

# Fuel Your Competitive Advantage: Maximising your development opportunities with RP Data



Real Market Intelligence

- ACQUIRE
- MAP
- FORECAST
- DELIVER



## Real Market Intelligence gives Developers the tools to access quality property information quickly and easily.

Property is Australia's largest asset class, worth approximately \$3 trillion. Whether you're a large or small scale residential property developer you need access to the latest and most comprehensive residential or commercial property developer information available.

- Research potential acquisition opportunities from urban renewal to large scale development sites.
- Easy to navigate and sophisticated mapping allows visual desktop analysis of the subject property.
- RP Data's industry leading research team can assist you with custom reporting, giving you a detailed profile of the current market while positioning you to take advantage of future property trends.

RP Data's Property Information System provides you with all the tools you need for strategic planning, market positioning and product development when embarking on any development project.

## Who's using Real Market Intelligence to grow their business?

*"RP Data gives us the raw material to undertake critical research into urban design & planning. It provides us with the one or two steps in the sequence: data; information; knowledge"*

Paul Walter, Director City Urban Design

*"RP Data services assist us in acquiring, developing, managing, financing & sales – we would be lost without it."*

Danny Karr, Evolve Property Group



### ACQUIRE

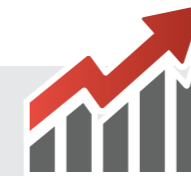
RP Data allows you to quickly and easily gather property information for project and acquisition analysis.



- The latest and most recent data at your fingertips ensuring that you always know where best to invest.
- Search, analyse and compare properties for competitive analysis and intelligence.
- Easy access to a comprehensive Ownership Database including past sale prices for forecasting.
- Instantly perform title and document searches 24 hours a day, 7 days a week.
- See the total number of transactions occurring in your area.
- Know who is selling what and when.
- Rapidly identify properties for sale and spot that bargain.

### FORECAST

RP Data has the essential tools and market intelligence you need to position your future developments for success.



- Understand the market demographics so that your project delivery strategies meet the demand.
- Input RP Data's market intelligence into your feasibility analysis and project assessment to assist with short and long term planning.
- Learn from our experienced research team to identify emerging development opportunities.
- Use a range of valuation tools to assist in developing accurate financial analysis



### MAP

With the RP Data system you can visually research a property or an area accessing integrated Google Maps, Google Street View, and Microsoft Virtual Earth. View the property or look up and down the street without leaving your office.



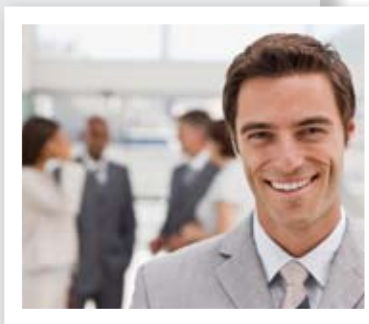
- Prospect new investment areas.
- Receive instant information about the investment areas and potential sites, location, price and characteristics of properties with aerial photos and data overlays, measure property boundaries and distances to local schools and shops.
- Quickly spot property features like pools, sheds or common boundaries.
- Use Aerial and Cadastral maps to find out who's selling and for what price within your search area.

### DELIVER

Whether you are a small, medium or large scale developer you can't afford to be without RP Data



- Continually monitoring the progress of your project is paramount to the overall success. With RP Data you can perform regular project analysis to ensure your project is meeting it's financial and strategic objectives.
- Know what product is selling in the vicinity of your project is crucial to the successful delivery of your project. RP Data allows you to see quickly and easily what is selling in your area.
- Stay up to date on the latest property trends with RP Data's property pulse.
- Take advantage of our customised developer training and ongoing technical support ensuring you maximise your RP Data subscription.





Sydney • Melbourne • Brisbane • Perth • Adelaide • Wellington

**CALL US FOR AN OBLIGATION-FREE DEMONSTRATION:**

**Sales 1300 789 303 • Customer Service 1300 734 318**

## **The total solution**

RP Data offers the most comprehensive package of property intelligence throughout Australia and New Zealand, positioning our clients to have the competitive advantage in the residential development market.

We have over 122 million property records in our database and Australia's most comprehensive aerial and frontage photography repository. Our innovative analysis and reporting tools are used by numerous industry bodies while government authorities use our very own indices in forecasting and policy making.

Our databases are growing daily and the tools available continue to evolve. For the latest property statistics and information about the depth and breadth of the information we deliver, visit [www.rpdata.com](http://www.rpdata.com)