



Net Lease Trading Platform for a Modern Investment Brokerage Firm

Predictive Analytics Transforms
the CRE Market Transactions and Sales

Introduction

Putting tenant and end-user preferences at the center of every business decision is a top priority in the Commercial Real Estate market. However, the CRE market has lagged behind other financial sectors in fully leveraging data analytics capabilities. Traditionally, investors used to combine word-of-mouth information from credible sources and relations with their gut instincts to make investment decisions. As data generation and predictive analytics capabilities continue to rise, the CRE organizational mindset is undergoing a tremendous change to embrace data-backed decisions.

Realizing the benefits of data-backed decision-making, our customer wanted to redefine net lease trading through an intuitive and end-to-end transaction platform comprising user-friendly dashboards and data-driven exchange. Find out how Fingent partnered with a modern investment brokerage firm to help them accomplish this goal.



The Customer

Our customer is a New York-based investment brokerage firm specializing in net lease real estate and 1031 exchanges. They help clients buy and sell commercial real estate. They offer their 1031 exchange buyers crucial metrics related to their credit and timing that are vital to the exchange. Their customers include Commercial Real Estate Stakeholders, Brokers, or individuals.

Terms to note



Commercial Real Estate (CRE):

Unlike the residential real estate, the commercial real estate is leased to tenants to provide them a workspace where they can run their business/office. There are different classes of CRE which include Office, Industrial, Retail, Medical, and Land.



Triple-net (NNN):

A type of lease that makes the tenant responsible for paying property taxes, insurance, and maintenance.



1031 exchange:

Also known as like-kind exchange, 1031 is a swap of properties that are held for business or investment purposes. An exchange can only be made with like-kind properties as stated by the United States Internal Revenue Service (IRS) which allows capital gains taxes to be deferred.



The Increasing Significance of Analytics in CRE

The Commercial Real Estate industry faces rapid transformation with the emergence of new business models, extensive use of technology, and changing tenant and investor expectations. Each year brings new technologies that alter the way CRE agents approach their work.

For example, investors are ready to change their business models with a tech-enabled ecosystem. That means, CRE companies and agents will have to adapt to the rising demands and technology trends. So, the market will remain wide open only for those who are ready to accept the change and embrace new technologies.

The CRE property values are not only driven by the underlying real estate, but also by the lease terms and a single tenant's credit rating. This shows the relevance of analytics in tenant/property data.



CRE is an industry sector that contains an abundance of data. Over the past years, analytics is slowly taking up its role among numerous listing sites.



Analytics provides both buyers and sellers more context about the property and its qualities.



Predictive analytics tracks consumer (basically buyer/seller) behavior to understand the conditions in which they are most likely to buy or sell.



Analytical insights enable agents to better utilize their time and resources, which in turn will maximize the overall sales.



CRE companies/agents can achieve clear and practical insights that influence the strategic decisions they must adopt by combining data from different sources.

Our customer wanted to rise to the occasion by setting a new standard in the commercial real estate brokerage market.

Overcoming Roadblocks

The customer was using two distinct applications: one for listing properties and another one for tracking them. They wanted an integrated solution that could offer them real-time visibility to each property's details.



The client wanted to gain enhanced visibility into the performance of their listings, view the number of offers received, and provide data analytics and visualization for their Principals and Brokers that help them make better decisions.



Tracking the 1031 exchanges was becoming cumbersome for the customer and they required improved visibility into the same.



An agent's expertise is highly sought over to effortlessly navigate the buyer and settle on the best listings that will guarantee high ROI. It was crucial for their (investment brokerage firm) users to identify details related to the listing brokerages, compare properties, and make investment decisions backed by powerful insights.



Fingent's Solution



An advanced property trading platform that offers insights on current market trends and comparable analytics which allow CRE stakeholders to make data-driven decisions related to purchasing, selling, or exchanging commercial properties.



Intuitive 1031 exchange dashboard for both employees and customers to support sales and 1031 exchanges.



Property dashboard to track the performance of properties and understand tenant's stock performance (financial information) through third-party integrations.



