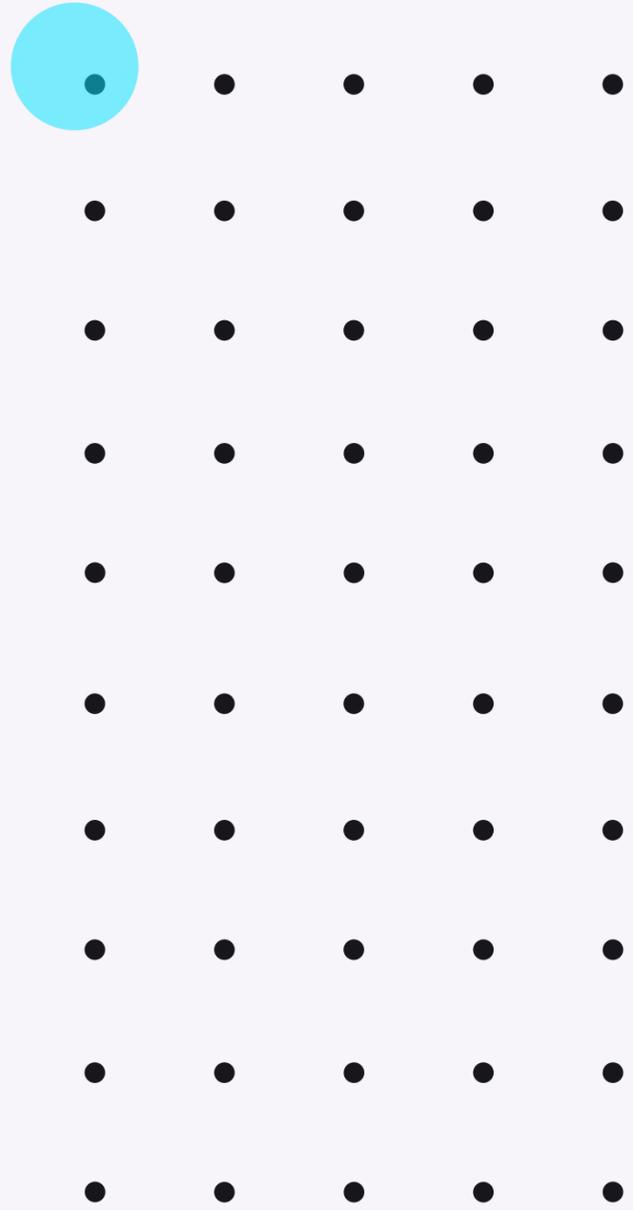


# Big Data and Commercial Real Estate - Part 2

Unleash the power  
of non-traditional data





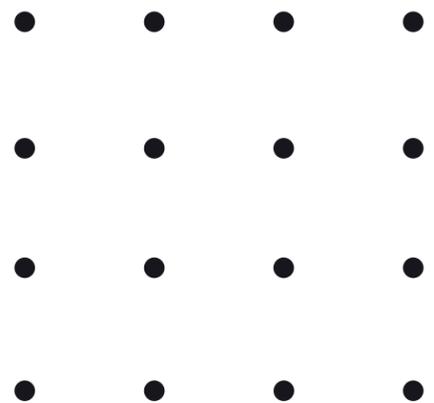
# Using data to drive performance in Asset Management

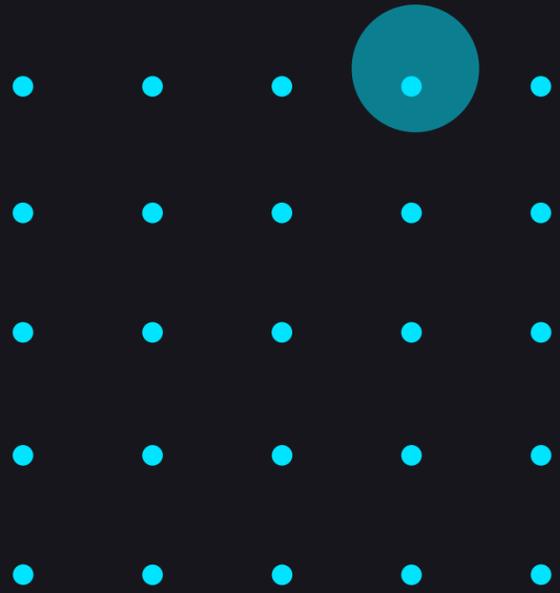
“Technology has evolved exponentially and plays a critical role in both the **monitoring** and **improvement** of the building systems performance,” said **CBRE managing director Brian Jennings**



