(RE)simplifi®

CRE DATA 2024

MODERN LISTING DATA

Rethinking the Source

Crowdsourced listing data is not built for research. Find out how Resimplifi is changing the CRE data space by going directly to the source.

About Resimplifi

Resimplifi delivers national CRE listing data to power property-based applications and research.

Contact Us

Use the QR code on the right to visit our website, send us a message, and download a digital copy of this paper.

resimplifi.com

Executive Summary

The commercial real estate (CRE) industry is burdened by fragmented and outdated property listing data, complicating decision-making and slowing progress. Resimplifi addresses these challenges by aggregating accurate, up-to-date data directly from primary sources. Our approach ensures clients have the confidence and tools to focus on strategy, innovation, and growth in an increasingly competitive and dynamic market.

The Facts

We've collected
595,839
CRE PROPERTY LISTINGS

We have data in
13,516
COMMUNITIES NATION WIDE

We serve more than
220
CLIENTS IN MULTIPLE SECTORS

Our Objectives

- Expand access to the most accurate and current property listing data available

- Reduce time spent verifying and aggregating data from traditional broker-fed data sources

- Enable informed decision-making in research, analytics, and business development

- Foster collaboration between stakeholders and provide a trusted, unified, and accessible national property listing database

Our Mission

At Resimplifi, our mission is to simplify and elevate the CRE data landscape by delivering reliable property listing data. We strive to empower organizations to achieve their goals by reducing complexity and ensuring confidence in their data. Through our commitment to accuracy and accessibility, we help clients succeed in a rapidly evolving market.

Our Vision

Our vision is to define the standard for CRE property listing data. We see our data empowering growth and innovation by enabling businesses and industry professionals to make informed decisions with ease. Resimplifi is committed to being a trusted partner that drives progress and transformation across the CRE industry.

Introduction

High quality commercial real estate (CRE) data drives strategic decisions in today's fast moving economy. Industries like economic development, investment, site selection, and economic modeling rely on accurate, comprehensive, and up-to-date market information to stay competitive.

Fragmented, outdated, and inaccessible CRE data creates significant challenges for professionals seeking real-time insights.

The Status Quo

The CRE data space is fragmented and lacks standardization. Data is usually sourced from marketplaces and listing services where each broker is responsible for maintaining their online presence. Industry pieces together data sets from multiple unreliable sources in an attempt to create a full picture of the market. Outdated, incomplete, and inaccurate data complicates decision-making and product implementation. Why are traditional broker-fed marketplaces inherently problematic for maintaining accurate CRE data?
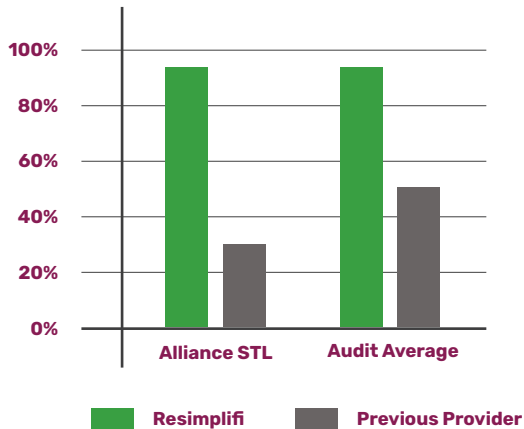
The Problem

Crowdsourced data quickly becomes outdated when brokers neglect to maintain the on-market status of their listings. In an online marketplace, there is no incentive to remove listings. Each listing is a potential contact point for clients searching for space. This is the inherent problem with crowdsourced data. What can be done to restore confidence in CRE data's accuracy and relevance?

The Solution

Resimplifi's CRE data solves this problem by collecting listings from thousands of primary sources. The premise: if brokers keep any listing up to date, it is the listing on their own public website. Our accurate and complete listing data empowers professionals to focus on strategic decisions instead of spending time aggregating, consolidating, and verifying crowdsourced data. Resimplifi closes the gap between CRE data and its effective application, enabling industries and professionals to act with confidence in dynamic markets.

The Status Quo

Active Listings Audit

The CRE industry has long struggled with fragmented and inconsistent property listing data traditionally sourced from broker-fed marketplaces. Without consistent oversight, data from these sources is often unreliable, leading to inaccurate conclusions and insights. An audit of thirty-seven client communities revealed the difference between crowdsourced and fully managed data. Results of the audit ranged from 5% to 80% accurate.

Case Study: Alliance STL

For communities like Alliance STL, a 15-county region with a metro population of 2.8 million, this inaccuracy poses a significant barrier to economic growth. Outdated listings hinder decision making for prospective businesses and site selectors, making it harder to attract investments and support local economic development efforts.