Projected revenue charts and return during lease analysis to help showcase how a property will perform in the future and its possible return on investment.



Analytics that allows an agent to suggest the perfect property that matches their investor's preferences, expectations, and goals.

Application Highlights



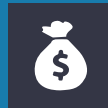
Personalized property dashboards and seller dashboards.



Dashboards that offer comparable analytics, portfolio sales, and broker opinion of value (BOVs).

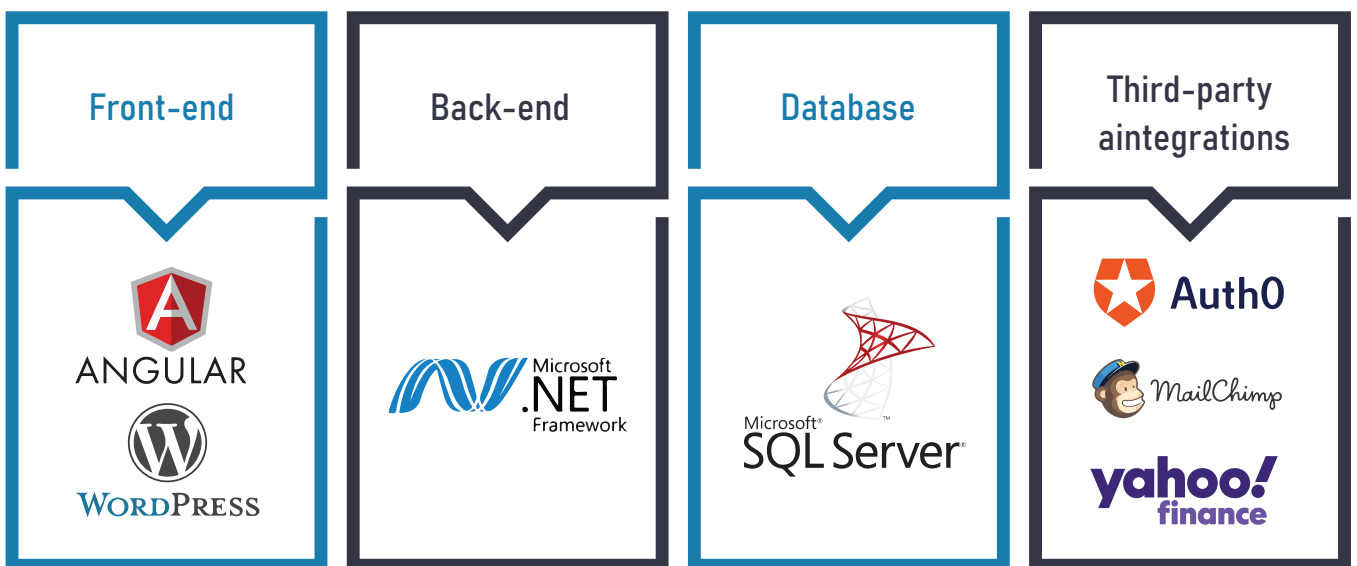


The first 1031 online trading platform to track 1031 exchange processes from start to end.



Revenue projection charts and financial summaries.

Technology Stack



Benefits



10,000+ listings managed via the new net lease trading platform.



Brokers can easily demonstrate listings to prospective buyers or investors via the application itself.



Ability to place and manage offers on multiple listings and update them as required.



Save time and risk by providing the investor with reliable ROI metrics based on the past and present data as well as the forecasted trends of their investment.



About Fingent

We are a Global IT company providing strategic IT business solutions and services for complex business problems, in multiple industry sectors including retail, healthcare, finance, education, and more. Our technology and industry expertise enables us to deliver cutting-edge internet technologies and scalable, secure, and easy-to-use web applications that work across multiple devices. We believe that the judicious use of technology, together with a good design can reduce complexity, connect individuals, and provide valuable insights, all of which ultimately help businesses succeed.



USA | AUSTRALIA | INDIA | UAE

235 Mamaroneck Ave, Suite #301, White Plains, NY 10605

+1-914-615-9170

www.fingent.com | info@fingent.com