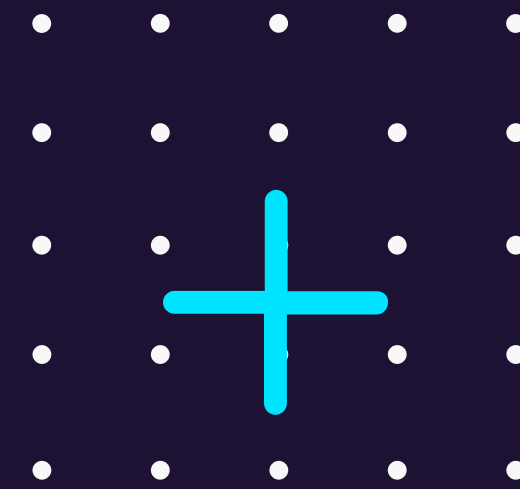
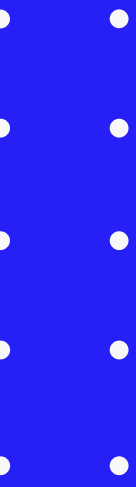


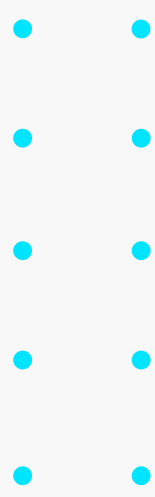
Big Data and Commercial Real Estate



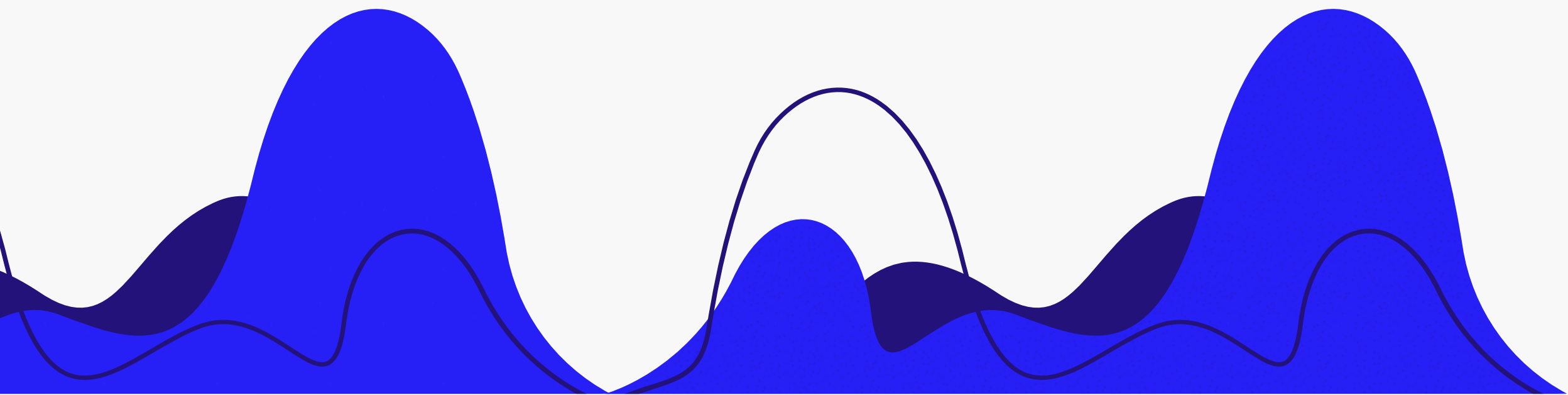
Unleash the power
of non-traditional data



According to McKinsey, real estate firms traditionally make their decisions based on intuition, traditional and retrospective data

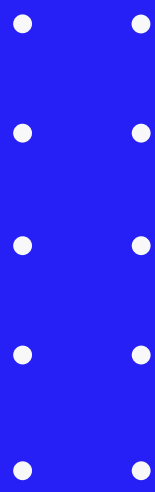


However, non-traditional and unconventional variables are becoming increasingly relevant to predict location-specific outcomes.





For example, in Boston, the price of homes within a quarter of a mile of a Starbucks jumped by more than 171 percent between 1997 and 2014, 45 percentage points more than all homes in the city and over the past decade.



And in Seattle, apartment buildings within a mile of specialty grocery stores like Whole Foods and Trader Joe's, appreciated in value faster than others.



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A successful data-driven approach can yield powerful insights and using non-traditional metrics will increasingly enable more accurate predictions about two buildings in the same zip code.

NEBULA VENTURES