# Portfolio Digitization is at the core of this shift toward digital

Asset Managers are digitizing their portfolios, which is helping redefine both the operation and experience of their buildings or infrastructure networks.





# Realtime Cloud Visualization

Asset digitization enables platform access for real-time data visualizations in the cloud, with these data insights offering great value to off-site consumers. For example, building engineers and other management personnel can access real-time alerts and visualizations of building assets from any location.

# Energy Efficiency

Big Data and IOT Technologies allow for real time energy reporting and monitoring. It allows asset managers to go beyond the main meter to provide real-time granular insights on individual tenant spaces and critical assets, allowing them to recognize inefficiencies.



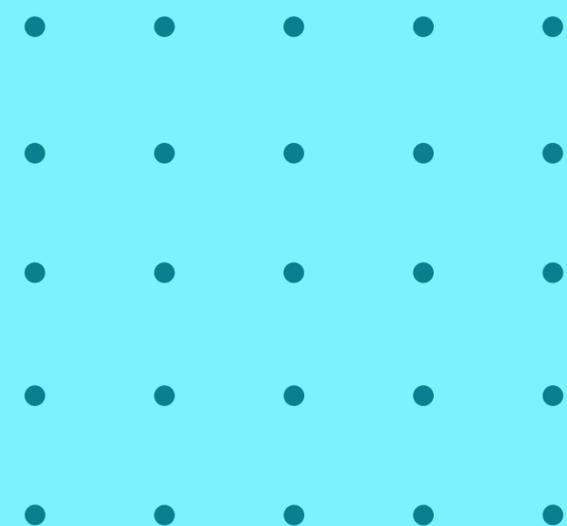
# Monitoring Real-time pedestrian traffic

Monitoring the real-time pedestrian traffic both inside and outside office buildings, and vehicle statistics, can prove to be a powerful tool for attracting tenants, especially when marketing to the retail sector. By layering traffic data with internal accounting systems, owners can better assess whether and how much to increase lease rents, thus unlocking a new way of valuing their spaces.





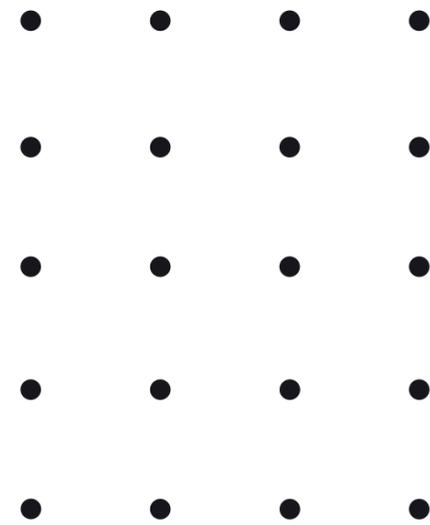
# Going beyond traditional information at the residential level



“It’s not just about when [a property] is built; is it made out of wood; how many stories is it; how many bedrooms and bathrooms does it have,” said Zach Aarons, co-founder and partner of MetaProp, a venture capital company in New York City focused on real estate technology. “Now there’s 200 other data points” to potentially parse.



# Noise, light and more



These non-traditional data points are now being measured and taken into consideration when valuing a home. “There’s plenty of research that shows that 40% of homebuyers today regret their purchase after two years in the U.S.,” said Steven Kalifowitz, Localize.city president. “And, a lot of that is related to what they bought isn’t what they thought they were going to get.” The in-take and analysis of more data points can lead to a better understanding of the asset, not just for managers, but for purchases too.

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