An audit of Alliance STL's property database of 2,152 listings found 1,475 inactive or off-market listings and 677 active listings, an accuracy of 31.46%. Resimplifi sourced an additional 1,416 active listings missing from the original dataset.

The Problem

Missing Incentives

Brokers frequently leave outdated listings on crowdsourced marketplaces to attract potential leads. Traditional marketplaces lack incentives for users to keep their listing availability up to date.

Broken Trust

Without consistent oversight or standardization, the accuracy of traditional CRE data deteriorates, leaving professionals unsure about the reliability of their information and weakening overall confidence.

The Solution

Resimplifi takes a fundamentally different approach in addressing CRE data reliability by combining unique data collection with flexible delivery. The result is a scalable, adaptable, and continuously updated solution designed to empower clients across many verticals. Leveraging proven data collection techniques refined through collaborations with communities across the United States, Resimplifi now offers a national property listing dataset with unparalleled accuracy.

Primary Data Sources

Resimplifi collects data directly from the source using bespoke techniques, ensuring the data remains up to date without relying on brokers to update secondary sources. Our data avoids the problems inherent to crowdsourced marketplaces by using brokerages as the source of truth.

- Crowdsourced marketplaces lack incentives to maintain on-market listing accuracy

- Using brokerages as a primary source ensures best-in-class availability

Flexible Delivery

Resimplifi's CRE dataset is designed for seamless integration into diverse workflows. Clients can ingest the data directly into any step in their data pipeline, supporting applications like economic modeling, investment analysis, and custom tools. By delivering clean, structured, and continuously updated data, Resimplifi ensures that clients have accurate and complete data, supporting superior decision making and seamless integration into any workflow. Clients can integrate via API, download flat files, or connect through a data lake to access our national listing dataset.

Committed Partner

Resimplifi is more than just a data provider: we aim to be a strategic partner. Our constantly expanding dataset and commitment to innovation ensure clients are equipped to address today's challenges and seize tomorrow's opportunities. Through collaboration with our clients, we deliver tailored solutions that drive success across multiple industries. We strive to build long-term partnerships through our client-focused approach, giving our clients a competitive edge in an ever-evolving market.

Methodology

Resimplifi sources data from thousands of brokerages of all sizes. Each data extraction pipeline is bespoke to the brokerage. This targeted approach ensures data accuracy and completeness.

Going to the Source

Brokers update their own websites, but they may leave stale data on marketplaces for months. Our bespoke data collection techniques ensure best in class accuracy and completeness.

After extracting data from brokerage sources, automated systems flag issues, append data based on geography, and extract additional primary fields from unstructured text data. Data analysts monitor and fix data inaccuracies and confirm extracted fields are accurate.

Additional spiders validate on-market status on a weekly basis, confirming listings are still available.

Collect

Spiders run on a weekly basis ensuring the data is as up to date as possible. Manually tracked data is updated on a monthly basis.

Augment

After scraping a listing, automated tasks further label listings and extract structured data from unstructured description and highlights.

Verify

Data analysts review extracted data and verify any issues identified in the scraped data. This approach ensures accurate source data and valid extracted data.

Validate

Off market spiders separately monitor listings for off market events, like a 404 page, redirect to list page, or an explicit sold or leased label.

Coverage

Listing Stats

Total Active
282k
Total active includes sale and total number of lease spaces

Active Sale
82k
Active sale includes sale and sale/lease listings

Active Lease
200k
Active lease includes sale/lease and total number of lease spaces

