has served as the trusted advisor for the nation's leading retailers, restaurants, and developers for over four decades. The new AnySite® Online Retail Modeling (RM) solution represents the culmination of over 45 years of market research, distilled into a unique proprietary solution that is at once powerful, yet easy to use.

AnySite Online RM creates a trade area profile for the developer's property that is matched against a database of preferred trade area characteristics for an extensive list of retailers (including supermarkets and drug stores) and restaurant chains, and returns a targeted list of the best-matching tenants. The underlying statistical methodologies in the RM modeling engine have been exhaustively tested and validated against known retail strategies.

AnySite. Online

Retail Types
Click on the retailer types you wish to include in this analysis.

- Neighborhood
- Community
- Power Center
- Regional
- Super Regional

5 Maximum number of potential retailers returned by analysis (1 - 300)

[Click here to view retailers by type](#) Next

AnySite Online RM is simple to use, but is powered by a sophisticated predictive analytics engine that computes complex statistical correlations between the site under consideration and the preferred trade area characteristics of an expansive list of retailers.

AnySite. Online MapInfo

Retail Modeling Results

Site - 79 Vandenberg Ave Troy, NY 12180

User Instructions:

1. Review the ranked retail list and their corresponding trade areas. For assistance with interpreting the results, please see the Users Guide ([Users Guide](#)).
2. Generate and review the Marketing Report for your target retailer(s).
3. Lastly, click on the following link to obtain the contact information and mailing address for the target retailers that you wish to provide with their respective Marketing Report ([Trade Dimensions](#)). Please note, that the use of information owned by our Third Party Licensors may require our clients to agree to additional terms and conditions put forth by our Third Party Licensors regarding permitted use of their information.

Name	Retail Type	Base Type	Actual Base	Effective Base	National Correlation	National Percentile	Market Percentile	Show Trade Area	Long Report	Short Report
Maurice's	Power Center	Population	291,700	423,826	0.5556	96	89	Preview	Report	Report
Rex Tv	Power Center	Household	122,645	176,634	0.4903	96	80	Preview	Report	Report
True Value	Community	Household	50,102	71,999	0.7138	94	75	Preview	Report	Report
Advance Auto Parts	Community	Household	50,102	87,153	0.5909	91	85	Preview	Report	Report

AnySite Online RM studies even take into account the desired type of retail (Neighborhood, Community, Power Center, Regional, Super Regional), the composition of the retailers' customer base (household versus individual population), and a comparison of the desirability of your location for the retailer relative to other markets.

ANYSITE® ONLINE RM

The developer or commercial real estate broker can use AnySite Online RM to create custom proposals that speak the retailer's language and deliver a compelling case for the retailer to choose the location. These customizable Retail Attraction Reports are available in both a summary and detailed format. AnySite Online RM even provides the specific contact information for each retailer.

RETAIL ATTRACTION REPORTS INCLUDE:

- Executive Summary
- Study Area Overview
- Retail Sales Potential
- Segmentation Analysis
- Summary
- MapInfo Credentials

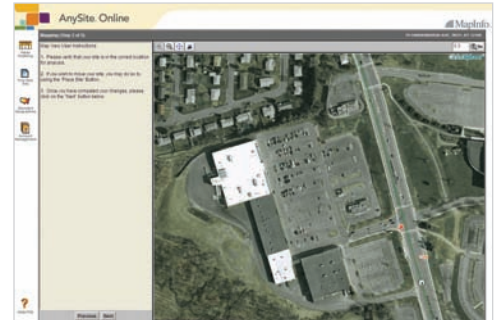
Using AnySite Online RM, the commercial real estate developer can dramatically increase the productivity and effectiveness of its retail recruitment efforts, while optimizing the mix of retail tenants at each location to maximize retail synergies and the success of the center.

ANYSITE® ONLINE RM FOR COMMERCIAL REAL ESTATE:

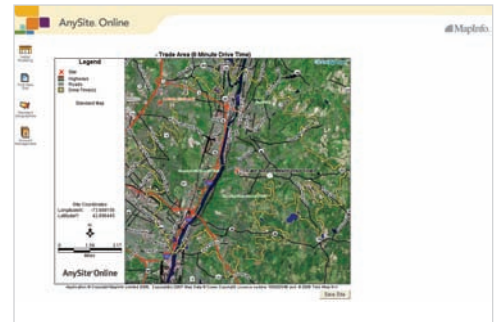
- Easily create trade area profiles for your properties and identify the retailers best suited for your location
- Choose from specific retailers with specific contact information
- Increase recruitment success with presentation quality Retail Attraction Reports
- Use on an ongoing basis for retail location research and recruitment efforts

AnySite Online RM users can generate presentation quality site and market studies on an ad hoc basis that include drive-times, demographics and consumer expenditure data.

Optional add-on databases such as aerial imagery from GlobeExplorer®, traffic counts from DataMetrix®, or housing starts from Metrostudy® can further enhance your reporting capabilities.



AnySite Online RM users have access to optional add-on databases such as aerial imagery and traffic counts.



Drive time analysis created using AnySite Online RM.



FOR MORE INFORMATION CONTACT
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WATCH THE ANYSITE ONLINE RM
VIDEO ON DEMAND BRIEF AT:
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