MOODY'S

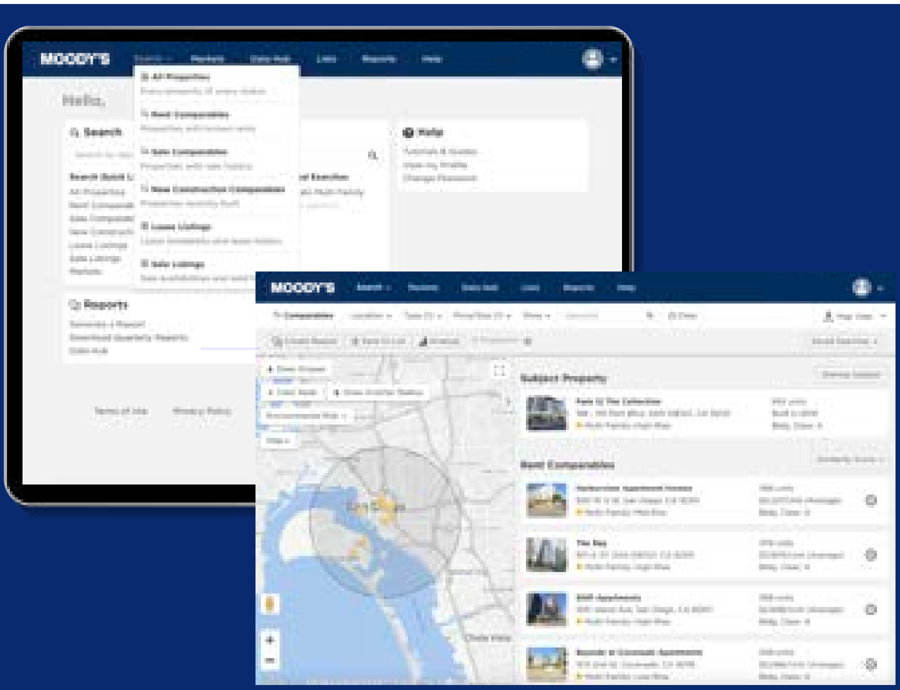
CRE

Move Your Business Forward with Market Pro CRE Comps

Market Pro stands out as an indispensable resource, offering a national database of millions of validated and enriched commercial real estate assets. This wealth of information empowers brokers like you to benchmark properties, identify market comparables, and gain deep insights that can significantly enhance your workflows and client advisory services.

With Market Pro's innovative comps experience, you can streamline your search process to quickly find the most relevant properties. By utilizing the Search tab and engaging with the Rent, Sales, and New Construction workflows, you're able to hone in on focused results that align precisely with your search criteria.

Additionally, Market Pro introduces a unique advantage with its Similarity Score, powered by Moody's proprietary ranking algorithm. This feature enables you to filter properties based on specific characteristics such as year built, size, and distance, delivering a curated list of properties that best match your subject property and intended workflow. This tailored approach ensures you're not just finding properties, but the right properties that meet your specific requirements.