Off Market
400k
Off market listings are marked as sold or leased by their source or are no longer present on their source
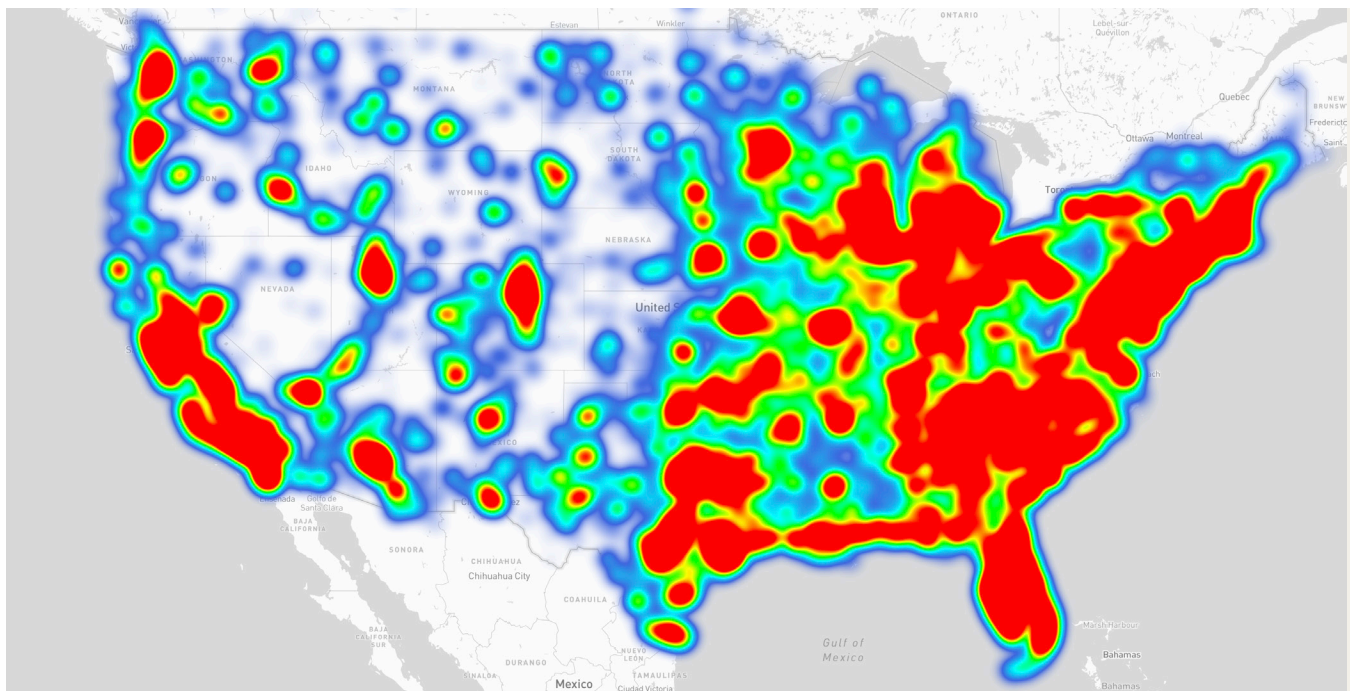
Sources
3.2k
Sources are brokerage websites and organizations

Markets
13k+
Markets are incorporated areas with active listing data

Resimplifi offers four years of comprehensive data spanning the entire United States. Our dataset features extensive coverage of secondary and tertiary markets, including data that is often missing from major marketplaces.

Industry Applications

A comprehensive and up-to-date CRE dataset is a powerful tool for professionals across many industries. From analyzing macroeconomic trends and identifying risks, to making investment decisions and managing portfolios, accurate CRE data drives deeper insights and smarter decision-making.

Economic Forecasting

Economic researchers use CRE data to track trends in property markets, as they often mirror broader economic conditions. Leasing activity, sales volumes, and vacancy rates provide valuable insight into the economic health of regions and industries.

Market Trends and Risk Analysis

Understanding trends in the CRE market enables businesses and analysts to detect market shifts early, evaluate risks accurately, and make proactive decisions. A national dataset allows analysts to track key indicators and discover hyperlocal market trends.

Investment Analysis

Investors depend on high-quality CRE data to assess market opportunities and guide investment strategies. Investors can identify opportunities for growth or areas to avoid by analyzing property values, rental rates, and market trends.

Asset and Portfolio Management

Portfolio managers require accurate CRE market data to evaluate the performance of their holdings and stay aligned with current market trends. Understanding how assets compare to current market conditions is critical for achieving optimal returns and satisfying investors.

Products and Services

Bulk Data

Resimplifi now offers bulk data services tailored to organizations requiring a comprehensive national property listing dataset. This solution provides flexible access to accurate, continuously updated CRE data, supporting research, analytics, and development in a wide variety of fields. Our flexible delivery ensures clients can integrate listing data into any stage of their pipeline.

Integration

Partners integrate with Resimplifi to deliver data directly through their internal or public-facing applications. These integrations enhance the functionality of existing tools by providing accurate property listing data to end users for discovery or analysis. Use cases include site selection, business relocation, and civic resource management.

Economic Development

Government offices leverage Resimplifi's data to display property listings on their websites and track local inventory, attracting businesses, fostering development, and showcasing opportunities within their regions. Economic development partners contribute buildings and sites owned by the city, county, or state, enhancing Resimplifi's coverage in a unique way.

Associate

Commercial brokerage associations use Resimplifi's Associate product to manage and curate local CRE data. This product enables associations to maintain accurate, high-quality datasets that drive local markets. Resimplifi integrates this local data on a case by case basis to expand our national coverage with high-quality managed data.

Our suite of products and services work together to create the most accurate and up-to-date source of property listings available. Each offering addresses specific market needs while contributing to a unified and reliable listing dataset. Resimplifi's unique and innovative approach to data acquisition is transforming the CRE data landscape.

RE simplifi®

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