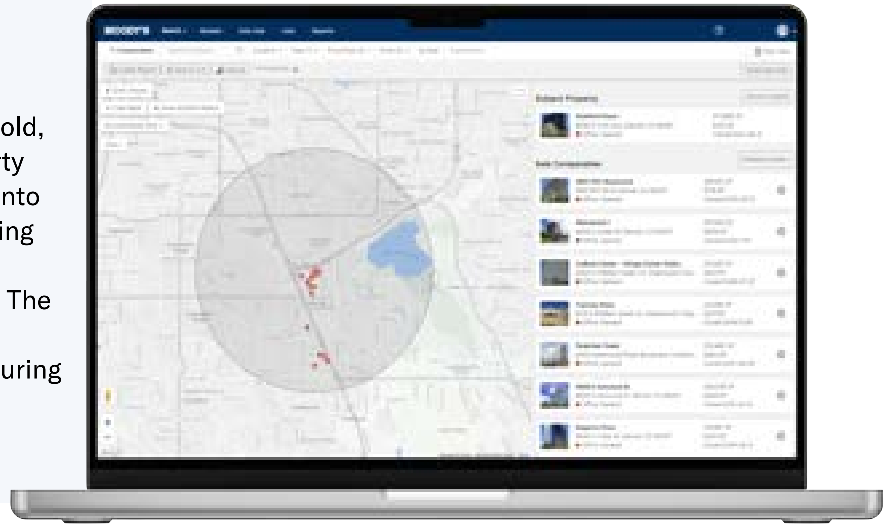


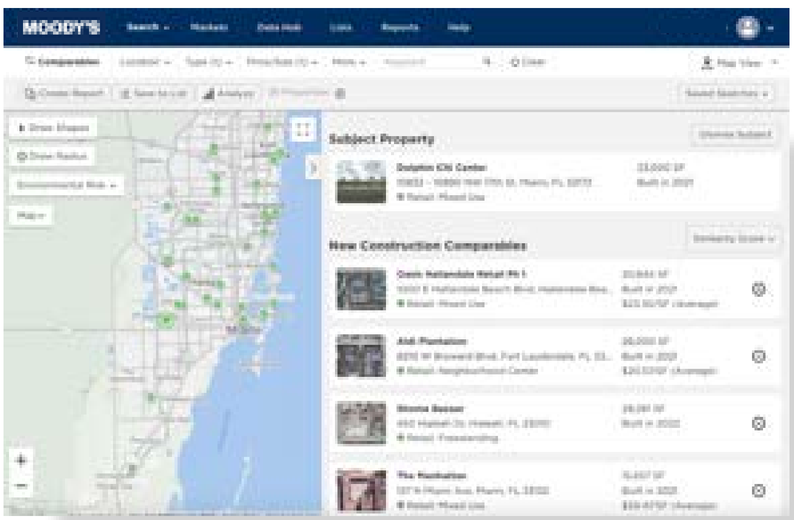
RENT COMPS

Leveraging Rent Comps, brokers can quickly access detailed rent data and comparative analyses to guide client decision-making effectively. This feature allows brokers to evaluate a property's market standing by examining vacancy rates, asking rents, and concessions of similar properties. By exploring KPIs, summary tables, and graphs, brokers can advise on negotiation strategies or investment decisions with precision. The tool also enables the identification of comparable properties by matching key attributes such as property type, unit size, and location, ensuring brokers offer relevant and data-backed insights to their clients.

SALES COMPS

Brokers can harness the Sales workflow to swiftly pinpoint and analyze properties that have recently sold, offering a clear perspective on how a subject property stands in terms of pricing or valuation. This insight into sales comps is crucial for understanding the prevailing asking rates per unit or square foot in specific submarkets, aiding in comprehensive due diligence. The sales comps workflow empowers brokers to provide strategic advice backed by current market data, ensuring their clients are well-positioned for success in the competitive CRE landscape.





NEW CONSTRUCTION

Brokers can leverage the New Construction workflow to stay ahead in the market by monitoring upcoming inventory and recent market additions. This tool is invaluable for understanding the lifecycle of commercial projects, from groundbreaking to lease-up, providing real-time updates on project progression. By comparing the supply of new constructions across different submarkets and broader markets, brokers can maintain a comprehensive view of market demand, refine strategic planning and identify fresh opportunities for their clients.

FEW CLICK COMPS ANALYSIS

Brokers can swiftly gain a birds-eye view of the market and make data-driven decisions by utilizing reliable and detailed comps to consider all pertinent factors influencing their clients' decisions. The ability to filter this data through various lenses ensures that brokers can quickly obtain the insights they require, enhancing their decision-making process and bolstering their competitive edge in the market. This intuitive and efficient access to vital information empowers brokers to advance their business objectives and provide top-tier service to their clients.

cre.moodysanalytics.com